

Sweeten Up Your Honey Sales Overnight

by promoting with Quaker Overnight Oats

Display Details

Product: Quaker Oats 18oz canisters; tray will hold 36 units of honey

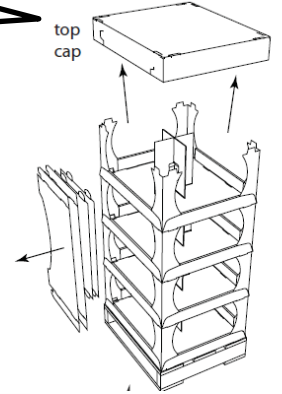
Tearpad Offer: BUY one Quaker Oats PLUS any Honey, SAVE \$1.00

Target Pricing: Quaker 18oz featured at 2/\$4.00

Timing: 1-2 weeks during Q2 (March 26 - June 17)

Requirements: Feature & Display in 50%+ ACV

Flip TOP CAP over and merchandise with Honey



Free-Standing Insert (FSI) Details

Drop Date: April 9, 2017

Circulation: 40MM households

FSI Offer: BUY one Quaker Oats PLUS any Honey, SAVE \$1.00

FSI



Compelling Partner Brand

- Quaker Oats commands a 60% category share with 43% HH penetration
- Overnight Oats campaign is supported with TV, print and digital advertising throughout Q2 period
- Honey is a top-five topping for hot cereal (21% of users) but has lots of room to grow
- Honey is 12% more likely to be purchased when Quaker Oats are in the basket!

tearpad coupon

