



**GET 20€**  
**OF TRAVEL CREDITS**  
WHEN YOU SPEND AT LEAST  
20€ ON FERRERO PRODUCTS



**Kinder.** **nutella**



# THE FMCG CASE STUDY COLLECTION

Rewarding results, for remarkable brands



# THE FMCG CASE STUDY COLLECTION

In FMCG, promotions too often fall into the trap of discounts. They move stock in the short term but eat away at brand equity, margin, and long-term loyalty. At TLC Worldwide, we believe there's a smarter way.

This collection of case studies showcases how some of the world's most iconic brands - from Ferrero to Birds Eye and Walkers - are breaking free from the race to the bottom. By pairing powerful storytelling with high-perceived-value rewards, they've turned everyday purchases into extraordinary experiences. Promotions that not only sold more product but also deepened emotional connections, secured retailer support, and built lasting brand equity.

Each story is proof that when brands invest in story-telling and experiences, they don't just win at shelf, they win in hearts and minds.



# CASE STUDY:



## Birds Eye: “From Tea Times to Fun Times”

*Protecting Premium Positioning and Winning Families in a Cost-of-Living Crisis*

### The Challenge:

When household budgets tighten, even the most loyal customers can be tempted to trade down to own-label. Birds Eye, a brand built on quality, trust, and wholesome family appeal, faced exactly that challenge during the height of the cost-of-living crisis. While competitors leaned into price cuts, Birds Eye needed a smarter way to protect its premium positioning, keep shoppers loyal, and reinforce the value it brings to family mealtimes.

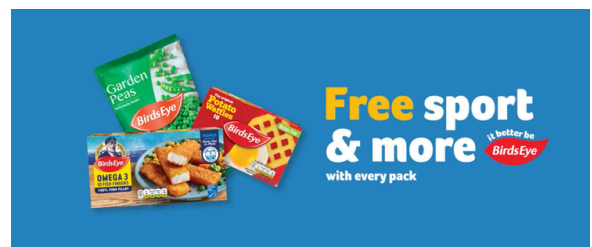
The opportunity? Tap into the insight that many families were cutting back on extracurricular activities and find a way to give that joy back.

### The TLC Approach:

TLC and Birds Eye teamed up to launch From Meal Times to Fun Times - a feel-good, value-added promotion designed to put smiles back on family calendars. Every qualifying purchase unlocked **a free family sport or activity worth £20 or more**, from swimming sessions to mini-golf, tennis courts to climbing walls.

Key to the strategy was ease and visibility:

- Off-pack activation, communicated entirely via impactful POS in Asda stores, meant no changes to packaging or production timelines.
- A clear, uplifting value message spoke directly to parents making tough spending decisions.
- A seamless online redemption journey made claiming rewards simple, keeping engagement high.



By connecting Birds Eye’s mealtime moments with out-of-home family fun, the campaign went beyond functional product benefits to deliver something truly memorable - giving customers something extra when they needed it most.

### The Impact:



Birds Eye didn’t just feed families, it gave them more to smile about, proving that in tough times, true value isn’t always found on a discount sticker.

# CASE STUDY:

## FERRERO

### Ferrero: “Travel is an Amazing Sport” – Boosting Duty-Free Sell-Out During the Olympics

*Boosting Duty-Free Sell-Out During the Olympics*

#### The Challenge:

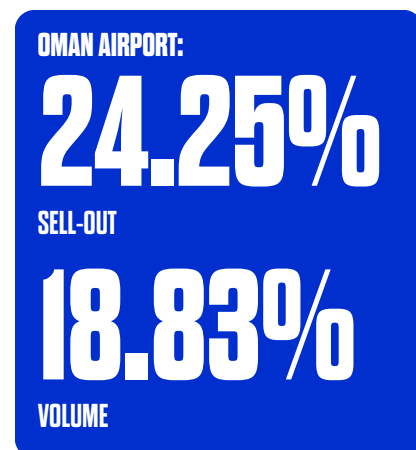
How do you increase sell-out and average spend in the Duty-Free channel during the Olympics while engaging a diverse, international traveller audience?

#### The TLC Approach:

Ferrero set out to reward a different kind of athlete – travellers – during the Olympics. Across airport retail, **shoppers spending €20 on Ferrero products received €20 travel credits to book hotel stays via TLC’s global travel platform.** The mechanic was simple to communicate, instantly valuable, cumulative, and usable worldwide – making it highly appealing to a broad mix of travellers from families with school-age children to business passengers.

By offering a reward that aligned with the travel environment and delivered genuine value, the campaign created a compelling reason for travellers to buy now and buy more. Crucially, this approach also strengthened retailer relationships in the duty-free channel, providing a differentiated offer that drove footfall, increased basket size, and secured prime space at high-traffic airports

#### The Impact:



# CASE STUDY:



## Walkers: “Taste Icons – Support Local”

*Flavour Meets Purpose in a Nationwide Dining Partnership*

### The Challenge:

Off the back of the hugely successful first Taste Icons campaign, celebrating hero cuisine flavours in partnership with well-known restaurant chains, Walkers faced a pivotal moment. After a turbulent year for the hospitality industry, the brand wanted to turn its attention to local restaurants: the independents that had kept the nation fed and comforted through challenging times. The mission was to build on the brand's flavour-driven equity, drive significant sales, and use its platform to give something back to communities across the UK.

