Footprints AI



When the Season Cooled, Starbucks Chilled Kept Growing

The power of retail media to follow the same shopper from the store aisle to the delivery basket.



Promoted SKUs Grew Where Stores Without Media Declined, and Doubled on Delivery

PROFI

+2.14%

promoted SKUs volumes in campaign stores, vs -1.54% in control stores

CARREFOUR

+8.39%

promoted SKUs volumes in campaign stores, vs -13.75% in control stores

BRINGO

+103.03%

Starbucks volume, vs +21.6% for the coffee drinks category

Footprints AI and Delaco built an omnichannel retail media strategy for Starbucks Chilled Coffee across Profi, Carrefour and Bringo, designed to drive trial and repeat purchase by reaching shoppers already on a grocery mission, in store, in the app and on delivery.

The strategy:

- Reach the same 18-44 shopper through three doors: two store networks and a delivery platform.
- Trigger in-store screens only when the target audience is in store and actively shopping.
- Time push notifications to land shortly before the expected store visit.
- Win the delivery basket on Bringo with category placements and sponsored search.
- Read promoted SKUs against stores without media, and Bringo against its category.

Strategy At A Glance

Retail Network

profi zilnic prețuri mici · Carrefour · BRINGO

Geo-Focus

National coverage

Retail Channels

- **In-Store:** Digital Screens
- **On-Site**: Mobile App and Website - Display Ad, Push Notifications, Sponsored Products

Media budget

- Duration: 15 days

One Journey, Three Retailers

Retailer	Dates	In-store	On-site	Read against
Profi	1 to 15 Aug	Dynamic digital screens	First-position app post, push notifications	Control stores
Carrefour	12 to 25 Aug	Dynamic video on in-store screens	App banner, push notifications	Control stores
Bringo	12 to 25 Aug	Delivery platform	Category promoted products, sponsored search	Coffee drinks category

Profi and Carrefour campaign stores read against stores without media; Bringo read against the coffee drinks category.

Challenge

Chilled coffee is a summer purchase, and by August the wider category was already slowing in both store networks. Starbucks Chilled needed to keep growing through that slowdown, winning trial and repeat purchase from shoppers already on a grocery trip, in the aisle, in the app or in a delivery basket.

Execution

- **In-store visibility:** dynamic screens in Profi and video ads in Carrefour, live when the target audience was in store.
- **On-site discovery:** a first-position Profi app post and a Carrefour app banner, seen while shoppers planned their trip.
- **Precision timing:** push notifications sent shortly before the targeted shopper was expected in store.
- **Delivery conversion:** Bringo promoted products and sponsored search put Starbucks first when intent was highest.

Shopping Missions

- Profi: Special Occasion and Fill-in trips.
- Carrefour: Routine/Replenishment and Stock-up trips.

Target Audience

- All genders, 18-44.
- Young Professionals, Young Singles, Young Couples, DINKs, Single Parent Families.



Solution

Starbucks Chilled used retail media to connect the store, the app and the delivery basket, with every channel aimed at shoppers already on a grocery mission.

Footprints AI enabled:

- **Shopper intelligence:** life stages, shopping missions and in-store presence decided who saw Starbucks, and when.
- **Omnichannel orchestration:** one message across in-store screens, two retailer apps, push notifications and Bringo search.
- **Moment-based delivery:** screens triggered by audience presence, push notifications timed to the store visit.
- **Clear reads:** campaign stores compared with stores without media, and Bringo compared with its category.
- **Audience fit**: in Profi, 18-24 shoppers were the largest group reached (34%), in line with the young adult target, with Special Occasion and Fill-in trips making up over 80% of missions.

Results

Promoted SKUs grew ahead of their benchmark in every retailer.

Sales Growth (campaign period vs preceding period, volume)

Retailer	Products	Campaign	Benchmark	Benchmark type
Carrefour	Promoted SKUs	**8.39%**	-13.75%	Control stores
Carrefour	Whole Starbucks range	**2.73%**	-14.49%	Control stores
Bringo	Starbucks range	**103.03%**	21.64%	Coffee drinks category
Profi	Promoted SKUs	**2.14%**	-1.54%	Control stores

- **Strongest read in Carrefour:** promoted SKUs grew 8.4% in campaign stores, while the same products fell 13.8% in stores without media, a 22-point gap.
- **The whole range followed:** the full Starbucks range in Carrefour grew 2.7% in campaign stores, against a 14.5% decline in control stores.
- **Doubled on delivery:** on Bringo, Starbucks volume rose 103% and value 76.5%, almost five times the 21.6% growth of the coffee drinks category.
- **Bigger share of the delivery basket:** Starbucks went from 27% to 45% of coffee drinks units sold on Bringo.
- **Held the line in Profi:** promoted SKUs grew 2.1% in campaign stores while control stores slipped 1.5%, in a month when the wider category was declining.
- **Value kept pace on delivery**: Starbucks sales value on Bringo grew 76.5%, more than three times the category's 23.5%.
- **Growth across three doors**: promoted products grew in every retailer, in store and on delivery, in the same month the wider category was declining.
- **Media above plan:** 932K impressions and 641K shoppers reached, about 4% above plan in every retailer.

