

How Haleon derived Shopper Insights from an Omnichannel Media Campaign

ECR Webinar: August 2026



Introductions



**Megan McElhinney, Head of
Non-Food Media Planning**



**Helen Beecher, Head of
Performance & Measurement**

Recap on the Campaign

Recap on the Brief

Awareness & Brand Sales

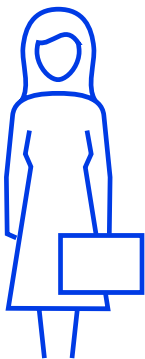
- Sensodyne Advanced White launched in Tesco stores in P1.
- Beyond driving trial of the NPD, the campaign was needed to strengthen the entire brand, boosting awareness and delivering sales across the portfolio.

Campaign Period: 4/3/26 – 4/5/26

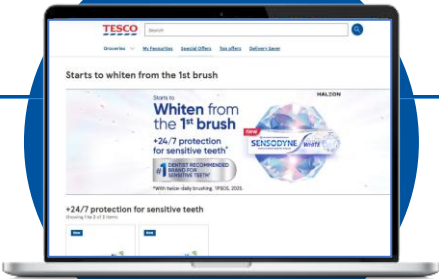
Number of Stores: 148



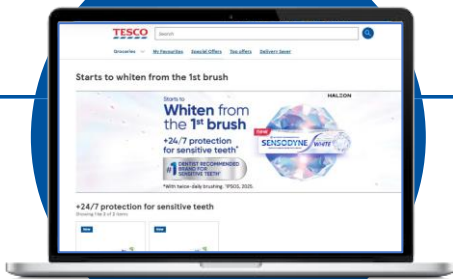
Consistent messaging along the shopper journey



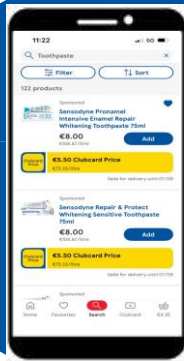
Online



Brand Banners



Search Banners



Sponsored Search

In-store



Totem Screens



First to Market
Store Within A Store



MOD Takeover



Summary of Sensodyne Omnichannel Bespoke Analysis

- Campaign resulted in strong **omnichannel acquisition** and **brand growth** for Sensodyne
- Tesco Media helped Sensodyne **recruit shoppers** into the wider Sensodyne / sensitive portfolio and expand brand penetration
- Sensodyne brand **grew faster than the category**
- Opportunity now to engage & **retain** the newly acquired shoppers

SWAS



+400%
Client
Engagement



+36%
Conversion
Target



+148%	+29%
NPD: uplift in Value for Sensodyne Advanced White	Total Brand: uplift in value week of activity vs previous week

Campaign Vs
Pre-Period

Sales Growth

+16%

Brand Sales Vs 3% Category

+11%

Brand Units Vs 3% Category

+9%

Brand Customers Vs 2%
Category

Campaign Pre-Period: 2025-03-04 to 2025-05-04 Vs
Campaign Period: 2026-03-04 to 2026-05-04

Sensodyne brand outpaced category growth

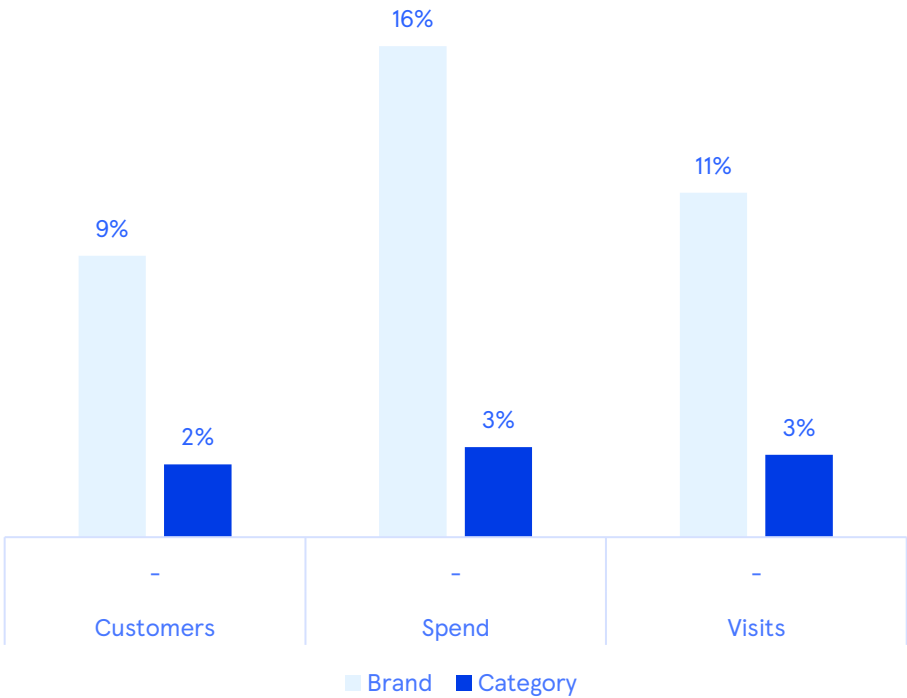
This campaign was hugely successful at driving overall growth of Sensodyne while building awareness of the Featured Product.

