



ABOUT THE CLIENT

Danone, the multinational dairy corporation, is actively searching for new ways to reflect their commitment to delivering a positive food future. Currently in the middle of a three-year cost-saving initiative, Danone is attempting to find innovative solutions to maximize on their marketing spend and guarantee a high ROI.



HYPERVSN devices placed above the fridges.

CASE STUDY: LAUNCH OF THE NEW DANONE ACTIVIA FLAVOR

CHALLENGE

Danone was seeking an innovative solution to launch their new dairy product - **Activia chia seeds**, in Eastern Europe. The focus was on increasing sales and maximizing ROI.

SOLUTION

Four HYPERVSN Solo devices were installed inside four Megamarket supermarkets in Kiev, directly above the fridges where Danone dairy products were sold. These mesmerizing installations were in the optimum position for grabbing consumer's attention and changing buying behavior. Two additional Solo devices were placed outside the store to increase brand awareness and drive foot traffic into the store.

[Click here to see this case study in action](#)

RESULT

Results were measured in comparison to five other Megamarket stores without HYPERVSN installations, over a **three-month period** by Danone.



INCREASE IN SALES OF **ACTIVIA CHIA SEEDS** IN STORES USING HYPERVSN



SALES UPLIFT OF ALL **ACTIVIA PRODUCTS** IN STORES USING HYPERVSN

Compared to stores without HYPERVSN

The launch of the new Activia flavor was significantly more successful in stores where HYPERVSN devices were used, experiencing an increase in sales of both the product and the brand as a whole. This indicated that consumers were not just testing the new flavor, but were actively purchasing more Activia, providing a better return on investment for Danone with a faster uptake on their new dairy offering.

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