

ILLY CAMPAIGN SUMMARY

Target: Sales growth & Instore promo support

Es Mīlu Kafiju, Illy Coffee brand official reseller in Latvia aimed to drive awareness and boost sales for their unique coffee tin

Coverage: All channels

Period: 2 weeks (Sep)

- Banners in E-store + Retargeting (online shoppers & browsers)
- Screens, Radio in Hypers & Supers (larger purchases)
- Radio in Mini & Express (daily purchases)



RESULTS

+1M reached buyers

6.8X ROAS*
vs. previous promo period

+58% sales uplift
of Illy coffee tins
vs. Previous promo period

42% brand recall

*ROAS - return on advertising spend or how much each euro spent on advertising delivered incremental sales

THANK YOU!



Elza Lukša

Retail Media Manager

elza.luksa@rimibaltic.com

+371 20391960

