



Utz Case Study

Utz approached WeStock with a large social media audience (2M+) that they wanted to engage with to increase their retail footprint in current accounts and drive velocity for their retail partners.

Problem

Although Utz had a large audience and was in thousands of stores, they wanted to increase their product set in current accounts particularly Publix, and wanted to push more of their online followers to make in-store purchases.

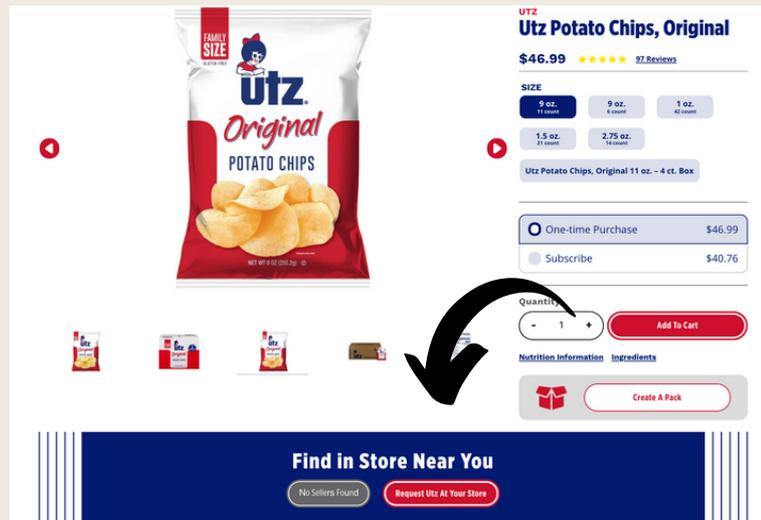
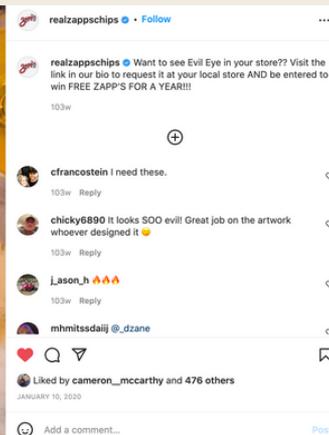
The Plan

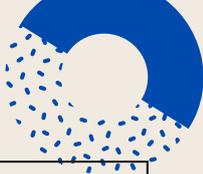
Utz activated their entire family of brands on the WeStock platform. We mapped out a content calendar to capture shopper requests and made sure to incorporate our request link into their new website redesign.

We then connected with the sales team to understand what their goals were for each account.

Integration Examples

Utz integrated our plugin into their website and social media channels. We worked closely with the marketing team to ensure WeStock was part of all their brand campaigns



