



Nurturing the future

Driving Growth With Insight and Activation Strategies

Jason Simpson – E-Commerce and Commercial Development Manger

12th February 2026

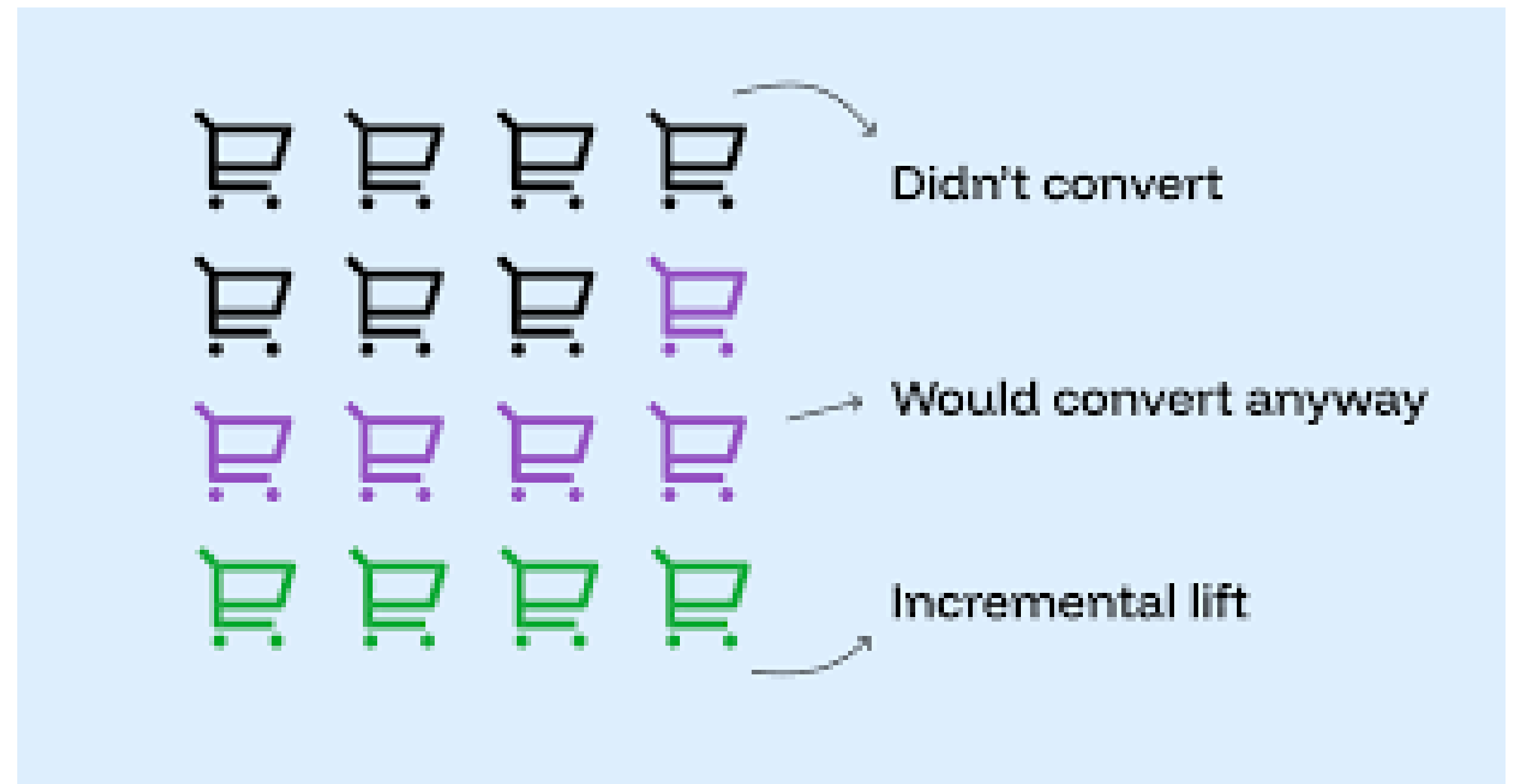
Delivering change and new ways of working in a traditional CPG organisation



