

FUTURE MADE CLEAR

BUSINESS CASE STUDY:
HOW DO IN-STORE PROMOTIONS
AFFECT SALES OF PRODUCTS IN GLASS?



PILOT CAMPAIGN OVERVIEW:

HOW DO IN-STORE PROMOTIONS AFFECT SALES OF PRODUCTS IN GLASS?

The glass industry and the retailer Carrefour activated a pilot test in two Spanish supermarkets with the aim of studying joint sustainability strategies, based on the analysis of consumers' purchasing decisions when they can choose glass packaging on the shelves.

Objective: to prove that by promoting glass packaging on the shelves, we increase sales of products in glass as well as a product category.

Concept: a Marketing and Communication Campaign OHH and in store with direct collaboration of retailers.

The pilot test rolled out in two phases over six months, through different advertising media about the benefits of glass as a leading sustainable material and in a special activation, offering a glass alternative to the previously plastic only bottles for freshly squeezed orange juice.

Through campaign remembrance metrics (soft data) and increase in sales of the category (hard data), the results show that consumers chose glass and this decision drove an increase in sales for the product category that offered this packaging material.

By the end of the pilot test, Carrefour started implementing the freshly squeezed orange juice in glass packaging in all its Spanish supermarkets.

OBJECTIVE

TO PROVE THAT BY PROMOTING GLASS PACKAGING ON THE SHELVES, WE INCREASE SALES OF PRODUCTS IN GLASS AS WELL AS A PRODUCT CATEGORY

PROJECT DETAILS

In January 2020, the MarCom Pilot campaign **Phase 1 was launched in the Carrefour in El Saler, Valencia:**

- In-store advertising supports: stoppers, floor vinyls, shopping carts, digital screen glass
- In-store special action/activation: Friends of Glass-branded glass bottles in the freshly squeezed orange-juice section, including a bottle rack to showcase the newly arrived option of glass in what had previously been a plastic-only category
- OOH advertising: radio spots, six sheets OPPI, buses, social media ads, online ads, six sheets at El Saler
- Influencer marketing, including giveaways
- Media relations, based on online media survey data
- On-site survey with customers

Considering the impact of Covid-19 and the learnings gathered from the first phase, **Phase 2** of the campaign in Carrefour was launched in January 2021 in La Eliana, Valencia with:

- In-store advertising supports: stoppers, floor vinyls, shopping carts, digital screen, catwalks, category windows
- In-store special action/activation: Friends of Glass-branded bottles in the freshly squeezed orange-juice section, including a bottle rack to showcase the newly arrived option of glass in what had previously been a plastic-only category
- Influencer marketing, including influencer visits to the supermarket
- On-site survey with customers



OOH and Social Materials:

First Phase



Buses



Six Sheets_OPPI



Visuals for Social Media



Second Phase Pilot Visuals: In-Store Media



Stoppers



Carts



Catwalk

Second Phase Pilot Visuals: In-Store Media



Category window & Floor vinyl



Bottle rack (special activation and display)



Glass bottle FoG label

CONSUMERS VALUE SUSTAINABLE OPTIONS ON THE SHELVES

TABLE 1: TOTAL SALES IN THE FRESHLY SQUEEZED ORANGE JUICE SECTION, PET & GLASS (COMPARISON PHASE 1 VS. PHASE 2)

	Phase 1 (El Saler)		Phase 2 (La Eliana)
2019	955	2020	3,745
2020	2,480 (1,525 more bottles, increase of 250%) 1,668 glass bottles	2021	7,173 (3,428 more bottles, increase of 91%) 2,610 glass bottles

One of the drivers of the positive results was giving consumers an option that wasn't previously available: glass packaging for the freshly-squeezed orange juice. This makes it easier for consumers to choose glass, without having to pay more for the sustainable alternative than plastic.

