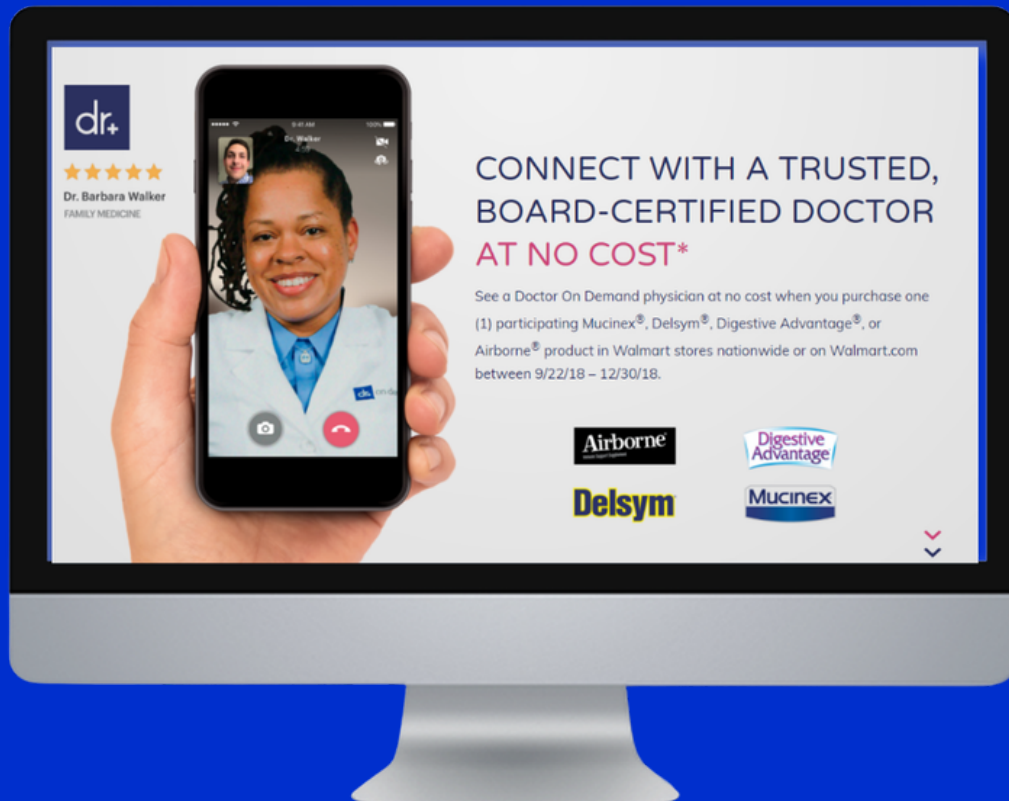
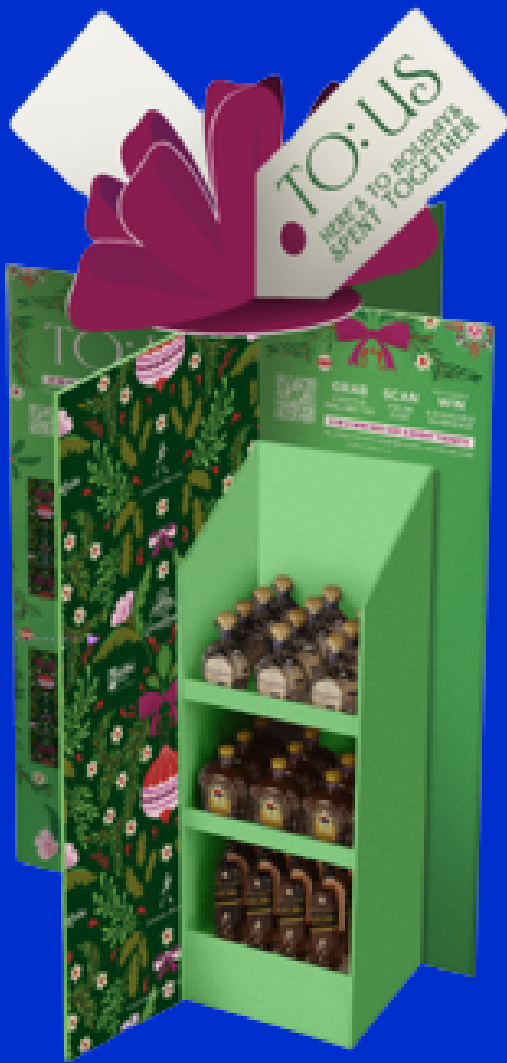




THE CPG CASE STUDY COLLECTION

Rewarding results, for remarkable brands





THE CPG CASE STUDY COLLECTION

Discounting products poses a fundamental challenge: you move stock in the short-term, but eat away at brand equity, margin, and loyalty in the long-term.