Data is not our challenge – we have plenty – it’s about how we use it to move from just measuring what we’ve done, to setting our strategy



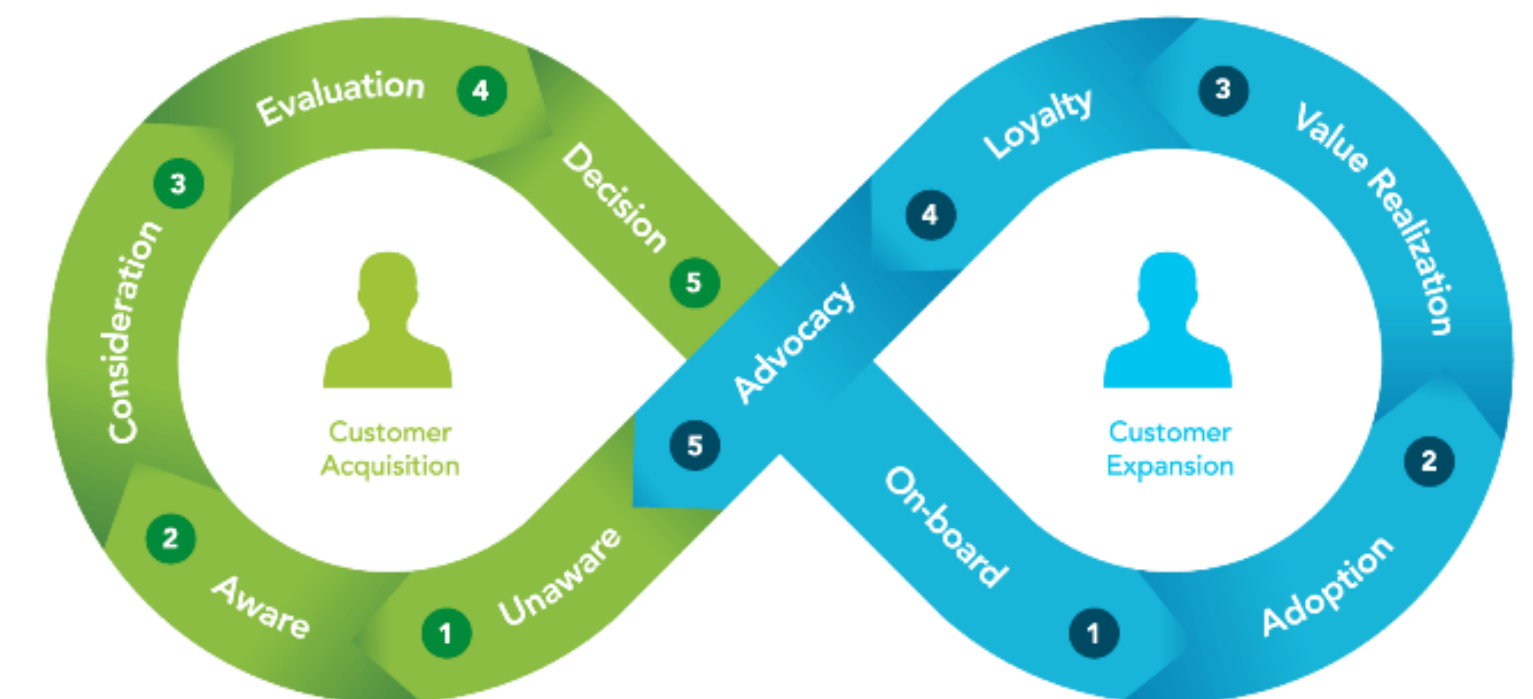
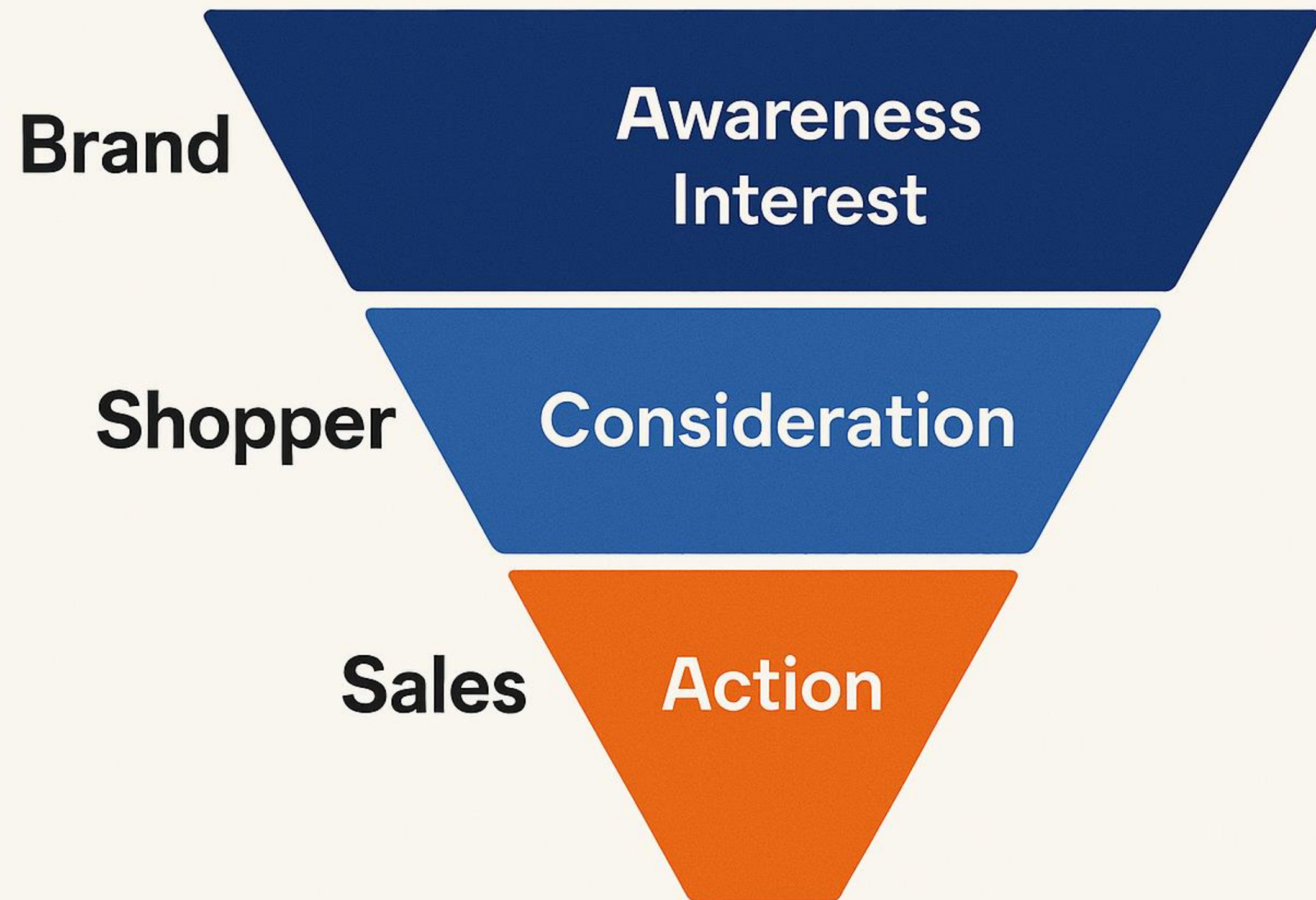
Traditionally we would use the data retrospectively – now we're looking at what drives incrementality and continually measuring and optimising



We need to be more connected across our functions to ensure we deliver at every stage of the customer journey



The traditional roles in CPG's have changed, with the growth of Retail Media Networks and new shopper journeys a key driver.



