

SANTA MARIA TEX MEX CAMPAIGN SUMMARY

Target: **new source of growth**

Santa Maria spices and food concepts trader aimed to drive awareness and boost sales for their new Indian curry sauces

Coverage: All channels

Period: 3 weeks (Aug/Sep)

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



RESULTS

+2M reached buyers

NEW
category established

+3.7% whole sales
for brand uplift

29% campaign recall

THANK YOU!



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