In light of these results, it's clear that the consumer appreciates having an alternative to plastic. By offering glass, the campaign boosted orange juice sales, without negatively impacting plastic packaging sales. Instead, it drew in a new consumer profile in addition to the existing buyers.

Having a glass bottle available doesn't replace plastic, it simply gives consumers more choices and pushes up the overall sales.

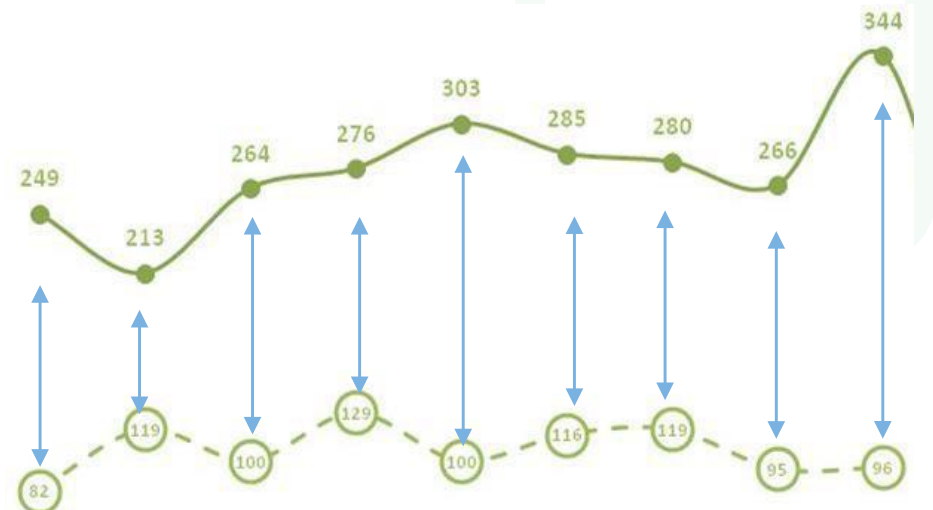
GLASS DRIVES INCREASE IN CATEGORY SALES

The option of glass bottles, made very visible by being displayed in a specially designed bottle-rack, drove up the sales of freshly squeezed orange juice.

Consumers bought more in this category when the glass packaging was an option, so their decision-making is clearly conditioned by environmentally responsible decisions.

GRAPHIC1: WEEKLY FRESHLY-SQUEEZED ORANGE-JUICE SALES DURING PHASE1

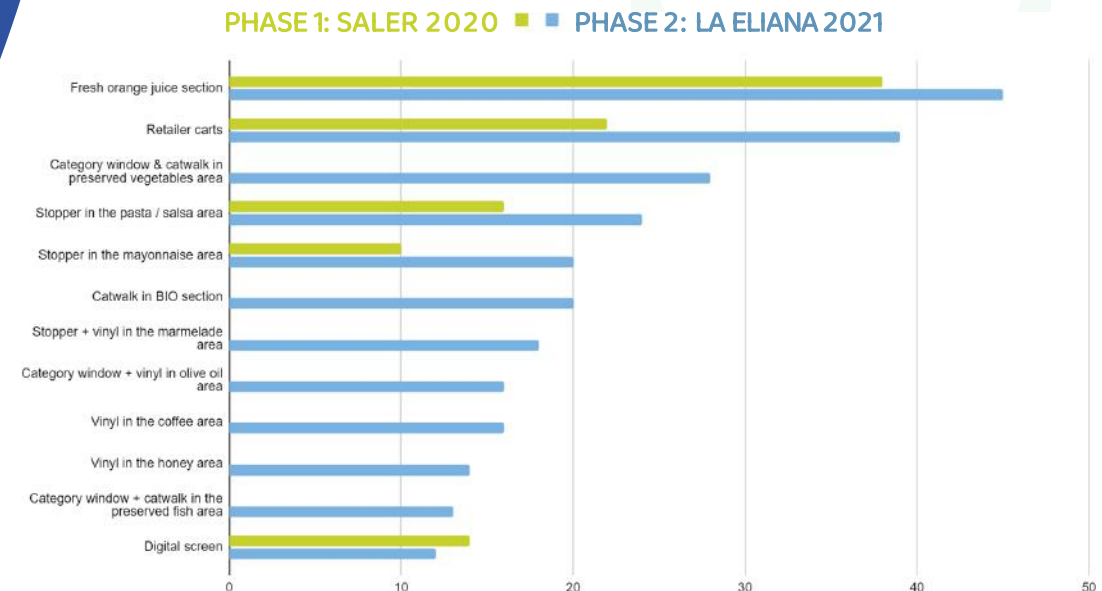
JUNE 18th - MARCH 15th 2020
TOTAL GLASS BOTTLES: 1,668