We can see shoppers are moving from categories to occasions and needs states – this is reflected across the trade



Working across data set, we look to understand more about our shoppers, what stops them from purchasing and what drives performance



SAVE UP TO £14.50 £12 Festive Cheeseboard Meal Deal
Buy 3 Cheeses and 2 Sides for £12. Order by 30/12/2024, offer subject to availability. Maximum 18 promotional items per customer.

1st Cheese + 2nd Cheese + 3rd Cheese + 1st Side + 2nd Side

Cheese

Offer	Offer	Offer	Offer	Offer	Offer	Offer	Offer
✓ 1 WEEK +	✓ 1 WEEK +	✓ 1 WEEK +	✓ 3 WEEKS +	✓ 2 WEEKS +	✓ 2 WEEKS +	✓ 1 WEEK +	✓ 1 MONTH +

Christmas 2023

4 Week Promotion
20% Discount
15,000 Units

Christmas 2024

4 Week Promotion
Effective 15% Discount
27,000 Units

Our insight – the occasion was more compelling than the promotion – the meal deal inspired the shopper and met their requirements – we used this to build our strategy to drive occasions

Bundle offer
Buy Focaccia Panini, Save 15% on Mozzarella
Click here ▶

This advertisement features a wooden table background with several focaccia paninis. On the right, there are two product packages: Galbani Mozzarella Panini (6 slices) and a package of Focaccia Panini (Heat & Eat).

X for £X
The perfect addition to your Favourite Sandwich
Click here ▶

50% LESS FAT THAN CHEDDAR
LEERDAMMER Light
8 Slices
Galbani Mozzarella Panini
PRÉSIDENT EMMENTAL SLICES
Easy to melt
10 SLICES

This advertisement shows a long sandwich on a wooden table. To the left of the sandwich are three product packages: Leerdammer Light (8 slices), Galbani Mozzarella Panini (6 slices), and Président Emmental Slices (10 slices).

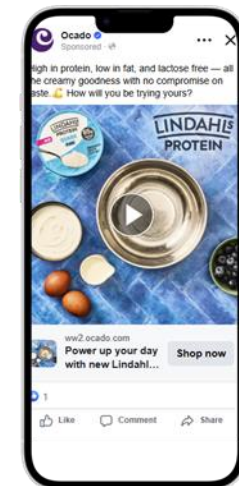
NOW £X
le Brie PRÉSIDENT
Tracklements fresh chilli jam
TIME FOR INDULGENCE
Shop now

This advertisement features a cheese platter with a wedge of Brie, a jar of Tracklements fresh chilli jam, and several crackers topped with cheese and jam. The background is dark and rustic.

Employing omnichannel thinking we now look to measure across the funnel and understand how each element impacts.

