

CASE STUDY

FROM CHECKOUTSMART

Ratings & Reviews Programme: Kellogg's Coco Pops

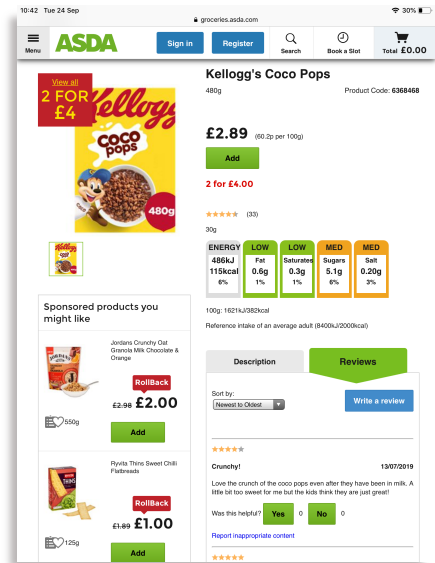


The Brief...

To support the shopper's reappraisal of their reformulated Coco Pops range, Kellogg asked CheckoutSmart to run a Ratings & Reviews campaign on 2 of their SKUs in ASDA.

What we did...

We created an RRP campaign which sent selected members of our 5,000 strong review group into ASDA to buy the selected SKUs. They then uploaded their receipt to via our app to provide a verified purchase and we then asked them to leave a review on the ASDA.com site. We monitored the site and reviews created and ensured the **guaranteed 30 reviews were delivered**, in this case within 2 weeks of starting*.

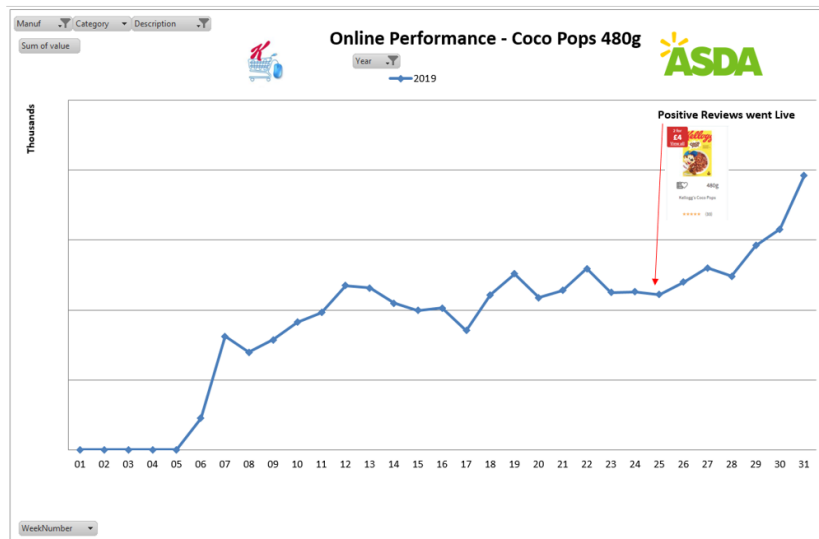


The results...

Monitoring the results closely the team kept the offer in front of the right subset of our program members. Each day they saw the growing number of genuine unique verified reviews delivered. After confirming we had delivered more than the number of promised reviews Kellogg told us: *"Without additional media support and same promotional mechanic every week (ongoing 2 for £4), we saw performance improving week on week since the reviews went live (uplift +32%)"*.



"We were very pleased with the Ratings & Reviews activity delivered by CheckoutSmart. Getting the campaign live was very simple and the reviews were delivered in just a few weeks. The impact on our sales was significant and we plan to repeat this approach with them on more core skus across our Hero Brands and to maximise NPD launches" **Paolo Lomartire, eCommerce NAM, Kellogg's**



Google benefit...

In addition to the benefit on ASDA.com, the reviews were also picked up by Google which show when "Kellogg's Coco Pops" is searched via Google.

Kellogg's Coco Pops - ASDA Groceries

<https://groceries.asda.com/product/family-cereals/kelloggs-coco-pops>

★★★★★ Rating: 4.5 - 33 reviews - £2.89

Buy Kellogg's Coco Pops at ASDA.com... By appointment to HM The Queen Purveyors of Cereals Kellogg Marketing and Sales Company (UK) Limited ...

Kellogg's Coco Pops - ASDA Groceries

<https://groceries.asda.com/product/family-cereals/kelloggs-coco-pops>

★★★★★ Rating: 4.1 - 44 reviews - £2.50

Buy Kellogg's Coco Pops at ASDA.com... Rice, Glucose Syrup, Sugar, Fat Reduced Cocoa Powder, Cocoa Mass, Salt, Barley Malt Extract, Flavoursings ...

* Individual timings and results will vary