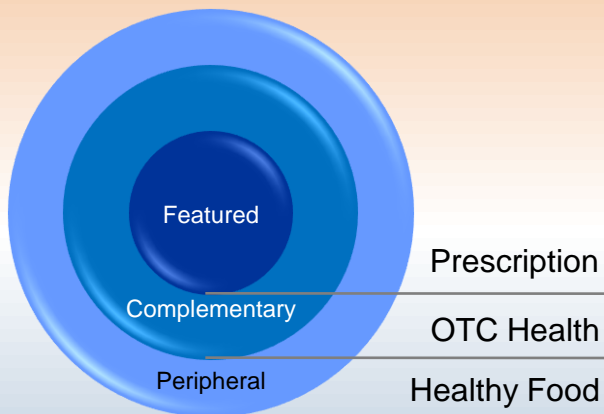


# Where Experiential Marketing Meets Shopper Marketing

Case Study: A leading retailer conducted a 6-month experiential campaign focused on driving Pharmacy and Health Products. Engaged shoppers reported overall healthier attitudes, leading to actual sales gains in drug (featured) and other health brands (non-featured), assisting in residual ROI for the retailer.

## Grocery Store With Pharmacy Department Case Study Shoppers: Seminar Attendees Versus Non-Attendees

### Category Inclusion



### Direct Categories Featured:



### Indirect, Non-Featured:



### EMF / IMI Implication:

Experientially activated shopper marketing campaigns can change purchase behavior patterns over time. Effective measurement should capture full ROI impact including featured and peripheral brands.

