Footprints AI



Beyond the Back-to-School Rush: How BIC Used Retail Media to Outgrow Seasonal Demand

Turning precise shopper targeting and omnichannel visibility into measurable sales impact across Profi and Carrefour.



Control Stores Show What Retail Media Added on Top of Back-to-School Demand

PROFI

2x

BIC units sold in campaign stores (+99.64%), against +9.34% in control stores

CARREFOUR

+10.1%

more BIC sales value growth in campaign stores than in control stores, during an 8x category surge

MEDIA DELIVERY

977K

reach across both networks, 3.50% above plan, with 1.76M impressions

Footprints AI and BIC built an omnichannel retail media strategy across Profi and Carrefour for the Back-to-School season, designed to keep BIC stationery visible through the year's biggest stationery peak.

The strategy:

- Focus on the shoppers preparing for school: six priority life stages
- Target the missions where school shopping happens: Special Occasion, Stock-Up and Fill-In trips.
- Reach shoppers before the visit, with push notifications timed to each user's likely shopping hour.
- Read 309 campaign stores against the same number of matched control stores, to separate the media effect from the season.

Strategy At A Glance

Retail Network

profi, Carrefour

Geo-Focus

National coverage

Retail Channels

- **In-Store:** Digital Screens, Radio
- **On-Site**: Mobile App and Website - Display Ad, Push Notifications
- **Off-Site**: E-mail Banner Insert, Facebook Sponsored Post

Media budget

- Duration: 28 days

Two Retailers, Two Back-to-School Shoppers

	Profi	Carrefour
Campaign / control stores	298 campaign / 298 control	11 campaign / 11 control
Top shopping mission	Special Occasion, 62.52%	Stock-Up, 38.42%
BIC units, campaign vs control	**+99.64% vs +9.34%**	**+665.52% vs +609.73%**

BIC shopper profiles from Profi and Carrefour data during the campaign. Units vs the preceding four weeks.

Challenge

Back-to-School is the biggest stationery moment of the year, and in the weeks before school starts the whole category surges. In Carrefour, office stationery sold more than eight times as many units as in the month before. In a peak like this almost every brand grows, so growth alone proves little. BIC needed retail media to keep its range visible where school shopping happens, and to show what it added on top of the season.

Execution

- **In-store visibility:** digital screens synchronised with the radio spot in 298 Profi stores, and digital screens in 11 Carrefour stores, activated when the target audience was in store and actively shopping.
- **On-site visibility:** premium placements in the Profi and Carrefour apps and websites put BIC in front of shoppers early in the digital journey.
- **Pre-visit reminders:** push notifications reached users one hour before the time they were most likely to go shopping.
- **Off-site reach:** a Facebook sponsored post and email banner inserts extended visibility beyond the store visit.

Shopping Missions

- Special Occasion trips, planned around the start of school, behind 62.52% of BIC missions in Profi.
- Stock-Up trips, the leading BIC mission in Carrefour (38.42%).
- Fill-In trips, quick top-ups for the items still missing from the list.

Target Audience

- 18-54, all genders.
- Life stages: Full Nest I, II and III, Single Parent Families, Young Professionals and Empty Nest.



Solution

BIC used retail media to stay visible through the Back-to-School peak, with matched control stores in both retailers to read the media effect apart from the season.

Footprints AI enabled:

- **Omnichannel orchestration:** one BIC message across in-store screens and radio, retailer apps and websites, push notifications, social and email.
- **Audience precision:** delivery focused on six priority life stages and the missions where school shopping happens.
- **Pre-visit timing:** push notifications sent at each user's likely shopping hour.
- **Media-to-sales validation:** every campaign store was read against a matched control store, in both Profi and Carrefour.

Results

In both retailers, campaign stores were compared with the same number of control stores, so each result shows how BIC performed beyond the seasonal surge.

	Profi campaign, 298	**Profi** control, 298	**Carrefour** campaign, 11	**Carrefour** control, 11
BIC units vs preceding period	**99.64%**	**9.34%**	**665.52%**	**609.73%**
BIC sales value vs preceding period	**75.46%**	**-6.76%**	**553.61%**	**493.58%**
Stationery category units vs preceding period	**103.54%**	**11.22%**	**750.97%**	**734.30%**
BIC volume share change, pp	n/a*	n/a*	**-0.90 pp**	**-1.28 pp**

*Campaign period 17 Aug to 13 Sep 2026 vs preceding period 20 Jul to 16 Aug 2026. *In Profi, BIC accounts for about 96% of office stationery units, so share is not a meaningful measure there.*

- **Sales doubled in Profi:** 15,818 BIC units in campaign stores, up 99.64%, against +9.34% in control stores.
- **Value followed:** Profi sales value rose 75.46% to €22,807, while control stores fell 6.76%.
- **Ahead of an 8x surge:** in Carrefour, BIC units grew 7.7x in campaign stores vs 7.1x in control stores, and sales value 6.5x vs 5.9x.
- **Share held better:** in Carrefour, BIC lost 0.90 pp of volume share in campaign stores vs 1.28 pp in control stores, and 0.46 pp vs 1.07 pp of value share.
- **Media delivery:** 977K reach across both networks and 1.76M impressions, 3.50% and 2.13% above plan.
- **Above the control trend**: about 7,150 more BIC units in Profi and 3,950 in Carrefour than campaign stores would have sold at the control-store growth rate.
- **Value ahead in both retailers:** BIC sales value ran about €10,700 above the control-store trend in Profi and €12,800 in Carrefour.

