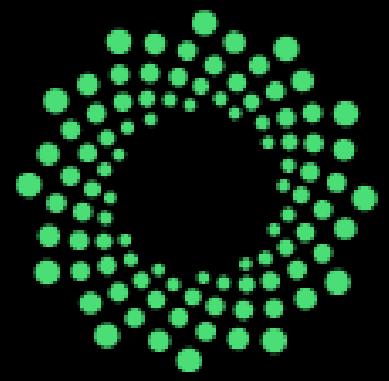


BUILDING PROMOTIONAL STRATEGY

USING EXPERIMENTATION



"What is the best way to co-promote my brands?"

A major manufacturer partnered with Eversight to break this complicated question down into a set of targeted experiments. This approach enabled them to quickly and efficiently build a co-promotional strategy proven to resonate with their consumers.

PHASE 1:

PRODUCT BUNDLES & COMBINATIONS



PHASE 2:

PRODUCT CLAIMS



LESS SUGAR

LOW FAT

PRODUCT IMAGERY



LIFESTYLE IMAGERY

PHASE 3:

OFFER STRUCTURES



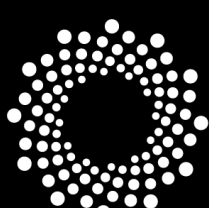
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FREE

VARIABILITY BY RETAILER OR CHANNEL



EVERSIGHT