That's the way the cookie crumbles – unless you find an alternative.

We've done exactly that at TLC.

These case studies showcase how some of our favorite CPG icons, from Diageo to Reckitt, 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.

This collection highlights how they 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 storytelling and experiences, they don't just win at shelf – they win hearts, minds, and a future-proof path forward.

DIAGEO

Diageo: “Here’s to Holidays Spent Together”

Creating Sharable Moments During the Holiday Season

The Challenge:

How do you create a true value exchange and shared experiences for holiday shoppers looking to gift festive spirits?

The Context:

Diageo wanted to enrich their consumer insights with better data capture, and they were looking to offer a true value exchange that rewarded the customer for sharing information with the brand. At the same time, they wanted to challenge the perception that gifting bottles is an impersonal gesture.

The Solution:

Lean into celebrating the joy of the season with sharable rewards, personalized bottle labels to incentivize thoughtful gifting, and an overall message of enjoying the festive season with the people you love the most.

The resulting “Here’s to Holidays Spent Together” promotion leveraged festive POS materials, gift tags and gift bags that shoppers could personalize themselves, and displays to showcase the reward: a \$50 live event credit received after participating in an online survey.

The Impact:



83%

**OF SHOPPERS BOUGHT
AFTER ENGAGING WITH
THE POS**

>5x

**THE INDUSTRY
STANDARD FOR
CONVERSION RATES**

64%

**BOUGHT MORE THAN
ONE BOTTLE AT A TIME**



CASE 2



Birds Eye: “From Meal Times to Fun Times”

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

The Challenge:

How do you retain price-conscious customers when household budgets tighten?

The Context:

Birds Eye, a brand built on quality, trust, and wholesome family appeal, faced exactly that challenge during the cost-of-living crisis.

While competitors leaned into price cuts, Birds Eye needed a smarter way to protect its premium positioning, keep customers from switching to “value” brands, and reinforce the value it brings to family mealtimes.

The Solution:

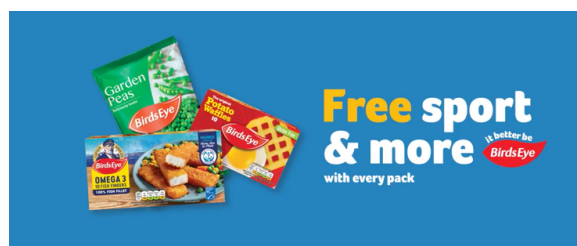
Many families were cutting back on extracurricular activities due to financial concerns – so finding a way to give that joy back became the center of our campaign.

“From Meal Times to Fun Times” was designed to put smiles back on family calendars with thoughtful incentives. Every qualifying purchase unlocked a free family sport or activity worth £20 or more, from swimming sessions to mini golf.

Ease and visibility were key to the strategy:

- Off-pack activation, communicated entirely via POS in Asda stores, meant no changes to packaging or production timelines.
- A clear, uplifting value-based message spoke directly to parents making tough spending decisions.

Seamless online redemption made claiming rewards simple, keeping engagement high.



The Impact:

9%

SALES UPLIFT
DURING CAMPAIGN

PROTECTED SHELF
POSITION AND
REDUCED RISK OF
SWITCHING TO
PRIVATE LABEL

STRENGTHENED THE BRAND'S EMOTIONAL
CONNECTION WITH FAMILY AUDIENCES

The Takeaway:

Birds Eye didn't just feed families with this campaign: It met a core need for parents and their kids and brought levity during a difficult time. Its success shows that true value isn't always found in a discount sticker.

CASE 3



Entenmann's: "Entertain Your Senses"

Scoring Big with Gamification and Good Times

The Challenge:

How do you bake brand love into a new generation's traditions?

The Context:

With a loyal customer base primarily consisting of Gen X women, Entenmann's wanted to reward their brand fans while attracting millennials who were no longer under their parents' roofs.

To counter the standard dip in sales at the start of the year, they needed to increase engagement with this heavily online younger demographic – meaning that Entenmann's had to be visible on the right platforms, with the right incentive for both audiences.

The Solution:

Offer a range of rewards to engage Entenmann's diverse target audience.

With the purchase of 4 promotionally marked boxes of donuts in participating stores, customers could choose from:

- a National Days Out Pass (a proprietary TLC reward including fun, family-related activities like mini golf, roller skating, and zoo visits);
- a \$20 live event credit; or
- 1 free Fandango movie rental.