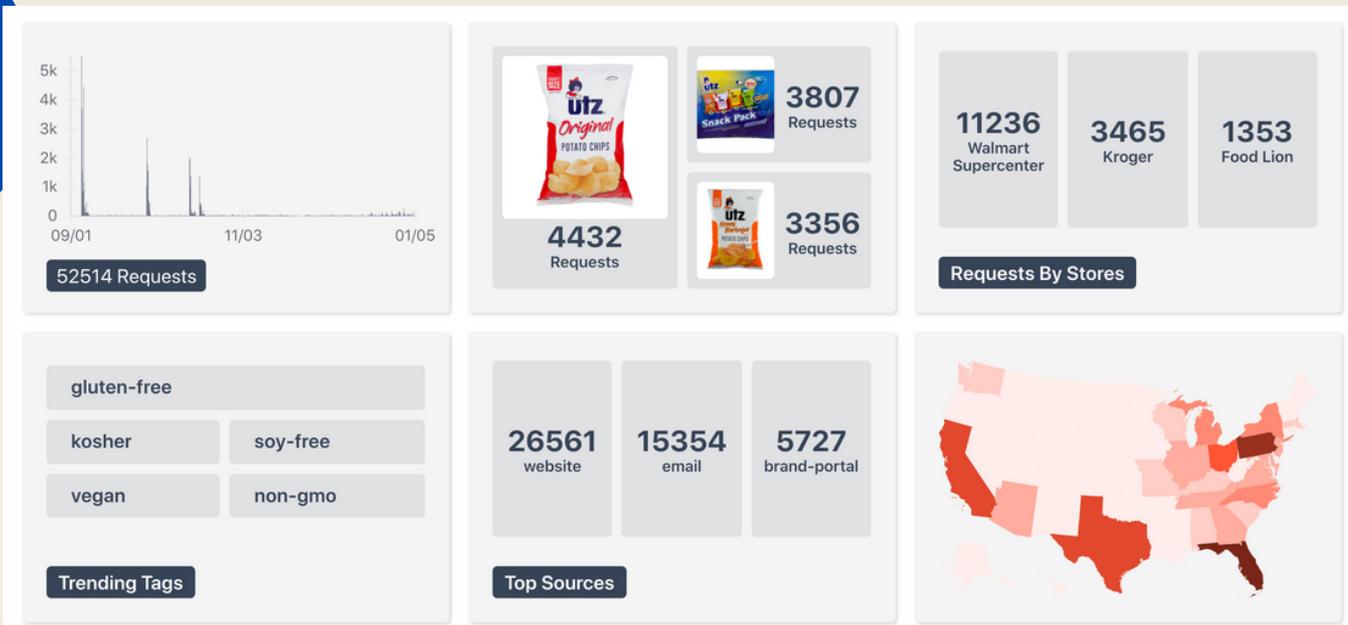


Results

- 70,000+ Requests
- 200+ Shopper promotions sent to 10,000+ shoppers
- Increased product set in Publix
- Successful launch of new Zapp's product (5+ major activations)

Dashboard Insights

The Utz team was able to identify which retailers they should be focusing their sales efforts on, where their distribution gaps were, and how their marketing efforts were converting.



Custom Reporting

We determined the number of SKUs that customers requested at Publix that were not currently stocked in their stores, and we designed a custom report to present to Publix buyers that showed Utz customers demanding additional products at their stores.

Shoppers love Utz Snacks. Hundreds of customers have made it clear that they want our potato chips, pretzels, and snacks at their local stores. Below is a quick recap of the demand for Utz Snacks.

Requests in The Last 60 Days For Utz

<p>733 Total Requests</p> <p>Walmart Kroger Target</p> <p>Top Retailers</p>	<p>W. Broward - Plantation, FL US-19 - Palm Harbor, FL N. Wickham - Melbourne, FL Riverside Dr - Franklin, TN Cortez Rd -Bradenton, FL</p> <p>Top Store Locations</p>	<p>Original Potato Chips Utz Snack Pack Kettle Classics - Smokin' Sweet Crab</p> <p>Top Products</p>
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Total Publix. Requests: 73 Requests at 40 Store Locations

WeStock Data

Utz is one of the most requested brands on the WeStock platform.

All consumers that have requested Utz products will be notified and rewarded when the product hits the shelf in your store.

All requests are geo-specific down to the exact store location.

ShopRite Promotion:

TORTIYAHS! - Herdez Salsa - Chi Chi's Salsa - Bachman Snacks



Hey There! You are receiving this email because you recently requested TORTIYAHS! or another Utz product at your

Shopper Notifications

We sent over 200 notifications to over 10,000 shoppers since starting with Utz.

These notifications drive shoppers into the store and make them aware of store-level initiatives.



Notification Stats

- **26% Open Rate**
- **2% Click Through Rate**
- **11,500 Shoppers Reached**

Publix Announcemnt:

Utz Chips Are Now Stocked!



Hey There! You are receiving this email because you recently requested Utz product at Publix.

"WeStock supported our most successful launch in recent memory. We have been able to incorporate WeStock into our innovation workflow while giving our sales team an additional tool to gain future authorizations. WeStock helps us gain authorizations and has become a leading selling insight for our sales team."

- Sean Adam VP, Marketing Communications & eCommerce