



The Cream that makes... a comeback!

ECR Shopper Award
Finalist Presentation



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8TH OCTOBER 2025

The Business Problem

Cream category relatively static.

Despite offering consumers greater value through functionality and versatility our Value-Add range wasn't keeping pace with market growth.

The Consumer Problem

At a 57% price premium, 51% of Irish households had stopped buying Avonmore Cream because of its price.

(Empathy Research)

The Business Goal

Protect single cream sales whilst recruiting more cream consumers into Avonmore Value Added Range

The Strategy

Show that when you choose Avonmore Cream, you are choosing the freshest and tastiest cream on the shelf that makes it worth paying more for

The Consumer Goal

Make Irish consumers believe that Avonmore Cream is worth paying more for



The Audience



**SCRATCH COOKING
ON THE RISE**



**WANT TO ENTERTAIN
& GO THE EXTRA MILE**



**BUT ... PL
WINNING**



The Challenges



Price

Avonmore Cream at
a 57% premium
→ must justify value vs. PL



Budgets

Budgets were tight!
→ Seasonality
= big opportunity.



Differentiation

Relevance & differentiation
to surprise & delight
shoppers at
seasonal moments.



**The Cream that
makes Christmas**



**The Cream that
makes Christmas**

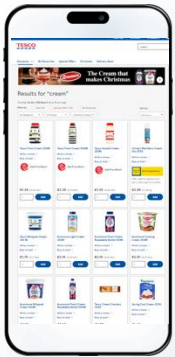


**The Cream that
makes Christmas**



Shopper Activation Christmas 2023

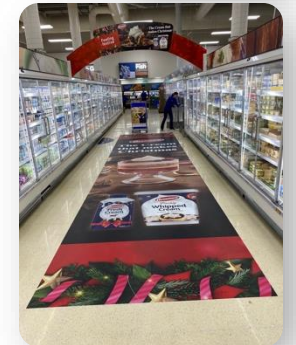
STAGE 1 Awareness



STAGE 2 Consideration



STAGE 3 Conversion



Shopper Activation Easter 2024

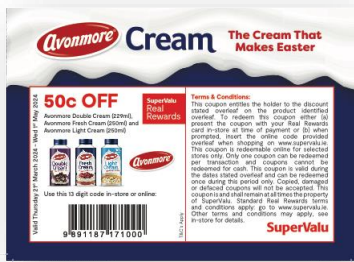
STAGE 1 Awareness



STAGE 2 Consideration



STAGE 3 Conversion



Shopper Activation Summer 2024

STAGE 1 Awareness



STAGE 2 Consideration

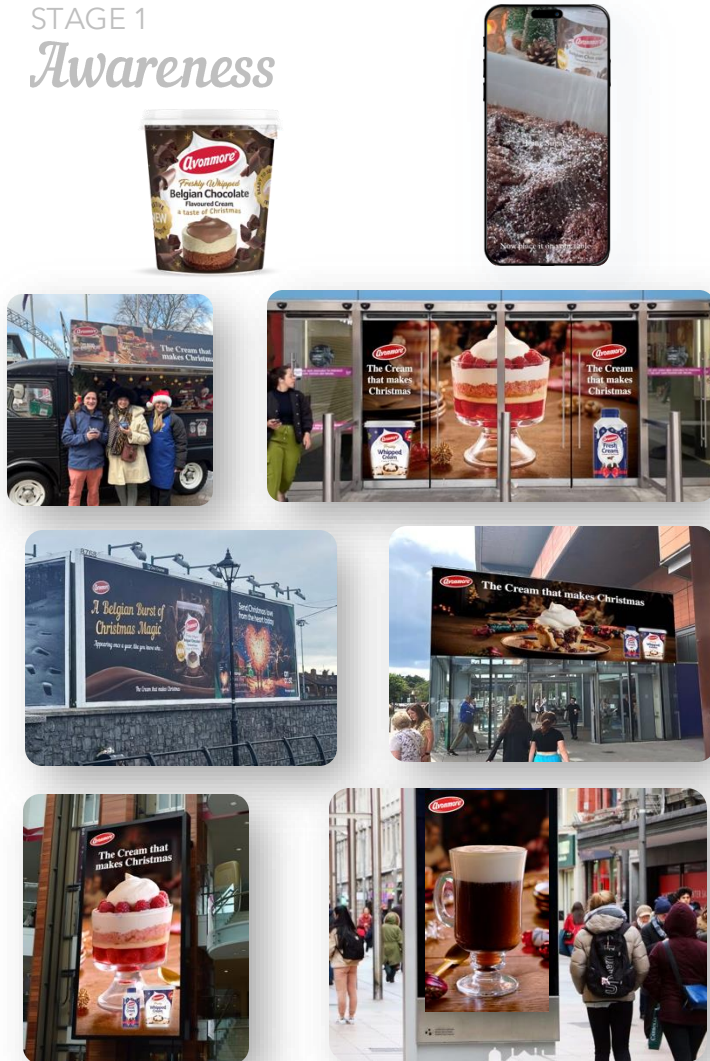


STAGE 3 Conversion

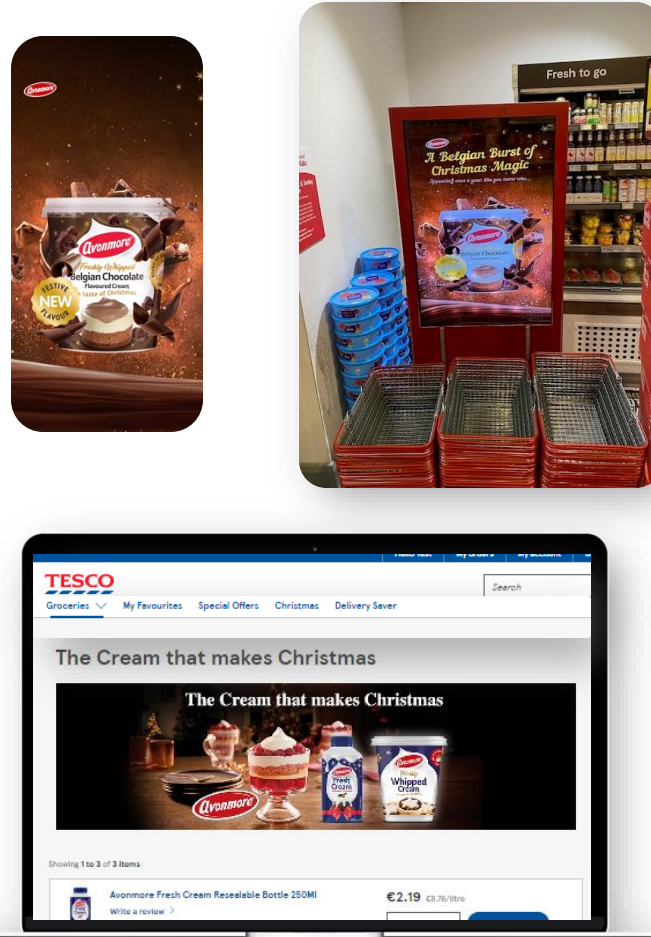


Shopper Activation Christmas 2024

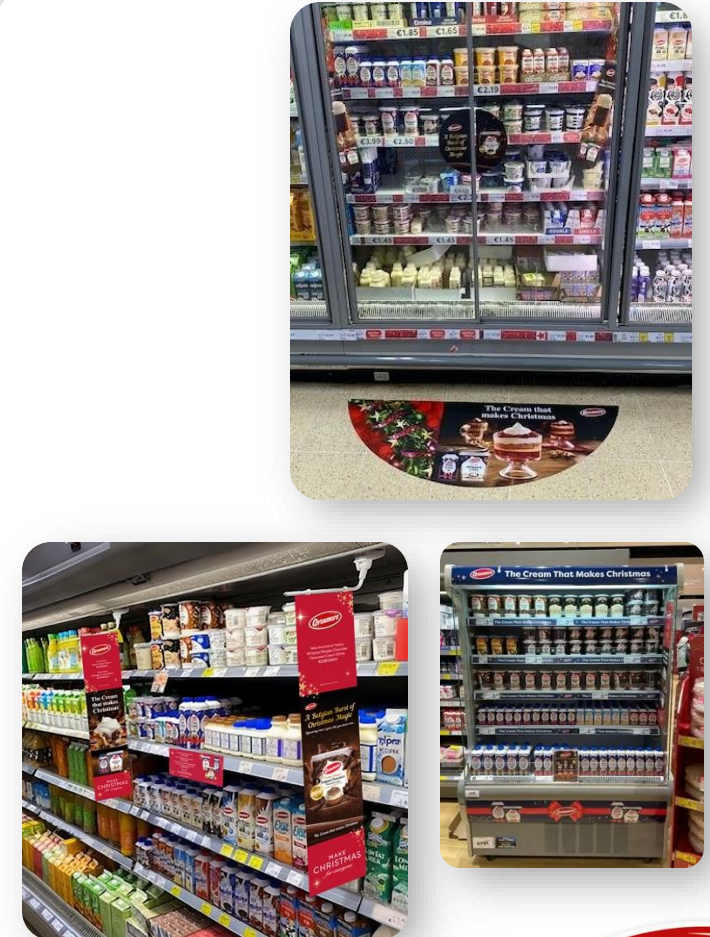
STAGE 1 Awareness



STAGE 2 Consideration



STAGE 3 Conversion



The Results

Christmas 2023

+4%

SALES VALUE

Easter 2024

+3%

SALES VALUE

Summer 2024

+4%

SALES VALUE

Christmas 2024

+4%

SALES VALUE

2023
vs. 2024

4.6% ▶ 4.8%

FREQUENCY UPLIFT

Kantar 52 w/e 29/12/24
v's '23

2023
vs. 2024

+2%

VOLUME LITRE GROWTH

NielsenIQ
Total Scantrack

YOY
2023 vs. 2024

+6%

SALES VALUE



TOP TIP

*Never underestimate
the last 3 feet!*





Thank you!

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