

PARTNERSHIP SUCCESS STORY

OBJECTIVE

Execute and quickly deploy a differentiating 2017 Holiday Promotion across U.S. Chilli Beans locations to:







CHALLENGE

How do you stimulate an overwhelmed shopper that has become desensitized to sales?

CALCULATED RISK

During the busiest time of the year, December- Chilli Beans removed

ALL SALE AND PROMOTIONAL

signage from all four U.S. Locations.

APPROACH

DON'T TELL THEM THAT EVERYTHING IS ON SALE.

By partnering with Hafta Have, Chilli Beans was able to assign different offers to different products, and only provide discounts to shoppers that illustrated purchase intent.

PURCHASE INTENT DATA DIRECT FROM SHOPPERS HANDS

Once in-store, shoppers were exposed to signage that encouraged them to "Take a Picture of A Price Tag + Text it to 77007."

In return they would unwrap an exclusive offer on that product (i.e., a product-specific digital offer was texted to them real-time).

HAFTA HAVE BENEFITS

CAPTURE SHOPPER DATA, DATA, DATA:



PHONE NUMBER 🔎 NAME 🖂 EMAIL







NT DATA + CTR

IT'S ALL COLLECTED REAL-TIME ON OUR RETAILER DASHBOARD TO BE USED FOR:

- + First of its kind retargeting with offline data
- + Converting in-store browse, offline or drive to online
- + Personalized promotions, offers & alerts
- + Insightful clientling and merchandising
- + Re-engagement on a product level via SMS or other CRM efforts
- + Enhance the in-store experience







SOCIAL EXECUTION TO DRIVE FOOT TRAFFIC

Targeted social posts exposed customers to the process and drove them into store to further experience the promotion of "Unwrap Secret Savings."

IN-STORE EXECUTION

In-store signage promoted the shopper experience.

Shoppers texted a picture of the tag to get a product-specific offer.

Shoppers were instantly texted back a product-specific offer.







RESULTS

4 WEEKS • NO SALE OR DISCOUNT SIGNAGE

4 LOCATIONS



INCREASE IN SALES

11%



LIFT IN CONVERSION RATE

23%



INCREASE FRAME SALES

26%

66

We found that shoppers exhibited higher conversion, because they felt that they had 'won.' Can you imagine, no sale signs in-store and you, the shopper, are texted a digital coupon; specifically for you—specifically for a single product? It's like a game.

- Mar Diteos
CEO, CHILLI BEANS U.S.

ADDITIONAL IMPACT

Chilli Beans gained new insights regarding:

- + Product demand
- + Product merchandising
- + Offline A/B testing of messaging & promotions
- + How to energize sale associates



2018 FINALIST EMERGING ETAILER BEST-IN-CLASS