

## CASE STUDY



### Challenge

New World identified a critical need to stimulate their online shopping base, as despite experiencing positive growth and record sales weeks, the online grocery shopping market remained stagnant. A significant entry barrier was the \$15 delivery fee, which discouraged potential customers. To encourage online orders, New World decided to waive its fee for the first three months of 2024 across the North Island. Given the historically low awareness of their online services in this region, New World needed a campaign that would effectively promote this new offer.

### Solution

To promote this new online offer, New World leveraged traditional media to reach their intended audience by partnering with NZME. The Free Delivery Campaign was strategically placed as a false front in the NZ Herald that vibrantly showcased and clearly communicated the offer. This campaign captured readers' attention, enhancing visibility and encouraging prompt action.

### Results

The 'New World Free Delivery' campaign achieved incredible results, driving a **14.9%** increase in online shopping in the North Island within the week following the advertisement's launch. Additionally, the campaign built on a previous initiative that had already driven an 8.9% growth in the same market, demonstrating the value of combining innovative print placements with targeted messaging. Overall, the collaboration elevated New World's online shopping presence, highlighting the effectiveness of print media.



**14.9%**

Increase in online shopping

