



REELING SHOPPERS IN:

How Insight Drove Growth for Donegal Catch & Tesco



KEY CHALLENGES



CATEGORY



**Decline Volume / Pen
PL Market Share Growing
Low Engagement**

BRAND



**Recognition & Trust
Ageing Shoppers
10% of HH's Eating Fish**

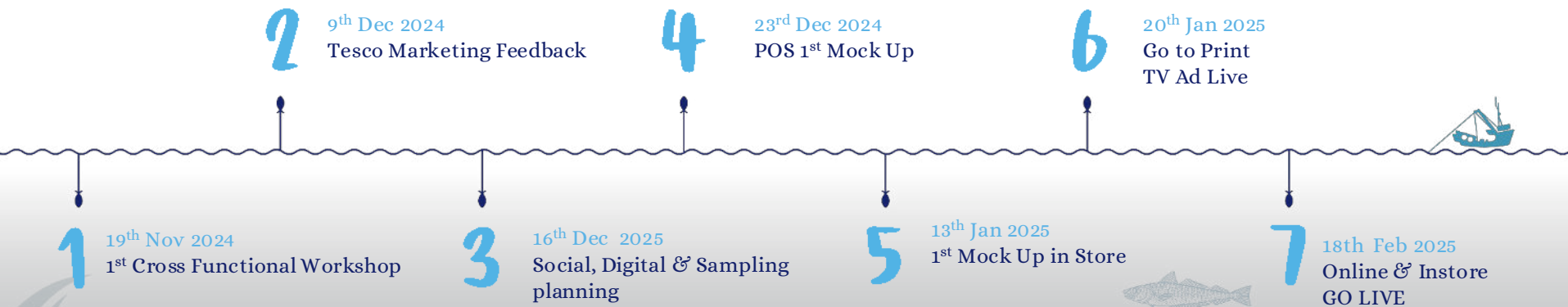
SHOPPER



**Convenience & Health
Time Poor / Meal Solutions
Protein / Air Fryer**



COLLABORATION WAS KEY!





🐟 Create a 'win-win-win' activation 🐟

to disrupt the category

with a visually engaging and
motivating campaign for shoppers,

and position Donegal Catch

as the choice for tonight's dinner





IN -STORE ACTIVATION

DISRUPTING THE SHOPPER JOURNEY



Top 40
Category
Stores



QR CODE
& RECIPES



FISH & CHIPS

'LOOK & FEEL'



VARIETY OF
FORMATS
& OFFERS



MISSION LED



TONIGHT'S
MENU
FISH & CHIPS



ONLINE COLLABORATION



Drive
AWARENESS

With Collaborative
Recipe

1.4M

Impressions



Grow
AUDIENCE

Via Collaborative
Competition

3.5K

Entries



Increase
CONSIDERATION

Via Promotional
Call-Outs

500K

Impressions

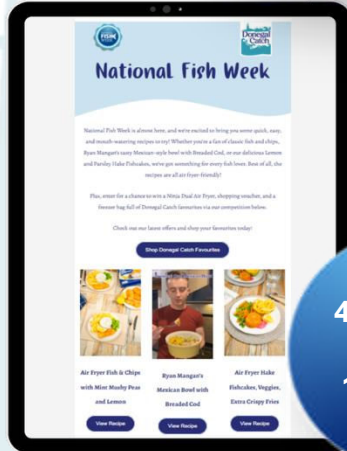
INCREASING AWARENESS



COLLABORATION
@thefoodanatomist
21K FOLLOWERS



BESPOKE
RECIPES
2M+
IMPRESSIONS



40% OPEN
RATE
19% CTR



DONEGAL
CATCH-UP
LAUNCHED

1.3M
IMPRESSIONS



IN-STORE SAMPLING

DONEGAL CATCH FISHCAKES & GREEN ISLE CHIPS



Top 10 STORES
OVER 2 DAYS



TASTINGS

Build
TRIAL
Through
Sampling



4,000
SAMPLES





ONLINE CONVERSION

TESCO HOMEPAGE / BRAND BANNER PACKAGE & ADIMO

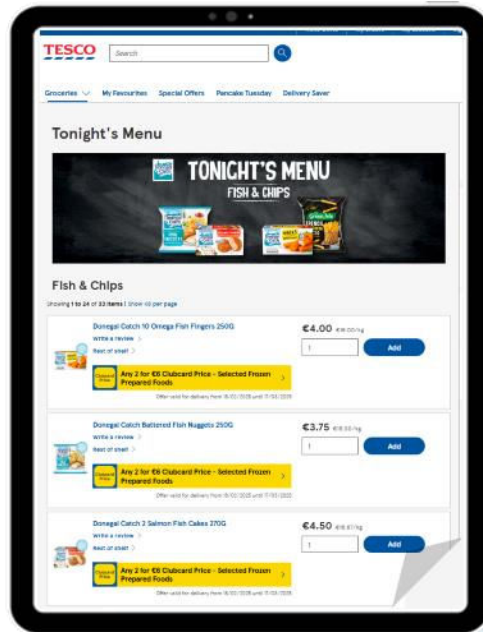


FISH

Category +9%
Brand +27%

CHIPS

Category +16%
Brand +97%



🐟 The Overall Results 🐟

CATEGORY & BRAND



FROZEN FISH

+1.6%

+21%



FROZEN CHIPS

+7.2%

+87%



CATEGORY PENETRATION



13k+

NEW SHOPPERS



BRAND ROAS



€9.9 : 1

SOCIAL & DIGITAL



+8%

INCREASE IN
FOLLOWERS

3M

OVERALL
REACH





Top Tip

When you **DIVE** into **SHOPPER DATA**

and **TACKLE** what really matters,

your campaign's more likely to make a **SPLASH!**