

Reinventing Impulse Marketing for the Digital Age With Perfetti Van Melle

In this episode of Brave Commerce, Sylvia Buxton, president and CEO of candy company Perfetti Van Melle Americas, joins hosts Rachel Tipograph and Sarah Hofstetter to explore how impulse brands like Airheads and Mentos are thriving in a digitally transformed retail landscape.

Sylvia shares how her team is reimagining impulse marketing for both ecommerce and brick-and-mortar environments, adapting traditional trade spend strategies, and maintaining brand relevance in a world of evolving consumer behaviors.

With a forward-thinking approach to media diversification, retail media integration, and category innovation, Sylvia offers a masterclass in leading through change while staying true to brand fundamentals.

Key takeaways:

Impulse marketing must evolve – Digital shopping behaviors demand new approaches to staying top-of-mind at the point of purchase.

Retail media blurs lines between trade and marketing – Collaborative ownership and clear accountability are key to navigating investments across the funnel.

Consumer shifts present new opportunities – Changing health trends and digital habits require brands to innovate both products and engagement strategies.

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