PACKAGING ADVERTISING IN- STORE AND REMEMBRANCE

Although investing in in-store advertising in a hyperstimulated environment does not encourage the spontaneous recognition of the campaign, higher investments do spike the remembrance of and familiarisation with the campaign when seen.

GRAPHIC 2: REMEMBRANCE OF THE AREA OF THE COMMUNICATION
(AFTER SHOWING TO RESPONDENTS THE MATERIALS)

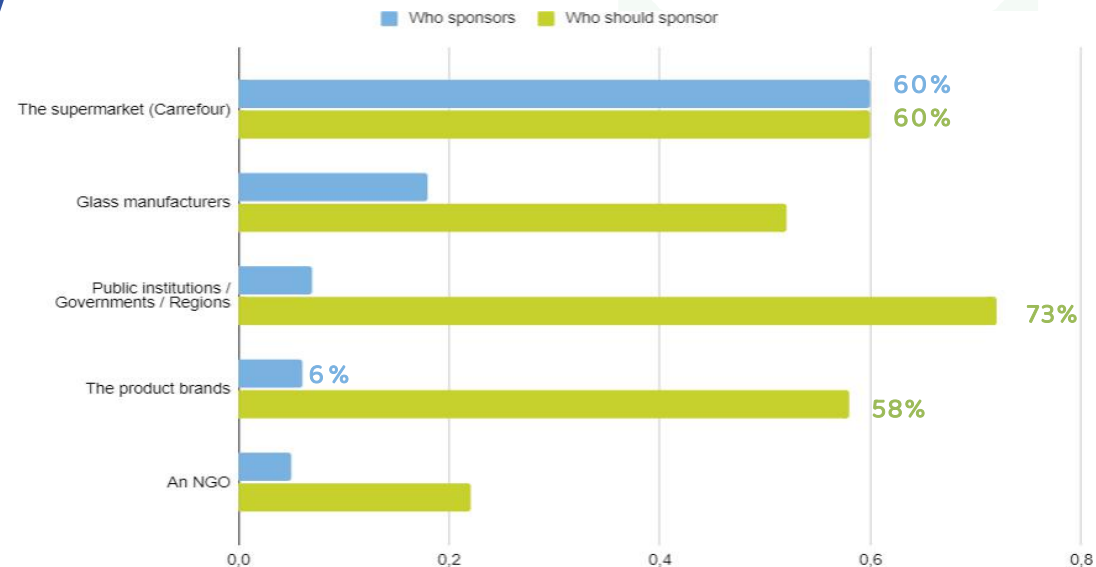


CONSUMERS EXPECT SUSTAINABILITY UPGRADES IN TRUSTED RETAILERS

According to the on-site survey, consumers assumed that Carrefour, public institutions and brands **were** or should be behind the campaign, working together with the glass industry.

Activations like this are an opportunity, not just for retailers but also for brands and public institutions, to improve their sustainability profile among consumers working hands on with the glass industry.

GRAPHIC3: INTERPRETATION OF WHO IS SPONSORING AND SHOULD SPONSOR THE CAMPAIGN



PACKAGING, ADVERTISING IN-STORE AND REMEMBRANCE, CONT.

