



CASE STUDY

**MRS. DUNSTER'S GARLIC CHEESE BUN PRODUCT LAUNCH  
ONTARIO & QUEBEC COSTCO LOCATIONS**

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## **BACKGROUND**

Ginger was engaged by the CEO of Mrs. Dunster's to help with a product launch of their garlic cheese buns into 24 Costco locations across Quebec and Ontario.

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## **THE CHALLENGE**

The challenge was to develop a consumer packaged goods marketing strategy to support product sales in a new market. Given the sheer size of markets with the targeted Costco locations, a traditional brand campaign was not an option.

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## **THE OPPORTUNITY**

Ginger conducted market research in these areas to determine the best path forward.

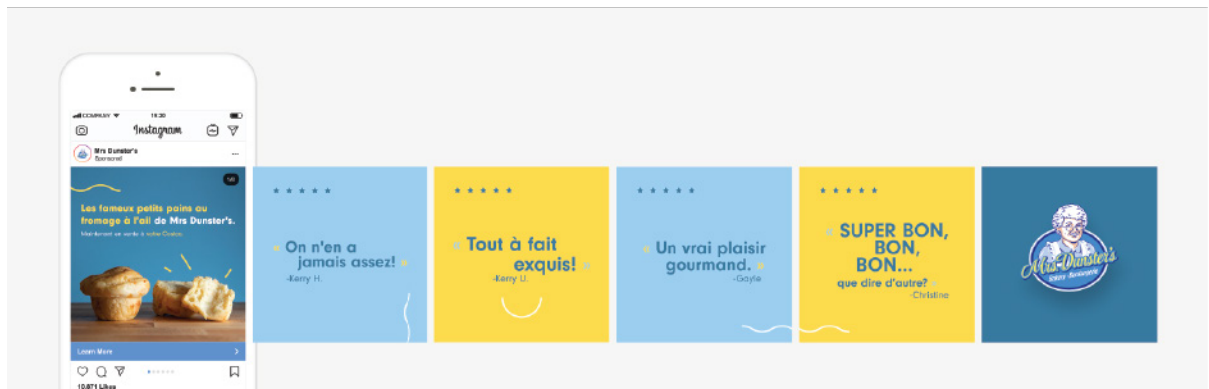
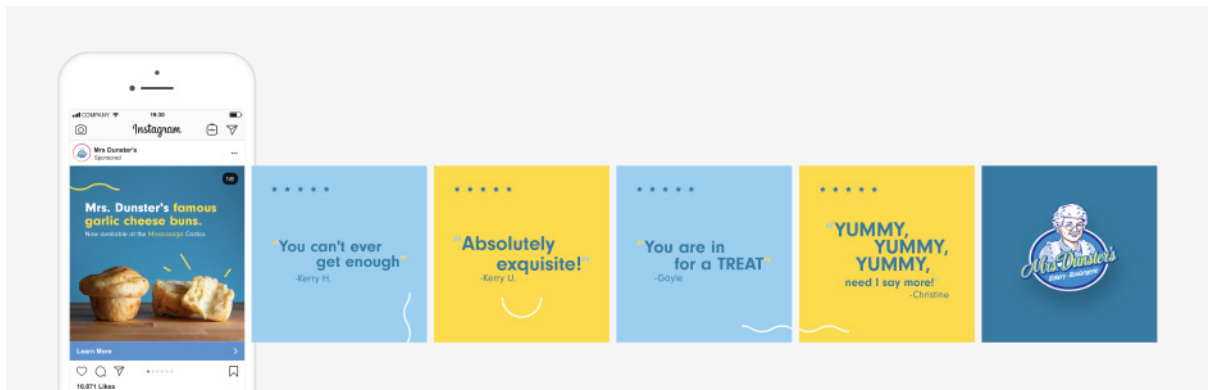
We developed a campaign that would target customers within Costco stores, as well as those most likely to purchase Mrs. Dunster's product within a 10km radius of each store, in multiple languages.

Through a series of smaller scale experiments conducted through measuring performance of ad campaigns, we were able to identify a demographic most likely to purchase the products. Once we identified these demographics, we tested a variety of creative campaigns to identify which yielded the highest ROI. We then tested a variety of attributes such as campaign creative, targeted platforms (Facebook, Instagram, Instagram Stories, YouTube, etc).

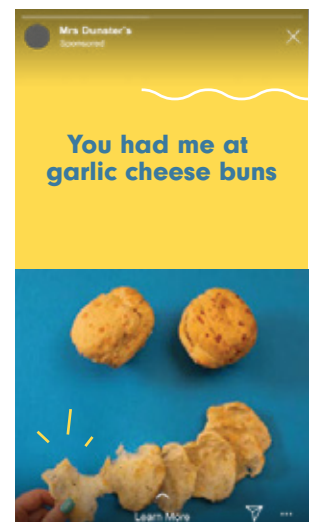
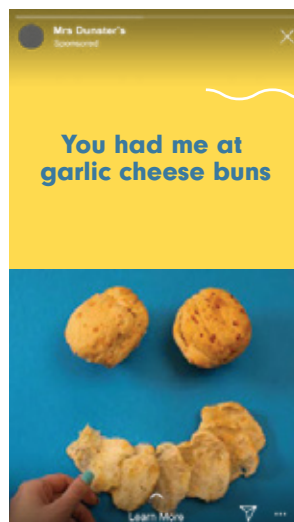
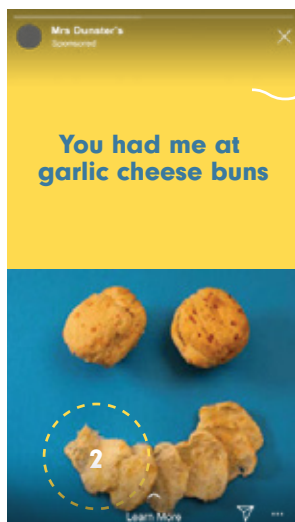
Once we finalized the experimental/research component of the campaign, we executed the campaign at scale across Quebec/Ontario.

Once the campaign was up and running, we were able to compare inventory levels across Costco stores in real-time. Based on this information, we paused advertising in stores with no/low inventory and increased spending in stores with higher available inventory.

## INSTAGRAM CAROUSEL



## INSTAGRAM STORY



FACEBOOK POST



**Mrs. Dunster's / Snairs Dartmouth Bakery Outlet**



Sponsored ·

Mrs. Dunster's famous garlic cheese buns are now available at your local Costco. Try them today and find out why our customers can't get enough.



## Mrs. Dunster's famous garlic cheese buns.

Seven layers baked with real garlic butter goodness!

MRSDUNSTERS.COM

**Mrs. Dunster's**

Mrs. Dunster's homestyle sweet baked goods are made with tradition...



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