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

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

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!

Flip TOP CAP over and merchandise with Honey