



STRATEGIC AND  
MEASURABLE OUTCOME

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## Strategic Marketing Objective

**Goal:** Increase brand awareness, drive trial purchase, grow distribution velocity, and boost repeat purchase through a coordinated visual campaign leveraging high-impact graphic design across physical and digital touchpoints.

### Target KPIs:

- \* Brand awareness lift
- \* Foot traffic uplift
- \* Sales growth (units & value)
- \* Digital engagement and conversion
- \* Retailer reorders

## Measurable Results, 6-Month Integrated Campaign

### 1. Flyer Campaign (Door-to-Door & In-Store)

- \* Distribution: 75,000 targeted households
- \* Coupon redemption rate: 3.2% (industry avg ~1.5%)
- \* Incremental sales lift from flyer back-of-pack code redemptions: +18%

Reason: High-contrast visuals + clear call-to-action drove attention and coupon use.

## 2. LED Display (Point of Sale and Key Intersections)

\* Impressions: 54,000+ over 4 weeks

\* Dwell engagement rate: 6.1% (eye-tracking studies)

\* Footfall increase near display locations: increased by +22% compared to the normal traffic on advertised locations

**Outcome:** Better visibility led to more walk-ins and impulse purchases.

## 3. Bus Stop Ads

\* Estimated reach: 66,000+ impressions

\* Unaided brand recall (survey): +48%

\* Ad memorability: 78% higher than category norm

**Insight:** Bold packaging visuals and consistent brand language translated well outdoors.

## 4. Billboard Campaign (Major Routes)

Reach: 845,000+ impressions

Highway commuter recall lift: +38%

Brand favorability increase: +27%

**Takeaway:** Simple, high-impact visuals cut through commuter noise.

## 2. Retailer Adoption and Re-Orders

Re-order rate jumped from 34% to 58%, showing retailers saw faster turnover and stronger demand.

**Design Role:** The graphic designed packaging made the product easier to sell to the consumer, reducing perceived risk for the retailer.

## 3. Brand Recognition and Decision Speed

In in-store tests, shoppers spotted and remembered the brand more than twice as often after the graphic designed packaging.

**Result:** Quicker choice cycles and reduced “indecision loss” to competitors.

## 4. Basket Penetration

Growth from 2.8% to 4.9% penetration indicates more households are choosing the product.

**Why it Matters:** Meaningful expansion in actual shopper reach, not just in single purchases.

### The Positive effect of Graphic Design in the Packaging

- \* **Color Contrast & Premium Cues:** from generic snack palette to vibrant heritage colors that pop on shelf.
- \* **Typography Hierarchy:** Clear, large taste + benefit messages (“Crunchy, Artisan, Gluten-Free”).
- \* **Cultural Storytelling Elements:** Patterns and iconography linked to origin, creating emotional engagement.
- \* **Functional Design:** Improved layout for nutrition info and sustainability badges, increasing trust.

## 5. Social Media Ads / Posts

\* Total social impressions: 1.9M

\* Engagement rate: 8.4% (compared to industry average of 2-3%)

\* Click-through rate (CTR): 3.7% (benchmark of 1.1%)

**Outcome:** Consistent visual identity spurred high engagement and direct purchase actions.

## Key Insights, Why Graphic Design Mattered

### 1. Consistency Built Recognition

Across flyer, Out-of-home advertising (OOH) and digital, consistent brand visuals, color, typography, patterns strengthened recall and reduced cognitive friction at shelf.

### 2. Cultural Cueing Increased Relevance

Design elements reflecting heritage and premium quality resonated, boosting purchase intent.

### 3. Cross-Platform Synergy

Offline visibility (billboard, bus stop, LED) improved online engagement and strengthened packaging effectiveness, attracting attention.



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