

A Platform for Action

B Corp Month in Partnership with Strong Roots & Elevate



WHAT IS BCORP

BCorp (or B Corporation) is a certification granted to businesses that meet high standards of social and environmental performance, public transparency, and legal accountability to balance profit and purpose.



THE OBJECTIVE



- Raise awareness of the B Corp movement.
- Educate shoppers on what 'Shopping B Corp' means.
- Make it easy for shoppers to support B Corp brands.
- Capitalise on the momentum of B Corp month in March.

THE CHALLENGE

How do we bring B Corp
to life to SuperValu
shoppers so that they
can support the
movement?



COLLABORATION

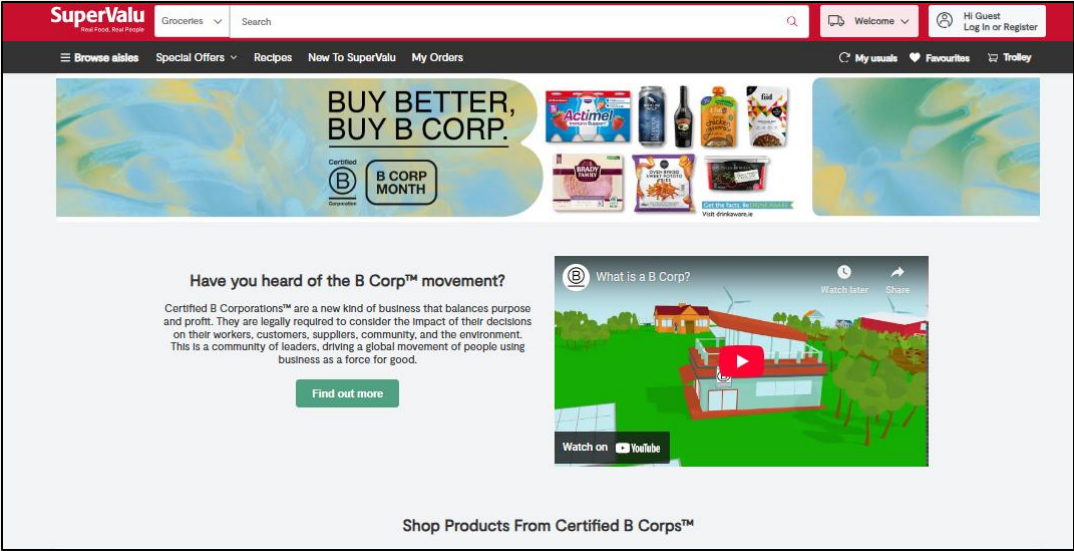


Elevate *Musgrave*
Expert Solutions
For Savvy Brands

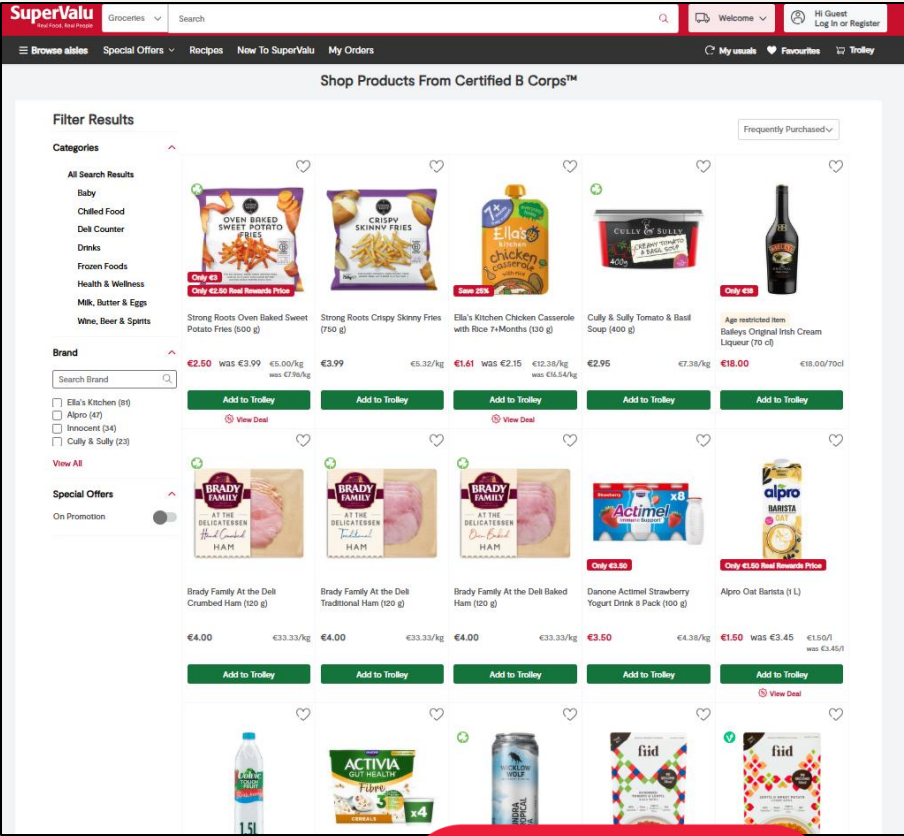


THE STRATEGY

