



## Blinded Pilot Results for Regional Grocer **SPRING 2021**

While this pilot was executed in partnership with Anheuser-Busch, Loop™ is not an exclusive partner of AB. All Loop™ programs feature a broad range of suppliers and products.

## Situation

Looma partnered with a strong regional grocer to test the value creation of Looma's in-store Loop™ tablets during the Spring of 2021. The 10-store pilot included two tablets in-store, one for craft beer and wine, and Loop™ played one of three custom playlists of content: Brewer stories, Winemaker stories, Beer Academy. The performance of these test stores was measured against paired Control stores and both Test and Control were compared against a set of paired baseline stores.

## Results + Conclusions

+51%

increase in end-cap efficiency for test stores

+155%

increase in sales for featured brands during campaign

+120%

increase in weekly beer/wine category spend for Loop™ engagers

*The experiment proved strong value creation for Loop™ across all programs with double-digit sales growth. The simplest takeaway is that Loop™ improves end cap efficiency by 40 — 60%, and drives sales growth for featured products of over 100%. The consistency across both stores and categories suggests a robust and scalable results to other retailers.*

## EXPERIMENTAL DESIGN

This pilot was designed to assess the impact of Loop™ on

1. featured brand sales, 2. beer & wine basket size, and 3. trial rate. Stores were split into three groups, as follows:

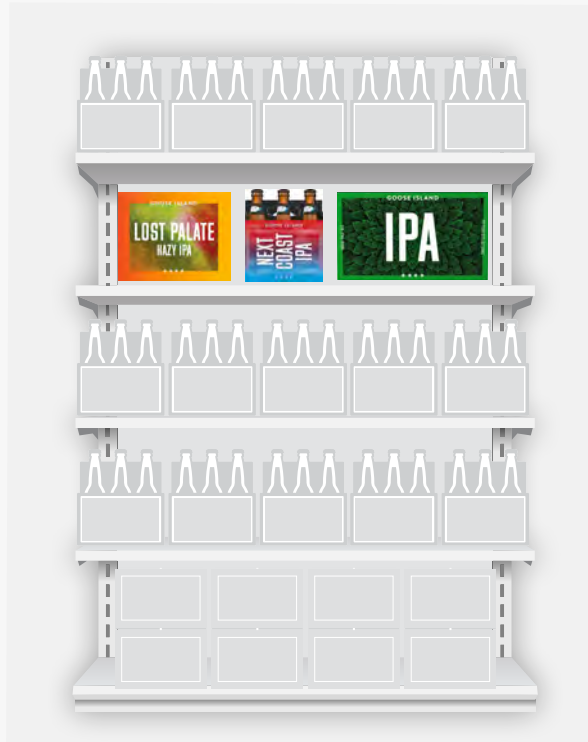
### PILOT DETAILS

#### DESIGN:

10-store pilot with paired baseline, control, and test stores (30 stores in total)

#### DURATION:

28-days



#### **BASELINE**

No display

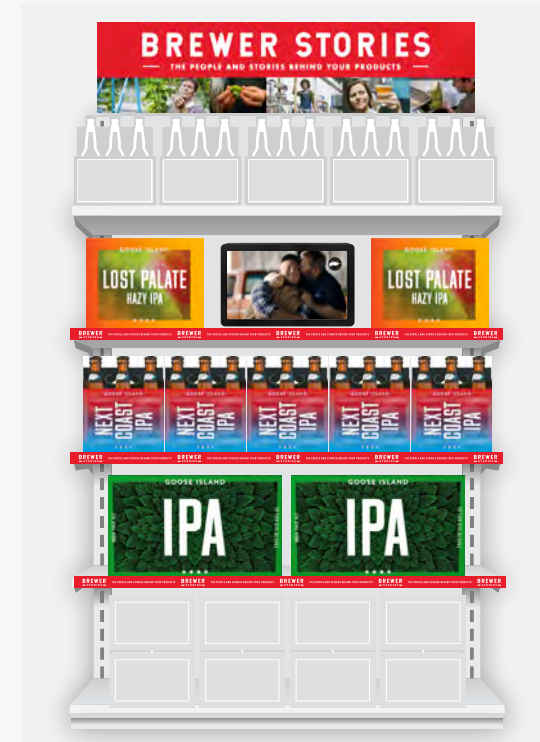
vs.



#### **CONTROL**

Display only

vs.