Carrefour

+22pp

promoted SKUs, campaign stores vs stores without media

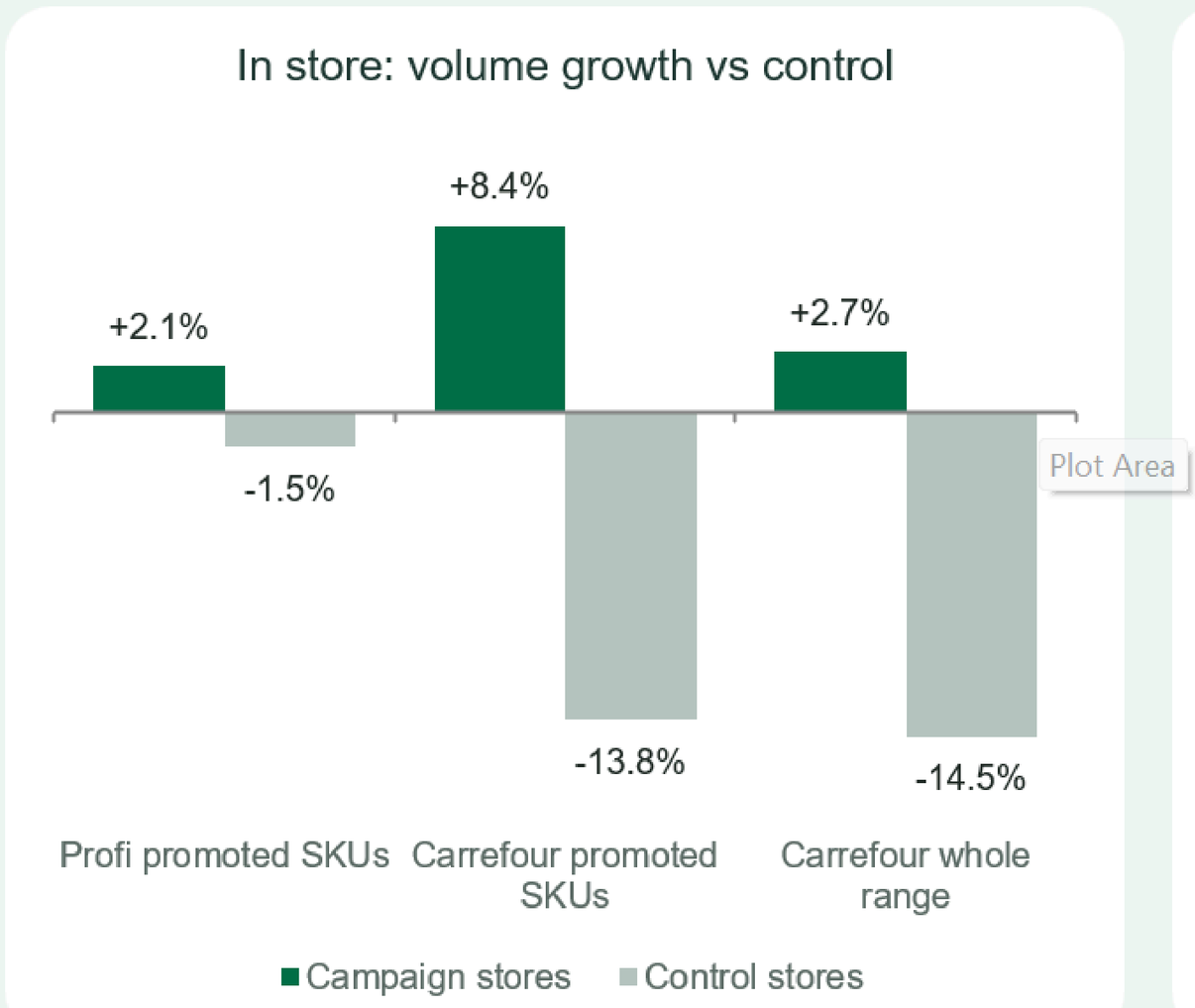
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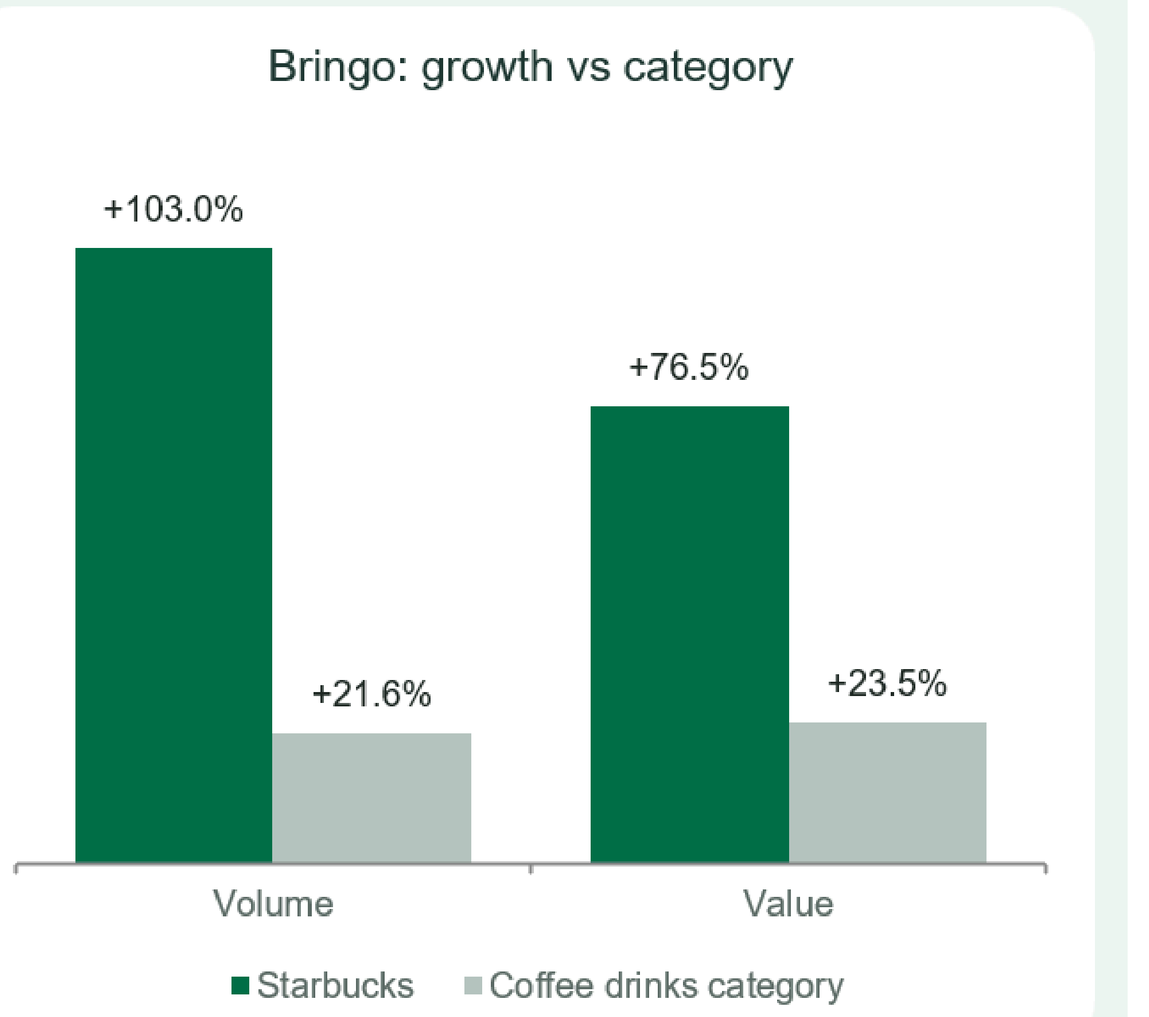
27% to 45%