A gamification element via a custom sweeps overlay added awareness and levels of engagement. By scoring digital basketball hoops using Entenmann's Pop'ems donut holes, players had the chance to win a trip for 4 to Orlando.

The Takeaway:

Using strategic shopper marketing overlays with a creative, brand-centric twist led to record results for brand and sales objectives.



The Impact:

130%

**SALES UPLIFT IN A
HISTORICALLY NEGATIVE
SALES MONTH**

150,000+ **PLAYS OF
"POP'EMS
SHOTS"**

74%

**OF CUSTOMERS
INFLUENCED TO PURCHASE
BY THE PROMOTION**

CASE 4



AB InBev: “Make Life Extra”

Celebrating Balance with Refreshments + Rewards

The Challenge:

How do you show customers that you value their pursuit of a balanced lifestyle?

The Context:

Having successfully run a year-long campaign at Walgreens with TLC, AB InBev was looking to expand into CVS by rewarding healthier choices in alcoholic beverages.

With an active and health-conscious core demographic, the brand wanted to show support for a balanced lifestyle combining treats with self-care.

The Solution:

A bespoke “Rewards for All” platform built around the idea of “Making Life Extra.”

Customers who bought \$12+ of qualifying products (including hard seltzers and light beers) could access wellness rewards like home workouts or personalized wellness consultations – or they could choose a travel, music, dining, or entertainment experience.

Offering a variety of rewards at a fraction of their face value was made possible by TLC’s proprietary networks.



The Impact:

The inaugural program was so successful that it was relaunched for a second year.

The Takeaway:

Supporting consumers with a campaign as thoughtful and intentional as their lifestyle choices created memorable moments that naturally led to brand loyalty.



“We are really looking forward to a second year of this campaign.”
- Marketing Director, AB InBev

MARS

Mars Petcare: Breaking Bread or New Ground

Finding a Unique Way to Connect with Pet Owners Across a Brand Portfolio

The Challenge:

How do you increase household penetration for two distinct brands in one portfolio at the same time?

The Context:

Mars Petcare's subsidiary Nutro wanted a creative way to drive trial and acquisition for two of its dog food brands:

- Ultra, which had strong brand loyalty amongst consumers but needed a sales boost; and
- Wild Frontier, a newer and lesser-known brand.

The Solution:

Create a personalized, interests-based rewards structure for each brand, redeemable upon purchasing a bag of dog food.

Ultra's target audience shared a passion for travel and food, so they could choose between a \$50 hotel credit or a meal kit delivery from Home Chef. Meanwhile, Wild Frontier customers who loved taking their dogs on outdoor adventures received a \$25 credit towards an annual National Parks pass.

The Impact:

19.3%

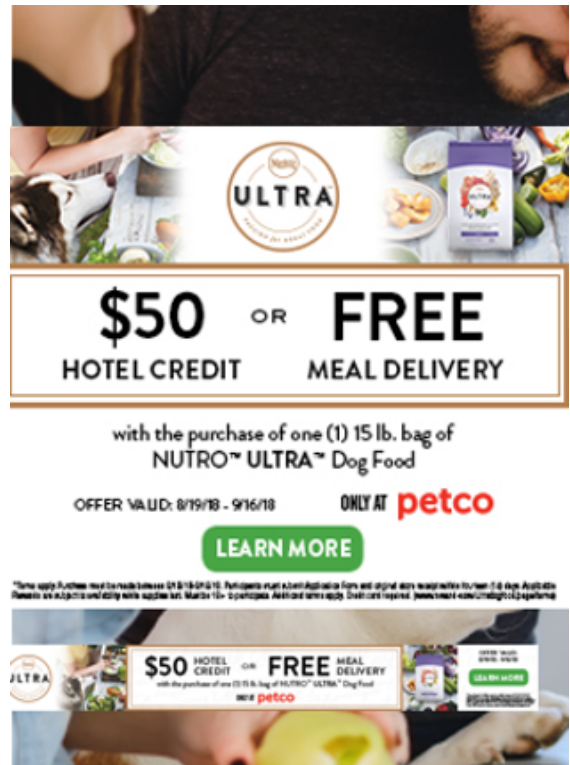
COMBINED SALES UPLIFT

9.7%

GROWTH OF PRODUCTS PURCHASED ACROSS BRANDS WITHIN 6 WEEKS OF EACH PROGRAM

The Takeaway:

Showing a genuine interest in consumers' passions led to deeper acquisition and brand loyalty that lasted long past the promotional period.



