Case Study
Private Label Book
Back to School

Digital Insert Performance for Fresh and Grocery
Aug 24 – Sep 20 (4 weeks)

All figures presented in this document have been intentionally modified for confidentiality purposes.

A 4-page digital insert, measured end to end

Metro Ontario private label Back to School program | Aug 24 - Sep 20 | 4 weeks

The programme

Four pages of private label Fresh and Grocery offers inside Metro's Back to School digital insert, running for four consecutive weeks.

The questions

Did it move sales? Which categories carried the lift? Who did it bring into the basket, and what should we repeat next year?

The read-out

dunnhumby Shop, measured two ways: the four promo weeks vs. the same weeks a year ago, and vs. the four weeks before the program.

The Fuel for School cover page

What four weeks of digital insert delivered

Promo weeks 49-52 vs. year ago, and vs. the 4 pre-program weeks

+16.5%	+14.3%	+18.2%	+27.6%	+60.9%
Total banner sales vs. year ago	**Fresh sales** vs. year ago	**Grocery sales** vs. year ago	**Fresh items** vs. pre-program	**Grocery items** vs. pre-program

5 of 8

Fresh categories beat the 4-week category benchmark

6 of 9

Grocery categories beat the 4-week category benchmark

Week 1

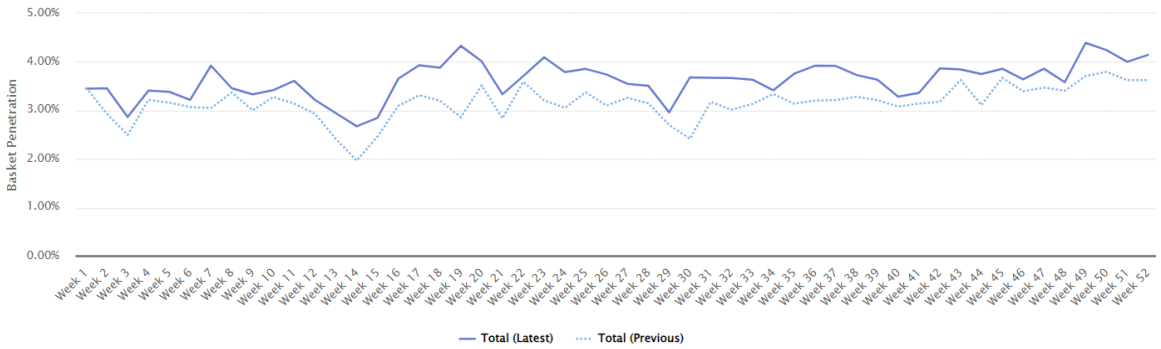
Both Fresh and Grocery peaked in the opening week of the push

Basket penetration rose too: Fresh +0.48pts to 4.29% and Grocery +0.89pts to 6.39% vs. year ago.

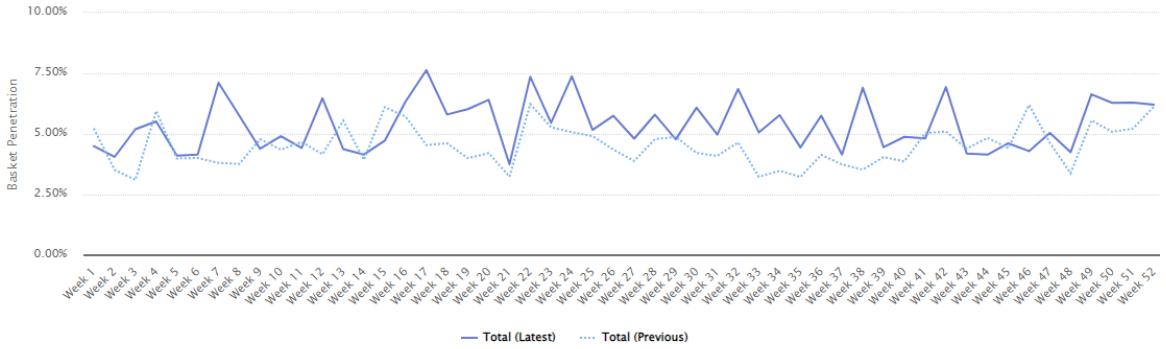
The evidence behind the numbers

Ex: Straight from dunnhumby Shop: weekly trend, Fresh and Grocery

Fresh - weekly sales trend and basket penetration



Grocery - weekly sales trend and basket penetration



Source: dunnhumby Shop, Metro ON 49-52 vs. year ago; 45-48 pre-program.

Where the lift came from - and who it brought in

Category drivers and shopper profile, four promo weeks vs. year ago

The categories that carried it

Fresh

Fresh Meat, Frozen Fish & Seafood and Bakery led the growth, with 5 of 8 categories ahead of benchmark.

Grocery

Cookies, Crackers & Snacks and Sweet Spreads & Syrups led, with 6 of 9 categories ahead of benchmark.

Timing

Sales spiked in week one and the program kept growing across the four weeks.

The shoppers it reached

Fresh

Skewed up-market, with mid-market ahead of the 52-week pre-program benchmark.

Grocery

Skewed price sensitive and mid-market, both ahead of the pre-program benchmark.

Lifestyles

Young Families and Mainstream Families led, followed by Convenience & Value and Grab & Go.

The insert did not just sell more - it changed who was in the aisle, and that is the part you can plan against.

What this unlocks for your brand

The same read-out is available for any seasonal moment you invest in

01

Prove the moment

Size the sales lift of a seasonal push against both last year and the weeks before it, so the number holds up in a business review.

02

Find the real drivers

See which categories and items carried the growth and which coasted, then put the space and the spend where it works.

03

Know your shopper

Understand price sensitivity and life stage of the shoppers a program attracts, not just how many units moved.

04

Plan the next one

Use week-by-week trends and basket penetration to set timing, depth and category mix for the following season.

Back to School was one program, four weeks and four pages. Ask us what Shop can show you about yours.