### The Impact:

**18M**

UNITS SOLD DURING THE CAMPAIGN

**SIGNIFICANT POSITIVE SENTIMENT FROM RETAIL PARTNERS**

**MAJOR NATIONAL AND REGIONAL PRESS COVERAGE SPOTLIGHTING THE SUPPORT LOCAL MESSAGE**

**REINFORCED WALKERS' PURPOSE AGENDA AND EMOTIONAL CONNECTION WITH CONSUMERS**



### The TLC Approach:

We designed a campaign that combined irresistible taste with tangible purpose. Partnering with over **3,000 restaurants nationwide**, shoppers received £5 off dine-in, takeaway, or delivery through TLC's National Dining Network, for every pack of Walkers purchased.

The creative tapped into three powerful motivators:

- Our love of takeaways – the indulgence that never loses its appeal.
- Our justification to treat ourselves – the small luxuries that brighten the week.
- Our passion for supporting local – a post-pandemic priority for many households.

From POS in major retailers to on-pack callouts and PR activity, the campaign told a story bigger than crisps: it was about flavour that fuels communities. Walkers positioned itself not just as a snack brand, but as a champion for the local dining scene - aligning perfectly with its brand purpose while creating a compelling shopper offer.

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# CASE STUDY:



Unilever

## Unilever Rinso: “Ayo Main” (Let’s Play!)

*Bringing the ‘Dirt is Good’ Philosophy to Life*

### The Challenge:

How do you drive sales AND reinforce brand purpose and deepen family connections without resorting to discounts in a competitive laundry detergent market?

### The TLC Approach:

Unilever’s Rinso, Indonesia’s leading laundry detergent brand, partnered with TLC Worldwide to launch “Rinso Ayo Main” (Let’s Play) - a nationwide promotion perfectly aligned to its “Dirt is Good” storytelling. With every purchase of Rinso washing products, **shoppers could claim a free child admission at hundreds of premium attractions nationwide**, from zoos and museums to theme parks and play centres. Promoted on 15.5 million packs and supported by in-store marketing and digital comms, the mechanic was simple: upload your purchase receipt and instantly receive your reward voucher.

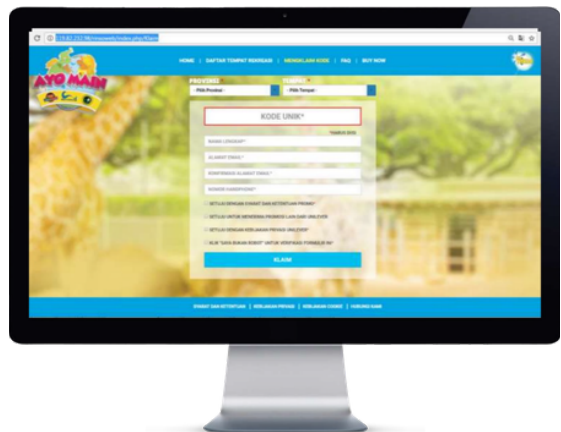
### The Impact:

**15%**

SALES UPLIFT

**30%**

REPEAT PURCHASE AND  
PARTICIPATION RATE



As one Brand Manager at Unilever put it:

“Rinso Ayo Main (Let’s Play) was a one-of-a-kind thematic promo made possible thanks to the partnership we had with TLC Marketing.”

By offering a high-value, experience-led reward that spoke directly to family values, Rinso strengthened its emotional connection with shoppers while driving sales growth - all without touching price.

# CASE STUDY:



## Reckitt Benckiser: “Walmart Wellness”

*Driving Sales Through Health, Recovery, and Convenience*

### The Challenge:

Seasonal illness periods present both a challenge and an opportunity for health brands. Reckitt Benckiser wanted to seize that moment in Walmart stores - boosting sales of Mucinex, Delsym, Airborne, and Digestive Advantage - while delivering something of real value to customers concerned about their health.

The objectives were clear:

- Incentivise seasonal health product purchases without resorting to price cuts.
- Position Reckitt brands as trusted partners in health and recovery.
- Offer a reward that was highly relevant, instantly accessible, and easy to use for Walmart’s broad shopper base.

### The TLC Approach:

TLC crafted a promotion that blurred the line between retail and real-world care. Every purchase of the participating products came with a **FREE doctor’s consultation worth \$80** with a certified doctor via Doctor on Demand.

By making healthcare feel both accessible and rewarding, Reckitt positioned its brands as more than a transactional purchase, they became part of the solution to seasonal wellness.