“The rewards offered were such a success with consumers that there was a 19.3% sales lift.”
- Marketing Manager,
Mars Petcare

CASE 6

FERRERO

Ferrero: “Travel is an Amazing Sport”

Boosting Duty-Free Sell-Out During the Olympics

The Challenge:

How do you increase sellout and average spend in the duty-free channel while engaging a diverse, international audience?

The Context:

Ferrero set out to reward a different kind of athlete during the Olympics: travelers. It was a fun take on the full Olympics experience that spoke to a broad audience across borders.

The Solution:

Across airport retailers, shoppers who spent €20 on Ferrero products received €20 in hotel credits to redeem via TLC’s global travel platform.

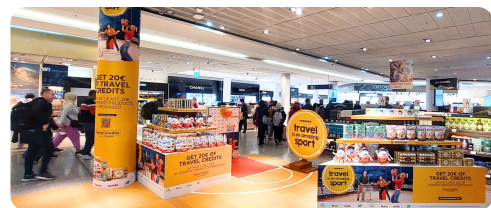
The mechanic was simple to communicate, instantly valuable, cumulative, and usable worldwide – making it highly appealing to a broad mix of travellers (from families with children to business passengers).

By offering a reward that aligned with travel trends and delivered true value, the campaign created a compelling reason for travelers to buy now and buy more.

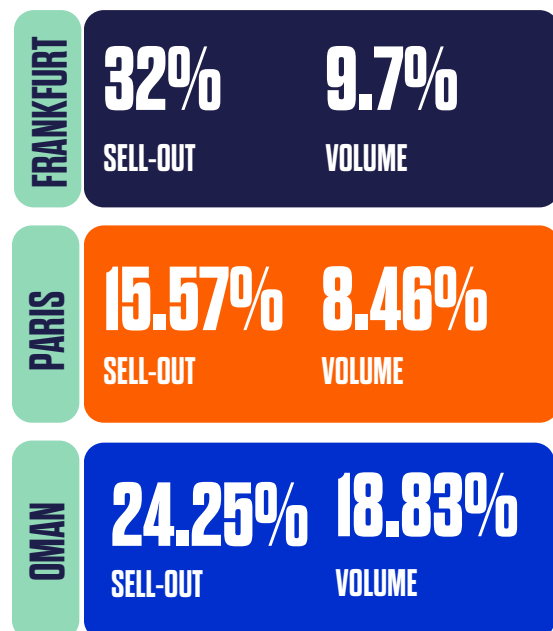
Crucially, this approach also strengthened retailer relationships in the duty-free channel by providing a differentiated offer that drove footfall, increased basket size, boosted repeat business, and secured prime space at high traffic airports.

The Takeaway:

Leveraging a timely, relevant incentive that supported consumer passions led to Olympic gains with global consumers and retail partners.



The Impact:



CASE 7



Barilla: “Serve Up Some Fun”

Cooking Up Something for the Entire Family to Enjoy

The Challenge:

How do you increase purchase frequency and basket size while authentically connecting with your audience?

The Context:

With a target audience of women aged 35-44 years old, specifically mothers, Barilla was looking for a memorable way to build demand and loyalty.

The Solution:

Reward consumers with wholesome fun for the whole family.

With a consumer survey showing that mothers preferred rewards geared towards their families versus themselves, we created a bespoke campaign to incentivize buying 4 boxes (rather than the usual 3) per shop.

Qualifying customers were given the choice of a family activity like bowling or go-karting, a \$25 live event credit, or 3 months of free digital cooking lessons to add variety to their routines.

The Takeaway:

Providing a flexible value-add made it easy for customers to increase their basket size and support a brand that added novelty to coveted family time.



The Impact:

38%

OF CONSUMERS PURCHASED MORE THAN THEY PLANNED BECAUSE OF THE PROMOTION

87%

INDICATED THAT THE PROMOTION CAUSED THEIR BRAND OPINION TO IMPROVE OR REMAIN POSITIVE

85%

FELT THAT THE REWARDS WERE A GOOD FIT AND LIKED BEING ABLE TO CHOOSE THE RIGHT ONE FOR THEM

CASE 8



Quaker: “Mikey Likes Rewards”

Making Life® More Rewarding

The Challenge:

How do you incentivize sales of existing and new product flavors at a specific retailer?

The Context:

With a target demographic of families with children as well as current customers, Quaker wanted to increase Life® Cereal sales at nationwide Walmart stores while promoting the brand's new chocolate flavored cereal.

