



Dove Boosts Brand Share by 9% in 1 Month

The Unmatched Power of Retail Media to Drive Awareness & Consideration.

Case Study

Dove is a global personal care brand by Unilever, promoting real beauty and self-confidence.

Challenge

In alignment with Unilever's sponsorship of EURO 2024, this campaign presented a critical opportunity to boost brand awareness, consideration, and engagement during the heightened attention of the tournament. The challenge was to leverage this unique moment to increase Dove's market share.

Strategy

Execution

Footprints AI implemented a precision-driven retail media strategy to maximize the impact of Dove's campaign during EURO 2024. In-store digital screens were utilized to deliver personalized, contextually relevant ads at moments of high foot traffic. By analyzing real-time shopping behavior and location-specific data, the campaign was executed dynamically across hundreds of Profi stores nationwide. The media strategy focused on driving awareness and engagement during key shopping times, ensuring optimal visibility for Dove products throughout the 31-day campaign.

Shopping Missions

The campaign strategically aligned media delivery with distinct shopping missions to capture attention at critical moments. By identifying shopping behaviors - such as weekly grocery runs, quick trips for essentials, and planned beauty product purchases - Footprints AI ensured that Dove's ads were displayed when customers were most receptive to brand messages. This targeted approach boosted both product visibility and purchase intent, reinforcing Dove's association with daily shopping habits.

Target Audience

The retail media campaign reached a diverse audience across urban and rural stores. Ensuring the campaign resonated with male customers of all age groups was key to maximizing the impact of the sponsorship during such a prominent event.

Strategy At A Glance

Retail Network



Retail Channels

- In-Store: Digital Screens

Media Investment

- Duration: 31 days
- Budget: 5% from total



Footprints AI's innovative retail media strategy was key to the success of our Dove campaign. Their ability to precisely target and engage our audience during EURO 2024 helped us significantly increase both brand visibility and market share.

Mirela Banioti

Head of Customer Strategy & Planning at Unilever, Personal Care



Solution

Footprints Retail Media Network is Romania's most powerful and largest ad network that ensures brands to engage with the right audience based on both shopping and purchase behaviors, maximizing customer intelligence and media investment impact.

The solution involves:

- Omnichannel retail behavior analysis.
- Profiling to generate socio-demographics, and household-level econometrics.
- Predict next 30-day behaviors.
- Use geolocation for precise insights and community-level targeting.
- Generate hyper-personalized ad content.
- In-store, on-site and off-site real-time campaign delivery optimization

Retail media campaigns allow precise targeting throughout the purchase path, offering competitive media costs, real-time campaign measurement, and direct sales outcome monitoring, and real time media-to-sales attribution.

Results

Brand Market Share Uplift

The campaign was a clear success, delivering significant sales of Dove & Rexona products:

- SKU Market Share Uplift: 3.35%
- Brand Market Share Uplift: 9%
- Impressions: 2Mn. across 700 stores
- Reach: 1.5Mn. unique customers

The precise targeting and optimized media delivery led to increased awareness and sales of Dove products, fulfilling the campaign's objectives.

Share of Budget

5%



Brand Market Share Uplift

9%