

Tradeway delivers high return for Nescafe Alegria

Issued by [Tradeway](#)

10 May 2013

Leading experiential activation agency, Tradeway, ran a highly successful education, sampling and conversion campaign for Nescafe Alegria. Nescafe Alegria's solution is built to make great coffee with minimum fuss and maximum efficiency. The intuitive easy-to-use machine makes Espresso, Lungo, Americano, Cappachino, Latte and Maccchiato. The Nescafé Alegria coffee comes in a patented aroma lock pod that was specially designed to keep the freshness and quality of the coffee so that it features in each and every cup.

The Challenge

Nescafé Alegria needed to build awareness and convert sales at the point of purchase. The solution was targeted at small to medium enterprises. Both the message and activation had to resonate with a time starved and frugal segment as well as hit the stretched target set by the client.

The Solution

Focussed on the proposition "Café style coffee made magically simple", the activation targeted 18 Makro stores during the end of year seasonal period. Brand ambassadors were styled as baristas and mainly positioned at the entrance or transition zone and in proximity to where the products were merchandised in-store. The mechanism was a live demonstration, where shoppers were exposed to an end-to-end Nescafé Alegria experience - the ease of use right through to tasting the diverse flavours the machine could dispense using the patented aroma lock pods. Driving further conversion included an information leaflet and two free coffee cups on proof of purchase. The activation spanned 1,672 promotional shifts from mid-November until the end of December 2012 and Tradeway carefully selected which days of the week had optimum uplift.



The Results

Tradeway engaged with over 72,000 shoppers and superseded target sales by over 20%, achieving a return on marketing investment of approximately 129%. For every machine that was bought, shoppers also bought over two pods on average. Tradeway also delivered invaluable shopper demographics and shopper insights for precision targeting future prospects based on the shared attributes of shopper profiles that bought and engaged with the product.

About Tradeway:

Tradeway are specialists at recruiting, training and managing resources for experiential activations, direct consumer engagement and field services.

Tradeway provides reliable resources that will consistently represent your brand delivering the highest levels of compliance and return. Driven by our continued investment in proprietary technology, the latest training and testing methods in addition to people development, we are able to streamline representation, automate activation schedules, track our resources and monitor campaign performance in real time.

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