During the campaign period we drove a clear increase across customers, spend, visits and units sold versus the category.

The So What?

Sensodyne can rely on a campaign of this scale/media mix to grow their entire sensitive care brand portfolio. NPD's drive growth in brand.

Omnichannel (in-store & online) campaign performance Vs the same period as last year



Campaign Pre-Period: 2025-03-04 to 2025-05-04 Vs Campaign Period: 2026-03-04 to 2026-05-04

Incorporate retention tactics into you overall Retail Media Strategy

Within the campaign 69% new-to-brand customers were acquired, and we successfully won back 60% lapsed customers.

The So What?

Now that Sensodyne has grown their customer base, consider investing in retention strategies to keep them as existing customers. Retention strategies such as personalisation via eCRM / Coupons / Sponsored Search / Search Banners.



FOP – 60 days for toothpaste

New to Brand - the customers who had not bought in the last 6 purchase cycles

Lapsed - the customers who had not bought in the last 3 purchase cycles

While in-store drove scale, Online showed faster growth

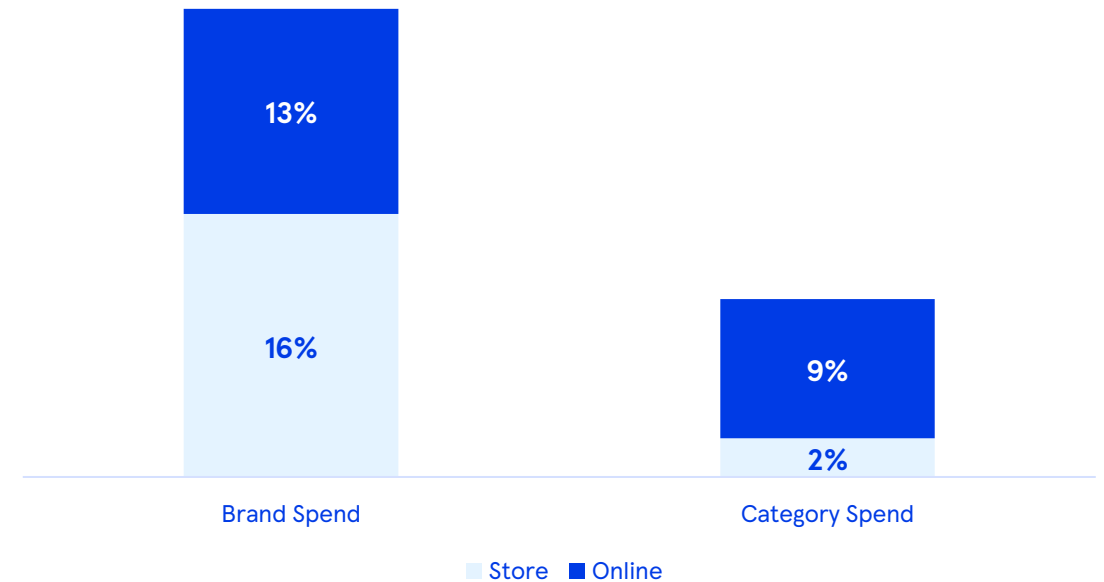
An interesting trend to observe in the Category is the strength of Online driving the growth +9% in Sales, Pre Period Vs Campaign period, outstripping in-store growth +2%.

This campaign ensured Sensodyne brand drove stronger growth both in-store +16% and online +13%.

The So What?

This reinforces the importance of an Omnichannel strategy to ensure Sensodyne are capturing sales both in-store and online.

Spend Growth by Channel - Brand & Category



Campaign Pre-Period: 2025-03-04 to 2025-05-04 Vs Campaign Period: 2026-03-04 to 2026-05-04

Measurement Insights

Measurement Insights

- **SUMMARY**

This bespoke analysis shows how retail media measurement can unlock shopper insight beyond campaign reporting.

- **LEARNING**

The key learning for CPG brands is that measurement should be used as a planning tool, not just a post-campaign scorecard.

Thank you

A huge thank you to Elizabeth O'Connor, Customer Marketing Manager, Haleon

“I love working with Dunnhumby for the insights you gain following an activation. For me, the key takeaway really was the importance of having a retention strategy following an activation like this - something that, honestly, we hadn't thought of. Given the success of the campaign and the new shoppers to brand, retention shouldn't be an afterthought and, going forward, we are actively building this into our activations with Tesco Media, where appropriate. Thank you to the Dunnhumby team for their work on this activation, particularly the Store Within a Store element as it definitely had its challenges. But the results make the hard work worth it!”