#### **TEST**

Display + Loop™

Test were a blend of "cold in-line beer, warm end caps, and a free-standing display called Loop Shelf" (see page 4)



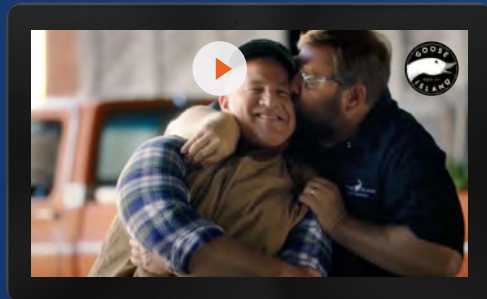
## EXPERIMENTAL DESIGN

The above experimental design was applied to three different programs in this pilot:

1. Brewer Stories, 2. Winemaker Stories, and 3. Beer Academy

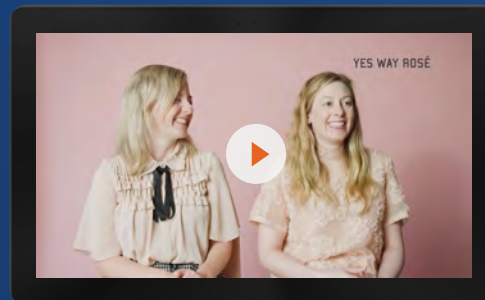
## Films + Suppliers

### BREWER STORIES



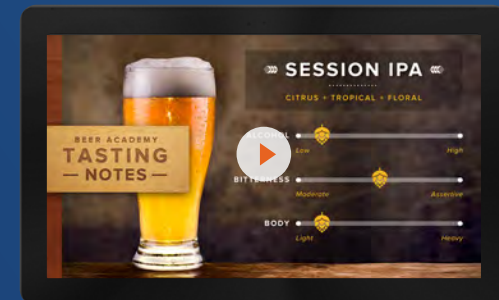
Goose Island

### WINEMAKER STORIES



Bogle + Bread & Butter + Yes Way Rosé

### BEER ACADEMY



Goose Island + Elysian + Golden Road

Our films are not traditional ads — they are stories about people who love what they do; about origins, places, and impact on the community aimed at connecting consumer to producer.

They feature a human protagonist, tell a story, and don't make an overt sales push.

Our category education playlists aim to inform and inspire at the point of decision through a blend of video and still assets. They feature subject matter experts teaching about styles, ingredients, process and history — weaving in featured products along the way.

## AGGREGATED FINDINGS

### Findings

+155%

**incremental sales  
to suppliers**

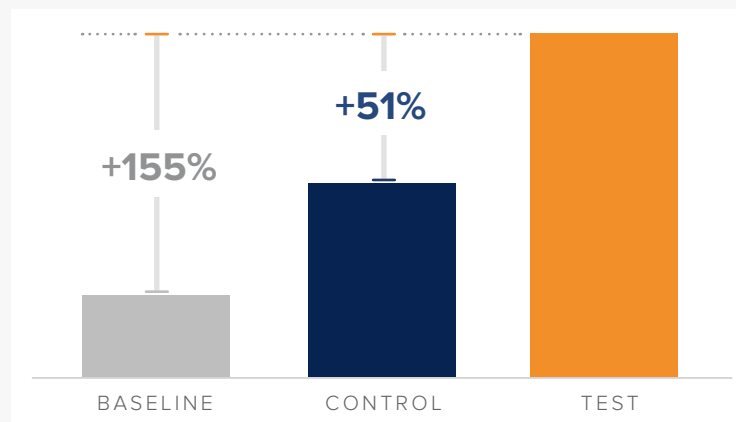
TEST VS. BASELINE

+51%

**incremental sales  
to the retailer**

TEST VS. CONTROL

Total Sales by Store Type



Median Weekly Category Spend, Loop™ Engagers



+120%

**increase in weekly  
beer/wine category  
spend<sup>1</sup>**

### Key Takeaways

Overall, Loop™ improved end cap efficiency by ~50% and drove sales growth for featured products by over 150%

The increase in weekly beer/wine category spend demonstrates accretive category growth for Loop™ engagers and the performance consistency across test stores suggests robust results that are further reinforced by a high product trial rate for customers (60%)

**7 of 9** Test stores outperformed their control store counterparts

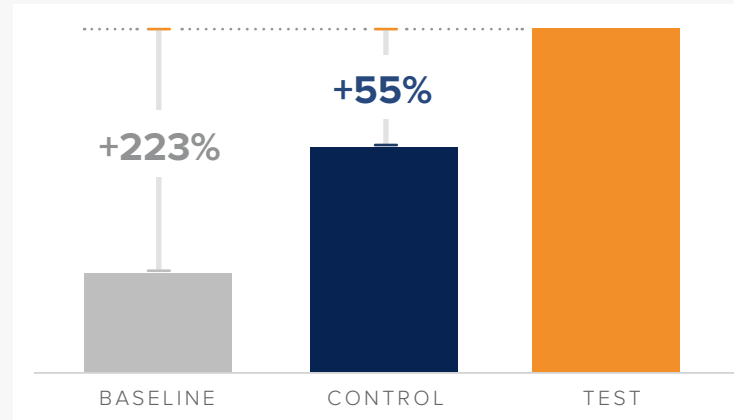
<sup>1</sup> This calculation enjoys tailwinds arising from selection bias, and is therefore likely overstated.