Starbucks share of coffee drinks units sold on Bringo\

Ahead of the Trend in Every Retailer

In both store networks, the promoted Starbucks range moved up while the same products moved down in stores without media. On Bringo, where every shopper is one tap from the basket, Starbucks grew almost five times faster than its category.





Volume and value growth, campaign period vs preceding period. Profi: 1 to 15 August. Carrefour and Bringo: 12 to 25 August.

What the data shows

- **Same products, different direction:** in Carrefour, the promoted products grew 8.4% where media ran and fell 13.8% where it did not**.**
- **Growth reached beyond the promoted products:** the whole Starbucks range in Carrefour grew in campaign stores and fell in control stores.
- **Delivery moved fastest:** on Bringo, Starbucks doubled its volume and became close to half of all coffee drinks units sold.
- **Profi held its ground:** a smaller, positive gap against control stores, in a month when chilled coffee demand was easing.

PROFI

Promoted SKUs	Promoted SKUs	Whole range	Whole range
campaign stores	control stores	campaign stores	control stores
+2.14%	**-1.54%**	**-2.15%**	**-1.50%**

CARREFOUR

Promoted SKUs	Promoted SKUs	Whole range	Whole range
campaign stores	control stores	campaign stores	control stores
+8.39%	**-13.75%**	**+2.73%**	**-14.49%**

BRINGO

Starbucks volume	Starbucks Value	Category volume	Share of units
vs preceding period	vs preceding period	coffee drinks	up from 27%
+103.03%	**+76.52%**	**+21.6%**	**45%**