

Case Study: Driving High-Efficiency Growth through Localized Engagement

Client: Sonoma Creamery | **Region:** Northern California (NorCal)



Executive Summary

This campaign serves as a proof-of-concept for Sonoma Creamery's high-touch engagement strategy. By prioritizing localized, in-person interactions, the brand achieved a conversion rate **50% higher** than the industry average and reduced Customer Acquisition Costs (CAC) by approximately **80%** compared to digital benchmarks.

1. The Strategy: High-Quality Localized Reach

The campaign focused on building deep brand awareness within the NorCal region through 40 targeted demo events. The goal was to bridge the gap between "seeing" a product and "experiencing" the brand's unique texture and flavor profile.

- **Total Events:** 40 Demos (100% NorCal focus).
- **Total Awareness:** 4,013 Shoppers reached.
- **Direct Impact:** Over 4,000 consumers engaged in high-quality brand interactions, providing a wealth of immediate qualitative feedback on the "crunch" factor.

2. Performance Benchmarks: Shattering the "Golden Standard"

Sonoma Creamery significantly outperformed broader food and beverage (F&B) benchmarks, proving that the product resonates strongly once the barrier of trial is removed.

Metric	Sonoma Performance	Industry Average	Delta
Taste-to-Purchase (T2P)	38%	~25%	+52% vs. Benchmark
Customer Acquisition Cost	\$7.26	\$30 – \$53	~80% Cost Savings

Key Insight: While digital acquisition costs in the snack category continue to climb (\$30+), Sonoma's experiential model successfully acquired customers at a fraction of the cost, demonstrating a highly scalable ROI.

3. Revenue & Product Performance

The campaign didn't just build "awareness"— it moved volume. The immediate sales impact highlights a diverse consumer appetite for both classic and innovative flavors.

- **Total Campaign Sales: \$10,914.06**
 - **Top Performing SKUs:**
 - **The Favorites:** Pizza Crisps & Veggie Supreme.
 - **The New Guard:** Strong sell-through on Parmesan, Pepper Jack, and Cheddar.
-

4. Strategic Forecast: The Roadmap to Scaling

The data suggests that Sonoma Creamery is currently in a "tasting-limited" rather than "demand-limited" growth phase. The product's inherent quality drives the conversion; the challenge is simply increasing the volume of interactions.

- **The Efficiency Play:** With a T2P ratio of 38%, shifting demos to high-traffic "power hours" or high-volume weekends is expected to drive the \$7.26 CAC even lower.
 - **Conclusion:** The product "sells itself." Future investment should prioritize **maximizing "mouths reached" per hour** to capitalize on the high conversion efficiency.
-



4,000+ shoppers experienced the crunch of Sonoma Creamery and provided direct feedback.

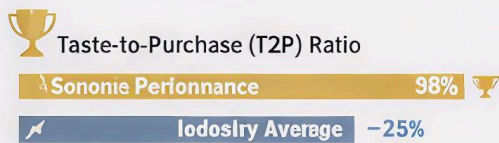
3. Revenue Impact

\$10,914.06

Top Performers: Total Campaign Sales

- Pöza Crispe Veggle Supreme
- New Flavors: Parmessan, Papper Jaok, and Chadar

2. Performance Benchmarks



Key Takeaway, Sonoms outfortimed the 'Golden Standart' of 1-in-4 comersions by over 50%

Customer Acquisition Cost (CAC)



Key Takeaway At just \$726 per new customer, this campaign was incredibly efficient—costing roughly 80% less than the typical digital food/beverage acquisition cost

4. Strategic Forecast

Opportunity: The TTP ratio is so strong that scaling to high-traffic stores of high-weekends will likely drive \$17.29 CAC even lower.

Conclusion: The product sells itself once it's tasted. Future investment should focus on maximizing the number of 'mouths reached' per hour.