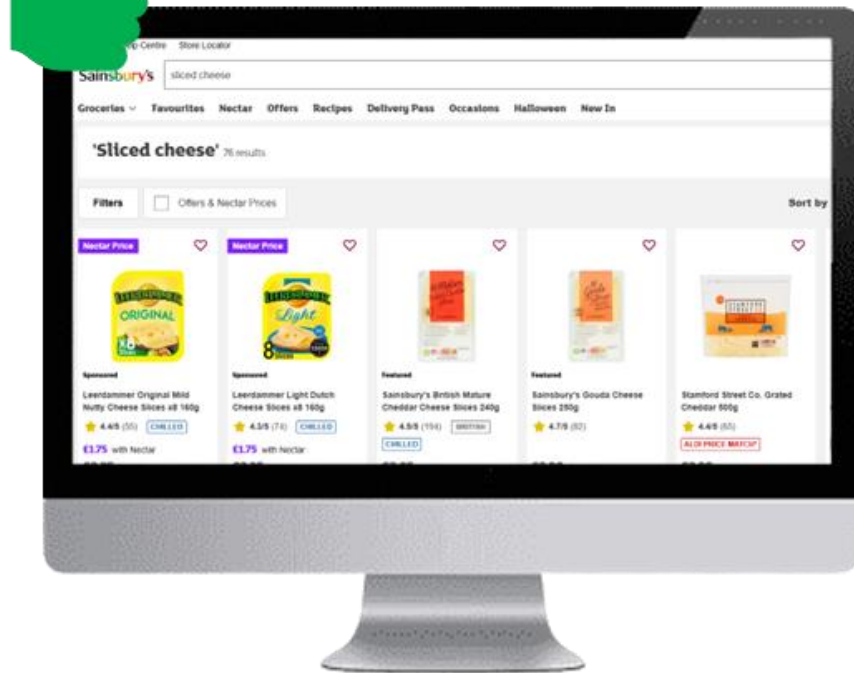


Image Measurement



Meta Metrics	Platform Stats
Impressions	11,297,871
Platform Spend	£10,500
Reach	2,859,447
Frequency	3.95
CPM	£0.93
Link Clicks	65,957
CPC	£0.16
CTR	0.58%
Unique CTR	2.1%
Post Engagements	65,991