The figures obtained from the second phase of the campaign in Carrefour showed an association between greater campaign visibility and a 6.8% increase in sales of the related glass products.

TABLE 2: GLASS SALES DATA IN
PHASE 2 AFTER INCREASING
ADVERTISING VISIBILITY IN-STORE

	3-months Pre Campaign	Campaign
All products	- 2.4%	- 9.5%
Glass products	- 2.5%	+ 6.8%

Carrefour has decided to execute its own campaign in Spain

PROOF OF BEHAVIOURAL CHANGE

One of the main takeaways from this pilot is the fact that Carrefour has now decided to deploy the glass option in its orange juice section across all its supermarkets in Spain.

This proves that the MarCom Pilot was much more than an advertising campaign. It actually contributed to a change in the supermarket, based on consumer behaviour. What began as a simple advertising campaign not only turned into a marketing initiative that influenced the retailer's offer, but into a broader movement that advocated for glass.

- Three months after the end of the pilot, all Carrefour supermarkets in Spain had integrated the option/ service to dispense freshly-squeezed orange juice in glass bottles.
- To further enhance their sustainability strategy via glass packaging, they have included a new variable in this category, which is to offer consumers the possibility to reuse the glass bottles.
- Anfevi, the representative of the Spanish glass industry, will continue partnering with Carrefour, both through further advertising and communication campaigns but also through joint analysis of soft (on- site survey) and hard data (sales figures) to better understand consumers and engage with them.



SUMMARY OF MAIN OUTCOMES

Consumers value sustainable options on the shelves: one of the drivers of the positive results was giving consumers an option that wasn't available before, the glass packaging for the fresh orange juice (91% increase of total sales in the category - Phase 2).

Glass drives increase in category sales: consumers buy more in a product category when glass is an option, so their decision-making is clearly conditioned by this packaging material and environmentally responsible decisions (increase in sales for the juice section is 250% - Phase 1).

Consumers expect sustainability upgrades in the offer of their trusted retailers: the on-site survey demonstrated that the respondents perceived that the special activation was held or should be held by the retailer, public institutions or brands (60% of respondents believe that the supermarket should be sponsoring or is sponsoring the activation).

Investing in packaging advertising with a focus on sustainable education and promotion has proved successful in this campaign (+23% remembrance and +6.8% sales when increasing advertising).

Carrefour has decided to execute its own campaign in Spain: building on its partnership of joint sales strategies and working more closely with the local glass representative, ANFEVI.



Questions to customers

HOW ARE YOU MAKING YOUR PRODUCTS STAND OUT?

FOR RETAILERS

- As a retailer, do you have a strategy for packaging differentiation/ awareness?
- Do you think that your general offer provides enough stock in glass products? And your own offer/private label?
- Have you ever advertised in your stores with any packaging industry?
- What do you think about the trend towards packaging reusability and bulk sales?
- Did you know about the infinite recyclability/ endless cycle of glass? Did you identify glass as the most sustainable packaging material? Did you know about its attributes as the healthiest material that best preserves the contents without altering them?



Questions to customers

HOW ARE YOU
MAKING YOUR
PRODUCTS
STAND OUT?

FOR BRANDS

- As a brand, do you have a strategy for packaging differentiation/ awareness? Just based on the premiumness of your products or also in its sustainability values?
- Did you know about the infinite recyclability/ endless cycle of glass? Did you identify glass as the most sustainable packaging material? Did you know about its attributes as the healthiest material that best preserves the contents without altering them?
- Do you think that your general offer provides enough stock in glass products?
- What do you think about the trend towards packaging reusability and bulk sales?
- Have you ever collaborated in a joint promotion strategy with any packaging industry?





This report was produced by members of the
European Container Glass Federation.

For further information on how glass packaging
can enhance your company's sustainability
footprint, please visit:

www.glasshallmark.com



[linkedin.com/company/glass-hallmark/](https://www.linkedin.com/company/glass-hallmark/)



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