### The Impact:

**+10%**

**SALES INCREASE DURING THE CAMPAIGN PERIOD**

**STRENGTHENED BRAND TRUST BY DELIVERING VALUE THAT EXTENDED BEYOND THE PHARMACY AISLE**

**HIGH ENGAGEMENT WITH A MOBILE-FIRST, CUSTOMER-FRIENDLY REWARD EXPERIENCE**

Through Walmart Wellness, Reckitt Benckiser proved that in FMCG, the most compelling incentives don’t just save customers money, they support their wellbeing.

# CASE STUDY:



## Dollar Shave Club: “Celebrating Dads”

*Turning calendar events into Father’s Day Sales*

### The Challenge:

How do you turn Father’s Day into a gifting occasion that boosts shaver sales and brand engagement in a competitive category?

### The TLC Approach

Unilever’s Dollar Shave Club partnered with TLC to launch a nationwide Father’s Day campaign across Target stores in the US. The promotion offered shoppers a choice between a **free 12-month gaming membership or a \$25 dining eGift card** - rewards designed to appeal both to gifting shoppers and everyday grooming customers - particularly in the lead up to Father’s Day. The promotion was complimented by high-visibility in-store displays, shelf talkers and digital ads on Target’s site featured QR codes linking to a branded microsite for easy participation, providing heightened brand awareness and a seamless customer experience.



### The Impact:

**48%**

**INCREASE IN AVERAGE WEEKLY SALES OF SHAVERS AND BLADES IN STORES WITH DISPLAYS AND PROMOTIONAL ASSETS**

**15%**

**ADDITIONAL SALES LIFT IN STORES WITH SHELF TALKERS**

**61%**

**OF PARTICIPANTS PURCHASED DOLLAR SHAVE CLUB FOR THE FIRST TIME**

The campaign successfully combined gifting appeal with clear in-store differentiation and disruption, converting seasonal sentiment into sales growth and new customer acquisition.

# CASE STUDY:



## Frito Lay: “Snack More, Win More”

*Securing Secondary Space and Driving Sell-Through*

### The Challenge:

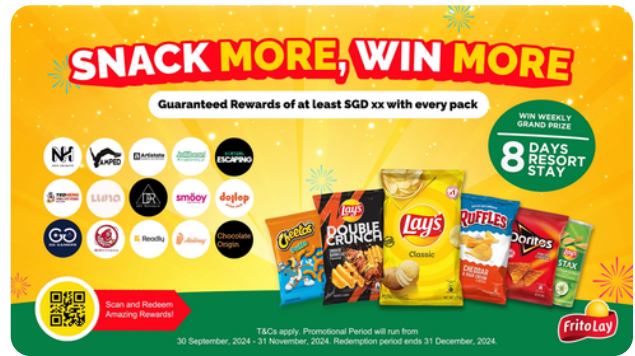
In a crowded snack aisle dominated by price promos and private labels, how do you win Gen Z attention, secure prime secondary space, and turn that visibility into repeat purchase behaviour?

### The TLC Approach

We brought the “TikTok energy” to snacks - delivering instant gratification in every pack and giving retailers a differentiated story to back with premium placement. Starting in the Philippines with the **Everybody Wins concept - a guaranteed feel-good reward in every pack**. Shoppers uncovered mobile-first, social-shareable rewards such as movie tickets, travel credits and entertainment passes from our exclusive rewards network; plus the chance to win an 8-day resort stay.

The buzz and high-perceived-value rewards gave retailers confidence to offer end-caps and secondary placements, knowing the promotion would draw traffic and grow basket size.

Following its success, the campaign evolved into **Snack More, Win More** in Singapore and Malaysia, using receipt validation to claim rewards and maintaining the same immediate-satisfaction appeal, while ensuring visibility across both shelf and in-store touchpoints.



### The Impact:

**60%**

OF SHOPPERS OPTED FOR LARGER PACK SIZES

**15%**

CONVERSION RATES IN MALAYSIA AND SINGAPORE

The campaign influenced buying behaviour, secured high-traffic placement, and drove double-digit engagement rates - proving that instant, high-value rewards can be a lever for both distribution wins and incremental sales without eroding margins.

# The Future of FMCG Promotions

This collection prove that consumers don't remember prices, they remember moments. The brands featured here proved that value doesn't have to mean discount and by choosing story-telling that aligns with their brand purpose and complimenting that with experience-led rewards, they've protected margin, driven volume and built lasting loyalty, all while creating campaigns their customers will talk about long after the purchase.

**Ready to see how it could work for your brand? Book a discovery call today.**

[Book a Discovery Call](#)

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## About TLC Worldwide

TLC offers brands a smarter alternative to traditional discounting. We've designed and delivered thousands of campaigns for global FMCG brands that prove there's a smarter way to grow.

We help shopper and brand teams deliver compelling, experience-led rewards that feel generous to consumers but cost only a fraction of their real value. The result? Scalable promotions that tell your brand story, connect with consumer passions, and stretch budgets further.

Our exclusive global reward ecosystem, built over 30 years with more than 100,000 partners, enables us to offer every qualifying shopper a high-perceived-value reward, at a cost of just pennies per pack.

With deep consumer insights and a fixed-cost model that protects your margin, we help brands drive basket expansion, improve sell-out, secure secondary space, and delight your retail partners.

