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że czegoś brakuje,
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10x ROAS Through Retail Media: How Mutti Drove Portfolio Growth

Turning in-store and digital touchpoints into
meaningful shopper engagement

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Francesco Mutti

Mutti is an iconic Italian brand dedicated entirely to tomatoes, setting the standard for quality, innovation and authentic taste.



Tylko pozornie proste.

Strategy

Footprints AI and Mutti built a national retail media strategy across the Eurocash network to drive brand awareness and portfolio growth.

The campaign leveraged first-party retail data, AI-based propensity modeling and shopper targeting to prioritize moments most relevant for Mutti buyers and tomato-based cooking products

The strategy:

- Activate close to purchase across in-store and on-site channels
- Target key life-stage audiences aligned with shopping missions
- Focus on meal-driven and in-store decision-led environments
- Measure real sales impact at portfolio, retailer and geographic level to identify performance drivers

Challenge

Mutti aimed to promote its entire product portfolio across four key retailers, Delikatesy Centrum, Groszek, Euro Sklep and ABC, reaching the vast majority of shoppers in Poland.

The challenge was to prove that an omnichannel retail media strategy can deliver measurable portfolio growth, despite differences between meal-driven, impulse-led stores and more price-led, planned shopping environments.

Execution

- Activate omnichannel retail media across in-store screens and radio, app and website
- Promote Mutti's full portfolio and brand values through consistent creatives
- Delivery was optimized using AI-driven moment selection, ensuring ads appeared when shoppers were most likely to engage with the category
- Activation focused close to purchase, ensuring shoppers encountered the brand at the moment of decision

Shopping Missions

The campaign targeted shopping missions where cooking and meal preparation are a natural basket choice:

- Planned grocery trips for home cooking and meal preparation
- Routine and fill-in trips for everyday meal ingredients
- Last-minute meal decisions and inspiration at shelf
- Stock-up moments for pantry staples

Target Audience

- Adults 25–55, all genders
- Mid to upper-mid income, urban large & urban medium
- Life stages: Single Parent Families, Dual Income No Kids, Full Nest

Strategy At A Glance

Retail Network



National coverage,
All store types

Retail Channels

- **In-Store:** Digital Screens, Radio
- **On-site:** Mobile app, Website

Media budget

- Duration: 31 days
- Share of Budget: 5%



Retail media allowed us to translate national brand visibility into tangible commercial results. An omnichannel approach, activated close to purchase, helped strengthen Mutti's relevance across diverse retail environments while delivering both portfolio growth and a strong return on investment.

Juan Pablo Carnevale

Managing Director at Mutti
Poland

Tylko pozornie proste



Tylko Pozornie Proste.

Solution

Mutti used retail media to reinforce brand presence and portfolio relevance across key purchase touchpoints.

Footprints AI enabled:

- Omnichannel orchestration: Consistent brand presence across in-store screens and radio, app and website placements
- AI-driven delivery: Media exposure prioritized moments with higher propensity to visit and buy within the category
- Buyer and category affinity targeting: Activation focused on existing Mutti buyers and shoppers with affinity for tomato-based cooking products
- Close-to-purchase visibility: Brand messaging reached shoppers at key decision moments, supporting both planned and impulse-driven purchases

Results

- +5.72% total sales uplift versus the preceding period, with the majority of SKUs delivering positive growth
- +10x Return on Ad Spend (ROAS) – every €1 invested generated €10 in incremental sales value, demonstrating strong media efficiency
- Smaller pack sizes clearly outperformed, with Mutti Passata 400G growing by +20.26%, while the 700G variant declined by -7.59%, highlighting preference for everyday-use formats
- Retailer environment proved a key performance driver, with ABC (+9.14%) and Delikatesy Centrum (+8.83%) delivering the strongest uplifts
- Geographic concentration of results, with strongest performance recorded in Warszawa, Myślenice, Kraków, Opole and Pszczyna
- Media delivery exceeded plan, reaching over 1.6 million shoppers and translating higher-than-expected media value into measurable sales impact

Why It Worked

- Close-to-purchase omnichannel presence: In-store screens and radio, together with app and website placements, worked in sync to reach shoppers at key decision moments during meal planning and in-store shopping
- AI-driven relevance: Ads were delivered in moments with the highest propensity to visit and buy, increasing attention and message impact.
- Category affinity targeting: Focusing on Mutti buyers and tomato category shoppers ensured high message relevance.
- Retail environment leverage: Stronger impact in meal-driven, in-store decision-led retailers (ABC and Delikatesy Centrum) maximized the effectiveness of awareness-led retail media

Share of Budget

5%



ROAS

10X