



CASE STUDY

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

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.

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.

THE OPPORTUNITY

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

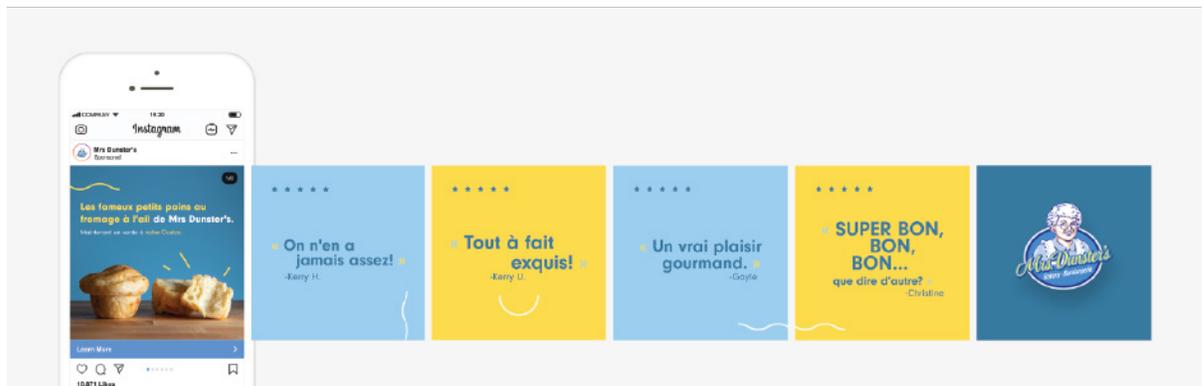
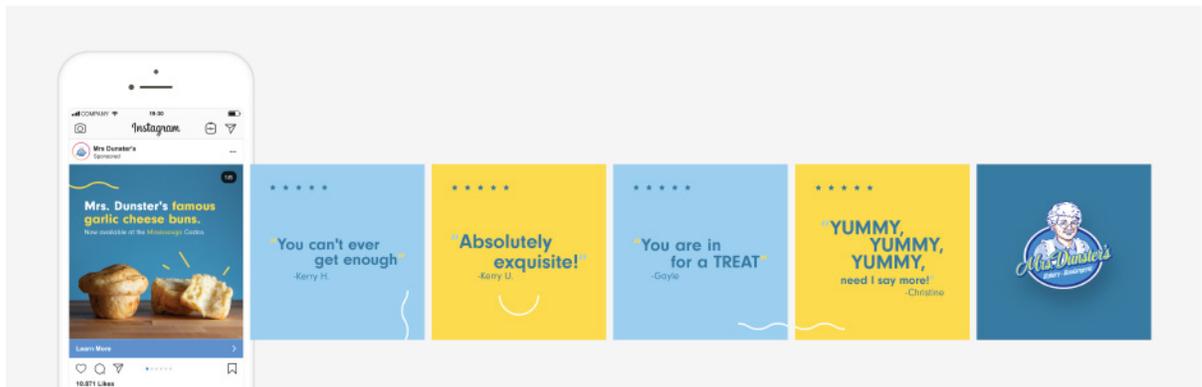
We developed a campaign that would target customers within Costco stores, as well as those most likely to purchase Mrs. Dunster's product within a 10km radius of each store, in multiple languages.

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



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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.



MRSDUNSTERS.COM

Mrs. Dunster's

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

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The Ginger Agency

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