Profi sales value

+75.46%

vs -6.76% in control stores

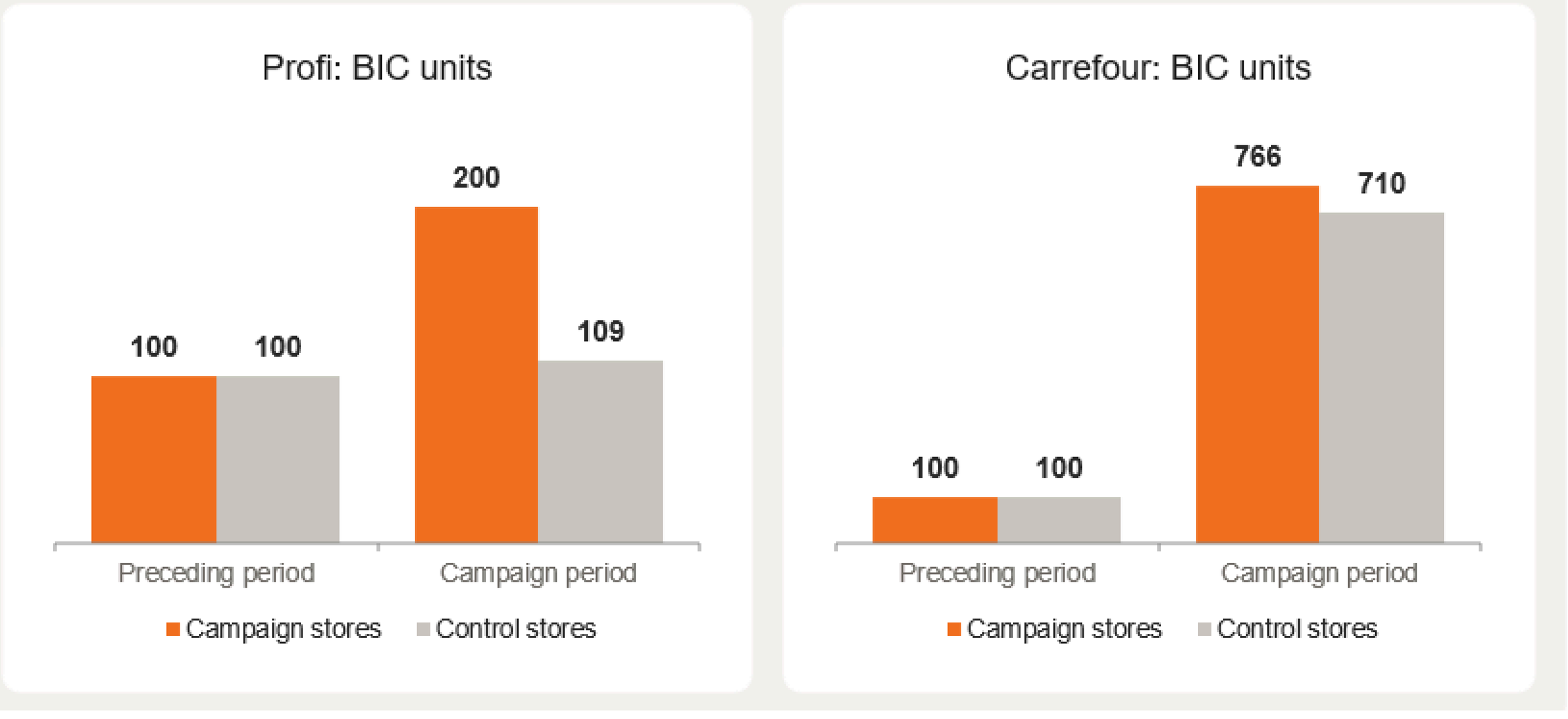
Carrefour sales value

+553.61%

vs +493.58% in control stores

The Season Lifted Everyone. Media Lifted BIC Further.

Back-to-School lifted stationery sales in every store. Comparing campaign stores with matched control stores shows how much further BIC went where retail media was live.



BIC units sold, indexed to the preceding four weeks (20 Jul to 16 Aug 2026 = 100). Campaign period 17 Aug to 13 Sep 2026. Client data, 2026.

What the data shows

- **Profi, a clear gap:** BIC doubled in campaign stores, while control stores grew less than 10% in units and lost value.
- **Carrefour, a surge for everyone:** stationery demand rose more than eight times, and BIC still grew faster in campaign stores than in control stores.
- **Value, not just volume:** in both retailers, BIC sales value grew more in campaign stores than in control stores.

BIC UNITS

Profi	Profi	Carrefour	Carrefour
campaign, 298 stores	control, 298 stores	campaign, 11 stores	control, 11 stores
+99.64%	**+9.34%**	**+665.52%**	**+609.73%**

BIC SALES VALUE

Profi	Profi	Carrefour	Carrefour
campaign, 298 stores	control, 298 stores	campaign, 11 stores	control, 11 stores
+75.46%	**-6.76%**	**+553.61%**	**+493.58%**

Each figure compares the campaign period with the preceding four weeks.