

shopper marketing effies

case study samples

On the following pages, two examples of successful cases from the Shopper Marketing Effies are featured. We encourage teams to review these case studies and the feedback judges provided.

- 👉 Please note that as part of Effie's publication policies, entrants have the opportunity to edit their submitted case study to redact sensitive information from the published version. Edited case studies are designated by a note in the bottom right-hand corner of the case study PDF.
- 👉 When reviewing Edited case studies, please keep in mind that some detailed information reviewed by judges may have been cut from the published version. For example, specific objectives or results removed.
- 👉 Effie does not endorse a single, specific formula to follow when it comes to crafting an effective entry. Different situations call for different methods of storytelling, objectives, metrics, etc.
- 👉 When writing your entry, thoroughly review the questions and detailed instructions within the entry form template and review all entry resources for further guidance.

EFFIE CASE STUDY DATABASE

To see additional winners, visit Effie's [Case Database](#).

All visitors have access to the 90-word summaries and credited companies and individuals. Subscribers also have access to the creative reel and, where publication permission was given, to read the written case study.

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case study #1

Tylenol RRG-Walgreens

Upshot / Johnson & Johnson
2018 Silver/ Single-Retailer Program: Drugstores

READ THE CASE STUDY.

Watch the creative reel.
View the case summary and credits.



JUDGE INSIGHTS

“Execution was strong, especially in linking the two taglines, and geo-targeting consumers in stressful situations. Results are fantastic.”

“Well written case with insights that tie directly to specific actions. Unique target identified with customized targeting to reach them at potential pain triggers.”

“Integration of the elements as well as the collaboration with Walgreens. Also, very good job with store level execution.”

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case study #2

From Big Box to Food Boutiques
 Cramer-Krasselt / Roundy's/ Metro Market
 2018 Silver / Category Aisle Evolution

READ THE CASE STUDY.
 Watch the creative reel.
 View the case summary and credits.



JUDGE INSIGHTS

"Results were very impressive given the challenging environment. Was great to see the diligence in shopper research and the "rebranding" to drive a better shopping experience."

"Really strong shopper insight and clearly articulated idea. Love how this brings the shopper need together to change the in store environment to drive behavior change."

"Challenge, objective and insights were clearly articulated. Results outstanding!"