



**Florajen**<sup>®</sup>  
Probiotics

**X**

**Publix**<sup>®</sup>

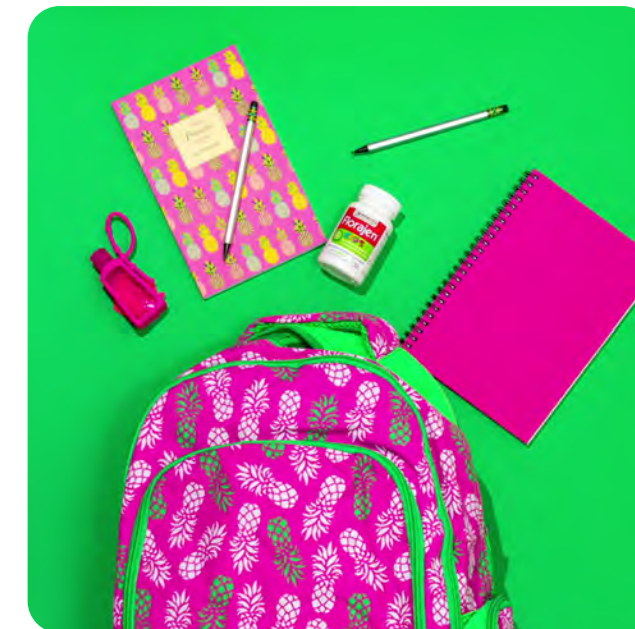
**RETAILER SUPPORT ADS  
CASE STUDY**

# SITUATION

Florajen was running a BOGO at Publix and was looking for a **cost effective way to support** the promotion. Our approach was to **tie in the back to school shopping season with a targeted social media advertising campaign** to relevant Publix shoppers and Publix pharmacists. Since Florajen is refrigerated and only sold behind the pharmacy counter, we made sure to convey clear messaging to how consumers could find the product and how pharmacists could sell it.

# STRATEGY & ACTIONS

- Identify the proper audience on Facebook to drive retail sales
- A/B test to determine the type of content that would resonate with the target audience
- Work within Florajen budget constraints to reach the target audience



# RESULTS

2x

Sales compared to the same BOGO last year

17x

Higher sales than a normal week

NEW  
RELATIONSHIPS

Forged with pharmacists that have turned into loyal brand advocates