Social and Ad Performance



Sponsored



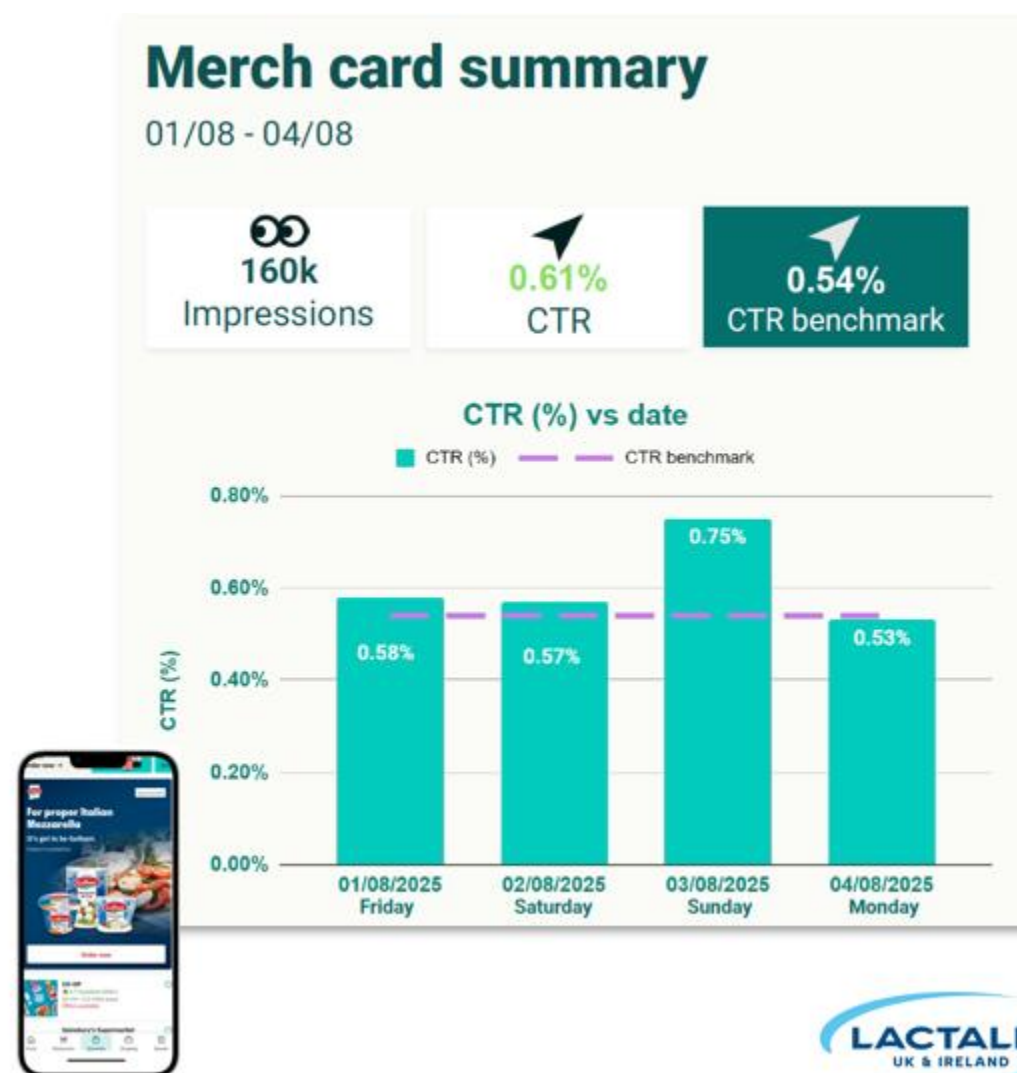
App Pop-up



Homepage Banner



Email + Email Footer



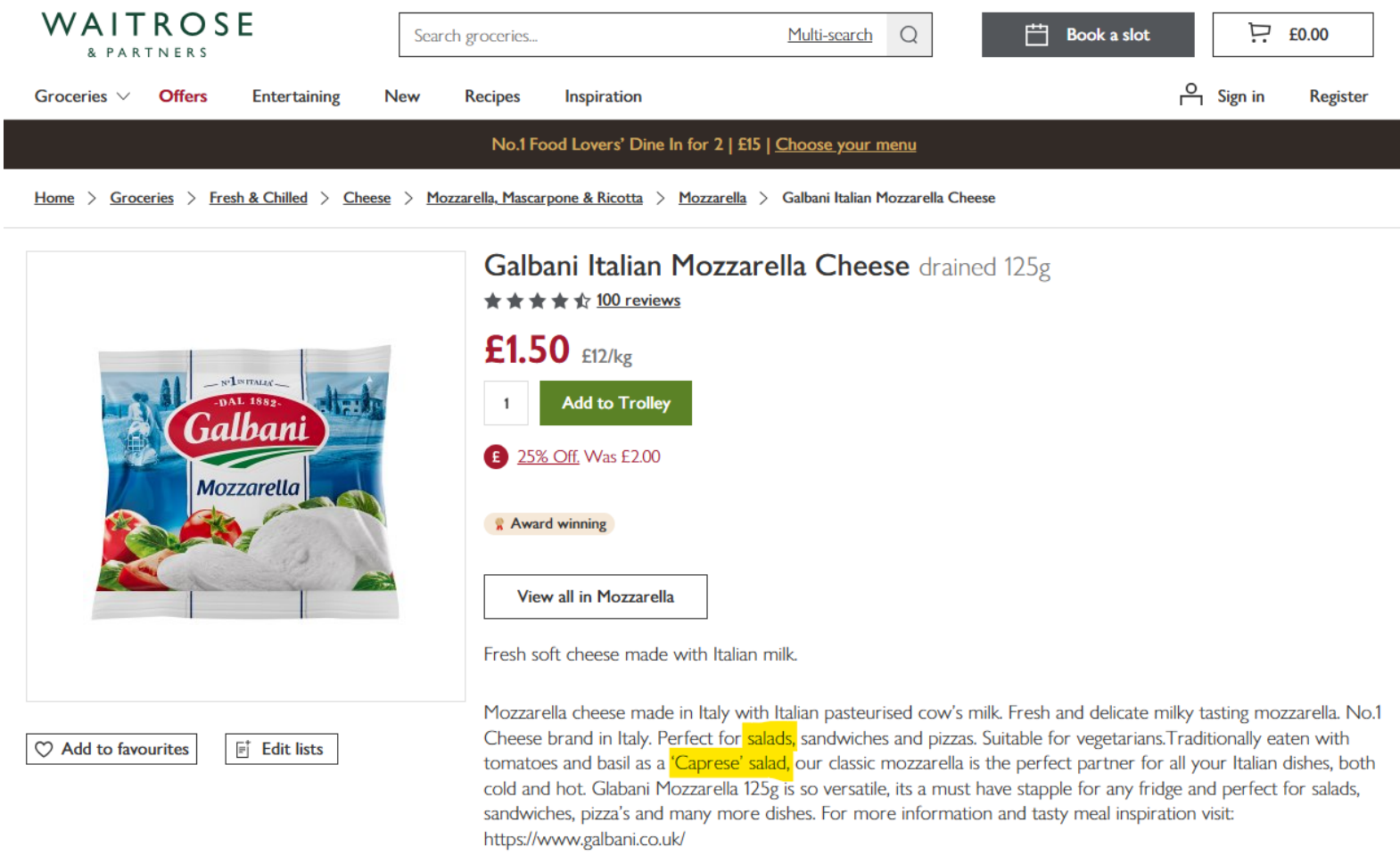
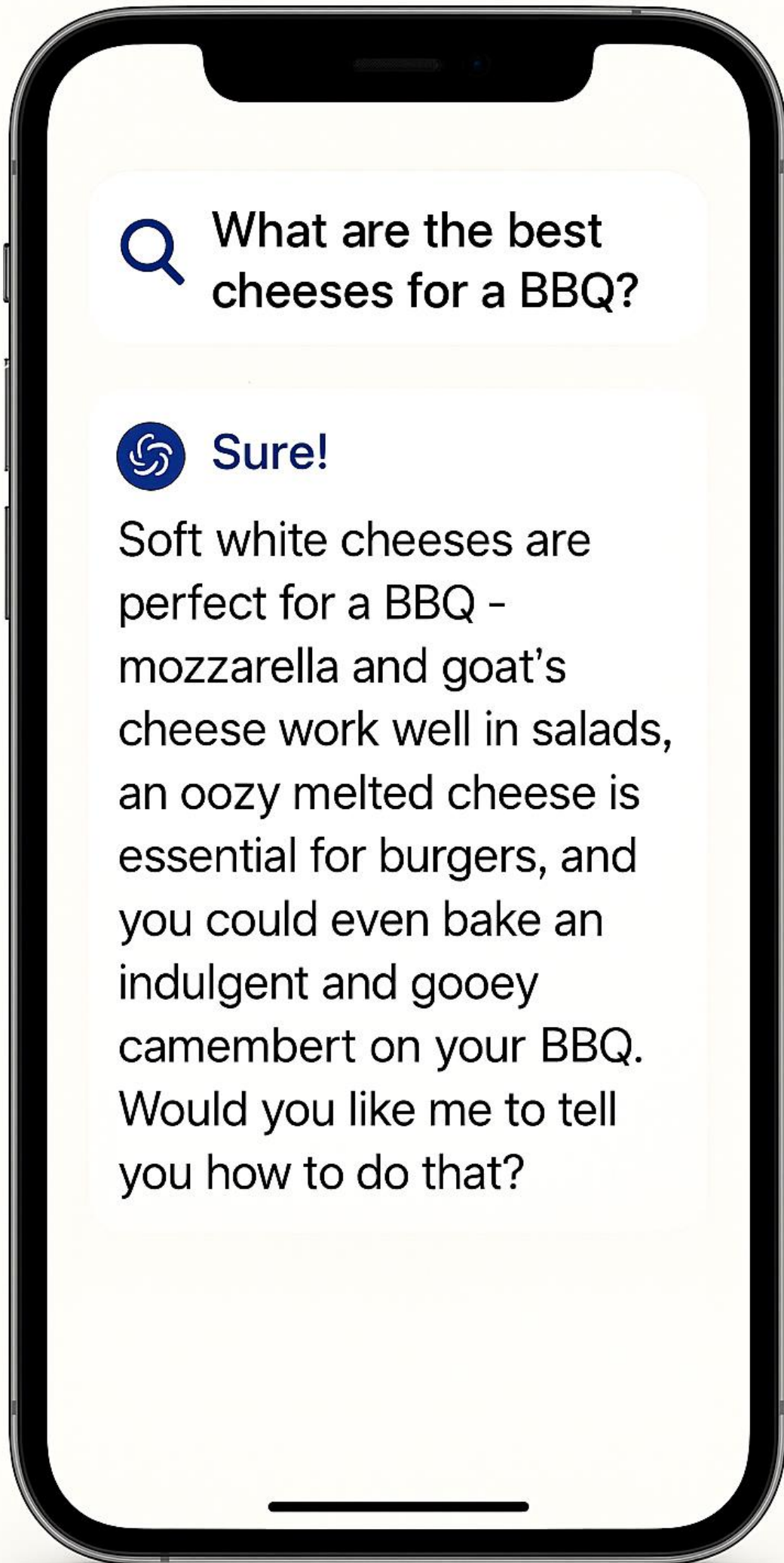
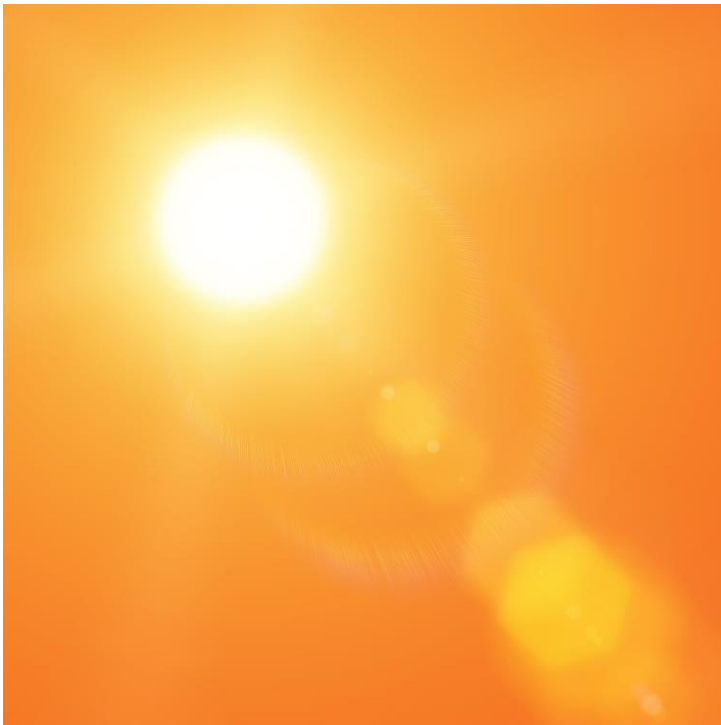
On Site Performance



Sales



Now we're looking to match our products to the shopper need state and how we'll help a shopper choose our product today



We aim to ensure our message translates across all channels to ensure shoppers have a consistent message



Take me home



Make it

Galbani Burrata Mini Fresh Tomato Summer Salad

Ingredients:
Galbani Burrata Mini
Extra Virgin Olive Oil
Balsamic Vinegar
Heirloom Tomatoes
Fresh Basil Leaves
Freshly Ground Black Pepper
Sea Salt

Method:
Tear the Galbani Burrata balls into chunks and divide between 4 plates. Halve the tomatoes and scatter over the top. Season well with sea salt and freshly ground black pepper. Sprinkle Balsamic Vinegar and drizzle with olive oil. Pick and tear up the basil leaves and scatter them over the salad before serving.

Sainsbury's

Bringing it all together – our roadmap to shift mindset and focus to omnichannel



Fundamentals
Brilliant Basics



Data to Decisions
What's the change
What's the insight
What's the action



Missions
Consistent story
Media, Off Site
On Site, In Store



THANK YOU



Jason Simpson
Jason.simpson@uk.lactalis.com
www.linkedin.com/in/jasonsimpson23