THE MICROSITE



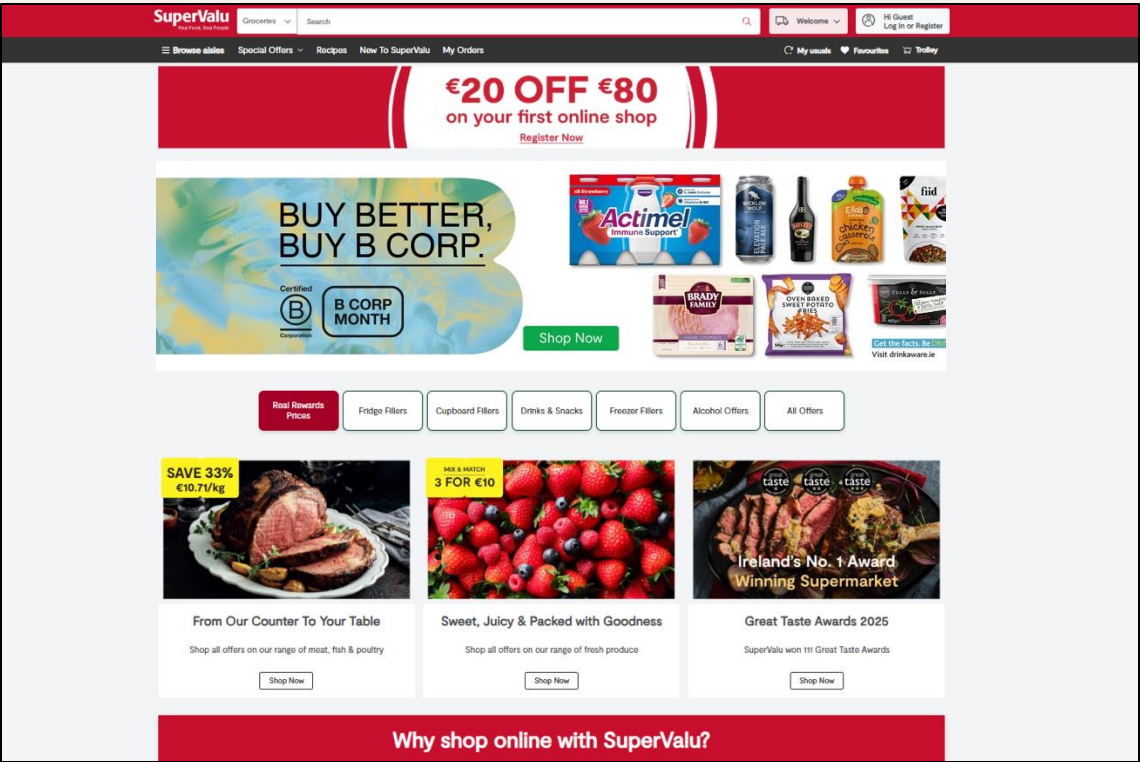
EDUCATIONAL



SHOPPABLE

EXECUTION

SUPERVALU HOMEPAGE BANNER



META SOCIAL CAMPAIGN



RESULTS & SHOPPER UPLIFT

+7.9% sales
uplift YOY

+26.5% volume
uplift YOY
(Sustained post
campaign
sales)

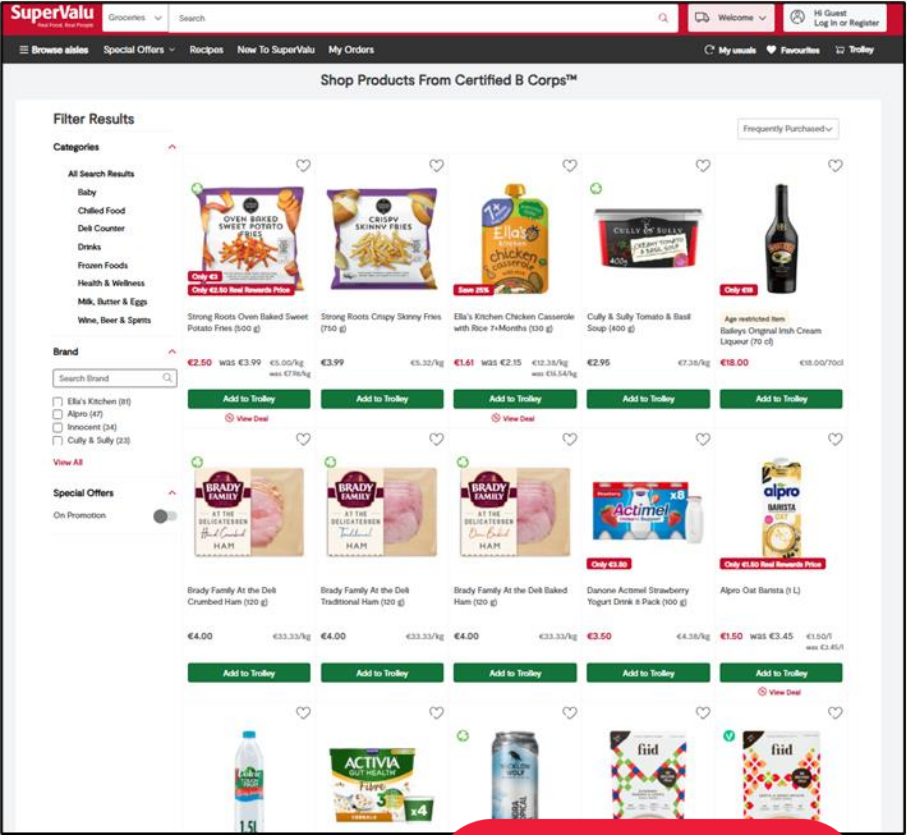
Social:
Imps: 771k
Reach: 395k

Microsite:
Visitors: 48k
Referral Pg: 77k

Shopper insights:

- In-store: Top buyers were Empty Nesters (60+), followed by Comfortable Families (35-59 with kids over 5 and ABC1) and Kid-Free Middles (35-59, no dependants and living in more rural areas)
- Online: Comfortable Families over indexed, followed by Empty Nesters

STAND OUT ENTRY



 **ADD TO CART**



Sustainability isn't achieved in isolation!

"If you want to go fast, go alone; if you want to go far, go together."
- Old Proverb