## Findings

**+223%**  
**incremental sales  
 to suppliers**  
 TEST VS. BASELINE

**+55%**  
**incremental sales  
 to the retailer**  
 TEST VS. CONTROL

Total Sales by Store Type



Median Weekly Category Spend, Loop™ Engagers



## Key Takeaways

Winemaker Stories was the strongest program with 55% improvement in endcap efficiency and featured product growth of over 220%

We saw a large increase in weekly category spend during the campaign with Loop™ engagers (144%). Only 6 of 9 stores outperformed their control store counterparts but this was driven by incredible performance in two control stores rather than true underperformance in the test stores

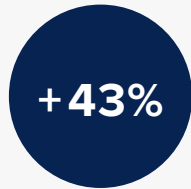
**6 of 9** Test stores outperformed their control store counterparts

<sup>1</sup> This calculation enjoys tailwinds arising from selection bias, and is therefore likely overstated.

# Findings

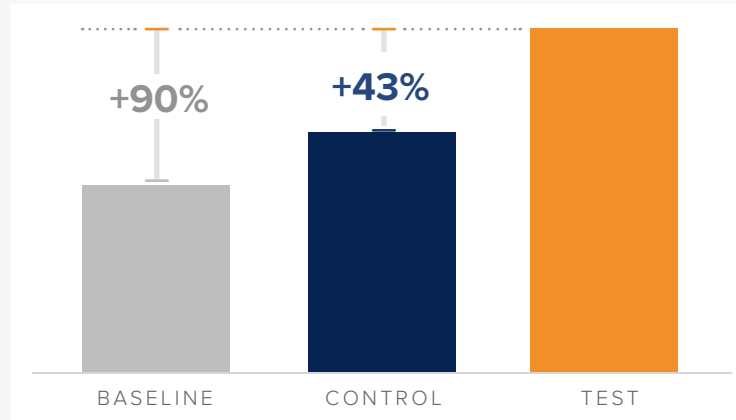


**incremental sales to suppliers**  
TEST VS. BASELINE



**incremental sales to the retailer**  
TEST VS. CONTROL

Total Sales by Store Type



## Increase in weekly beer category spend<sup>1</sup>

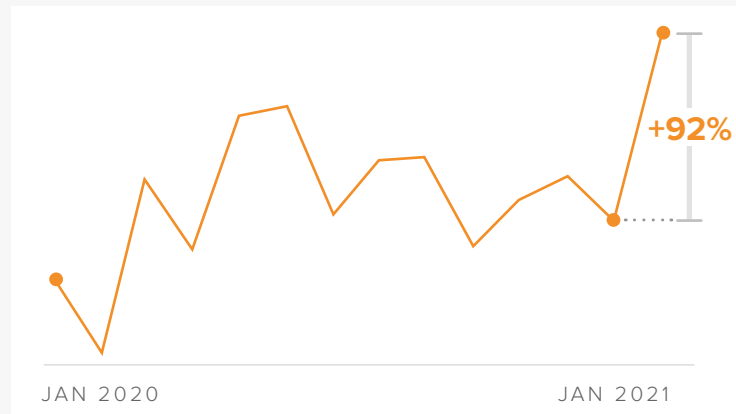


BEER ACADEMY



BREWER STORIES

Median Weekly Category Spend, Loop™ Engagers<sup>2</sup>



# Key Takeaways

Brewer Stories and Beer Academy improved endcap efficiency by over 40% and incremental sales to suppliers by 90% (137% for Brewer Stories, 64% for Beer Academy)

Beer Academy outperformed Brewer Stories in Category Spend growth (92% vs. 30%) but this was likely driven by the larger number of brands featured for that program (3 vs. 1)

**8 of 10** Test stores outperformed their control store counterparts

<sup>1</sup> This calculation enjoys tailwinds arising from selection bias, and is therefore likely overstated. <sup>2</sup> Beer Academy only.



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CULTURE

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MUSIC STYLE

-3DB

1080P

HUMAN CENTRICITY

LOGO SATURATION