The Solution:

Engage families with a suite of digital entertainment rewards from Shaw Academy, Shutterfly, America's Test Kitchen, and Smart Tales – available with every purchase of Quaker Life® Cereal during the 8-week campaign.

Rewards were promoted through digital ads on Quaker and Walmart's sites and redeemed through TLC's national At Home Rewards site.

The Impact:

36.6%

**GREATER WALMART
SALES ABOVE TARGET
DURING THE CAMPAIGN**

**VALUABLE INSIGHTS INTO CONSUMER PREFERENCES,
WITH NEARLY 62% OF CONSUMERS CHOOSING THE
AMERICA'S TEST KITCHEN REWARD**

The Takeaway:

Taking a reward route less traveled with a key retail partner led to a positive lift in sales and an engaged target audience.

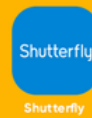
Mikey Likes It REWARDS

Buy Life® Cereal, Get Rewarded!

Purchase 1 or more boxes of Life® Cereal in a single transaction at Walmart and choose a reward when you upload a valid receipt.*



Shaw Academy



Shutterfly



America's Test Kitchen



Smart Tales





Reckitt: “Walmart Wellness”

Boosting Sales Through Health, Recovery, and Convenience

The Challenge:

How do you sell seasonal health in a human-centered way?

The Context:

Seasonal illness periods present both a challenge and an opportunity for healthcare brands. Reckitt wanted to seize that moment in Walmart stores – boosting sales of Mucinex, Delsym, Airborne, and Digestive Advantage – while giving something of real value to customers with health concerns.

The objectives were clear:

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

The Solution:

A promotion that softened the line between retail and real-world care. Every purchase of participating products came with a free Doctor on Demand telehealth consultation worth \$80.

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



The Impact:

10%
SALES INCREASE
DURING THE
CAMPAIGN

**STRENGTHENED
BRAND TRUST BY
DELIVERING VALUE
BEYOND THE AISLE**

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

The Takeaway:

The most compelling incentives don’t just save customers money – they support their day-to-day needs and wants.



Tyson Foods: Tyson says “Thanks Mom!”

Creating Deeper Connections by Giving Moms a Moment to be Pampered

The Challenge:

How do you show appreciation for moms in a way that celebrates both individuals and families?

The Context:

With Mother’s Day around the corner, Tyson was looking for an uplifting way to engage and celebrate moms who value convenience and shop for the whole family. Demographic data showed that moms who shop for Tyson are usually reluctant to splurge on themselves, so there was an opportunity to provide an experiential reward that would be uniquely memorable.

The Solution:

Give moms the option to be pampered.

For the whole of May, customers who bought Tyson Chicken Nuggets and Crispy Chicken Strips across 11,000 stores nationwide could choose a free gift: one photo book for 1 pack purchased, one family fun pass for 2 packs, or a salon treatment for 3 packs.

In addition, we developed a sweepstakes overlay to give brand fans the chance to win a trip with Carnival cruises.

The Impact:

Compared to the previous year:



The Takeaway:

By making moms feel special and giving them the choice of how they wanted to be celebrated, Tyson saw sales and engagement soar.





Dollar Shave Club: “Celebrating Dads”

Turning Annual Events into Accessible and Memorable Moments

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 Context:

Unilever’s Dollar Shave Club partnered with TLC to launch a nationwide Father’s Day campaign across Target stores.

The Solution:

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 customers.

The promotion was complemented by high visibility instore displays, shelf talkers, and digital ads on Target’s site. Campaign materials featured QR codes linking to a branded microsite, providing heightened brand awareness and easy participation for customers.



The Impact:



The Takeaway:

The campaign successfully combined gifting appeal with clear instore differentiation and disruption, leading to sales growth and new customer acquisition.

The Future of CPG Promotions

This collection of case studies proves that consumers don't remember prices – they remember moments.

The brands featured here proved that value doesn't have to mean discounts. By aligning intentional storytelling with their brand purpose and complementing that with experience-led rewards, they protected margin, drove sales volumes, and built campaigns that lasted long after purchases.

Ready to see how this approach could work for your brand?

Book a discovery call

About TLC Worldwide

TLC offers brands a smarter alternative to traditional discounting. We've designed and delivered thousands of campaigns for global CPG 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 fraction of the face value.

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

Shoppers forget discounts but remember moments – a truth that sits at the core of each case study in this collection. By turning purchases into experiences, our CPG clients showed that value isn't just about cutting prices (and we have the receipts to prove it).

