Effie Case Study: How VML and Oreo Reversed a Downward Sales Trajectory—and Then Some

> Leaders from Glossier, Shopify, Mastercard and more will take the stage at Brandweek to share what strategies set them apart and how they incorporate the most valued emerging trends. Register to join us this September 23–26 in Phoenix, Arizona.

Last spring, shoppers in Albertsons grocery stores were increasingly sticking to the store's perimeter—a trend that meant many people were skipping the sweets in the center aisles in favor of bakery items that sit closer to the outside walls of the building.

That was bad news for the packaged cookie category, especially for the category's leader, Oreo. Packaged cookies were seeing about a 23% dip in unit sales at Albertson's stores, year over year, as was Oreo.

"There's

WORK SMARTER — LEARN, GROW AND BE INSPIRED.

SUBSCRIBE TODAY!

To Read the Full Story Become an Adweek+ Subscriber

View Subscription Options

Already a member? Sign in

https://www.adweek.com/brand-marketing/effie-case-study-how-vml-and-oreo-reversed-a-downward-sales-trajectory-and-then-some/