



CASE STUDY



WOMEN'S CHOICE AWARD®
THE VOICE OF WOMEN

Food Products Fly Off Shelves - Yields 60% Increase in Sales



SITUATION

Grocery store aisles are flooded with products, so it's no surprise that distinguishing a brand's product among its competition is a crucial factor to driving sales and loyalty.

To succeed in today's highly competitive retail space, food brands such as Dell'Amore pasta sauce, which earned the Women's Choice Award '9 out of 10 Customer Recommended' designation, must distinguish themselves over the competition - thereby driving women to purchase.



SOLUTION

Dell'Amore placed a shelf talker in 20 Hannaford stores in Vermont as a test. The shelf talker featured the Women's Choice Award seal and highlighted Dell'Amore pasta sauce as a product that is recommended by 9 out of 10 women.

Dell'Amore also used the Women's Choice Award seal during their in-store demos at Costco. Knowing that women account for 93% of all food purchases*, they wanted to promote themselves as a highly recommended sauce by women, by displaying the Women's Choice Award seal prominently.



SUCCESS

- Dell'Amore had a **60% increase in sales** in the Hannaford stores.

"The shelf talker will be displayed in all 20 VT Hannaford stores. The Dorset St. location since putting up the talker yesterday, emptied half the shelf. The power of women, love it. Bravo WCA!"

— Frank Dell'Amore, President

- Dell'Amore had a **10% increase in sales** from their in-store campaigns and demos, and incredible engagement from customers.

"We have used the Women's Choice Award seal in our in-store demos and it has definitely increased our engagement with consumers and resulted in a 10% increase in sales. People notice the seal and have a positive reaction to it."

— Frank Dell'Amore, President



*Girlpower Marketing: Purchasing Power of Women

To learn how we can support your success, please call (954) 922-0846

or email info@womenschoiceaward.com