



COOLIO

SELL IT THE FRESH WAY

Referrals

What our clients say...



Oscar Mayer - Mexico

Action: Oscar Mayer***NFL**

Material: Freshboard/Coolio displays were developed, using 9 different players' images.

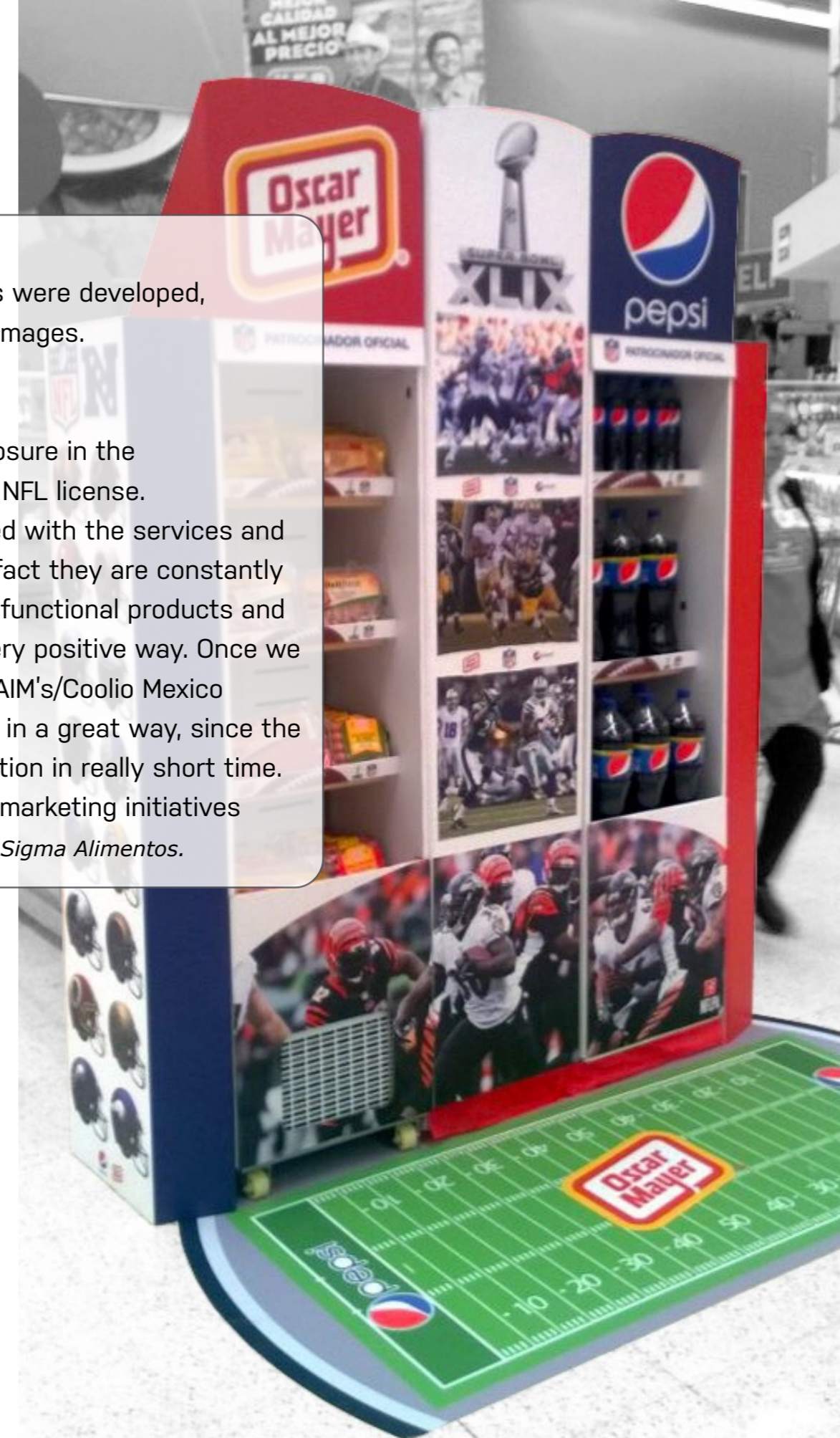
Timing: 2014

N° of locations: Supermarkets in Mexico

Objectives: Looking for additional exposure in the Oscar Mayer POS, using a NFL license.

Reaction Client: We are completely satisfied with the services and attention obtained from AIM/Coolio Mexico. The fact they are constantly showing us their creative, innovative and highly functional products and proposals is something we are assessing in a very positive way. Once we made the decision of display our products with AIM's/Coolio Mexico differentiated proposals, we have work together in a great way, since the very first design proposals until the final production in really short time. This helps us to effectively execute the brand's marketing initiatives

Hugo Garza Cervantes Oscar Mayer Brand Leader – Sigma Alimentos.



Referrals
worldwide



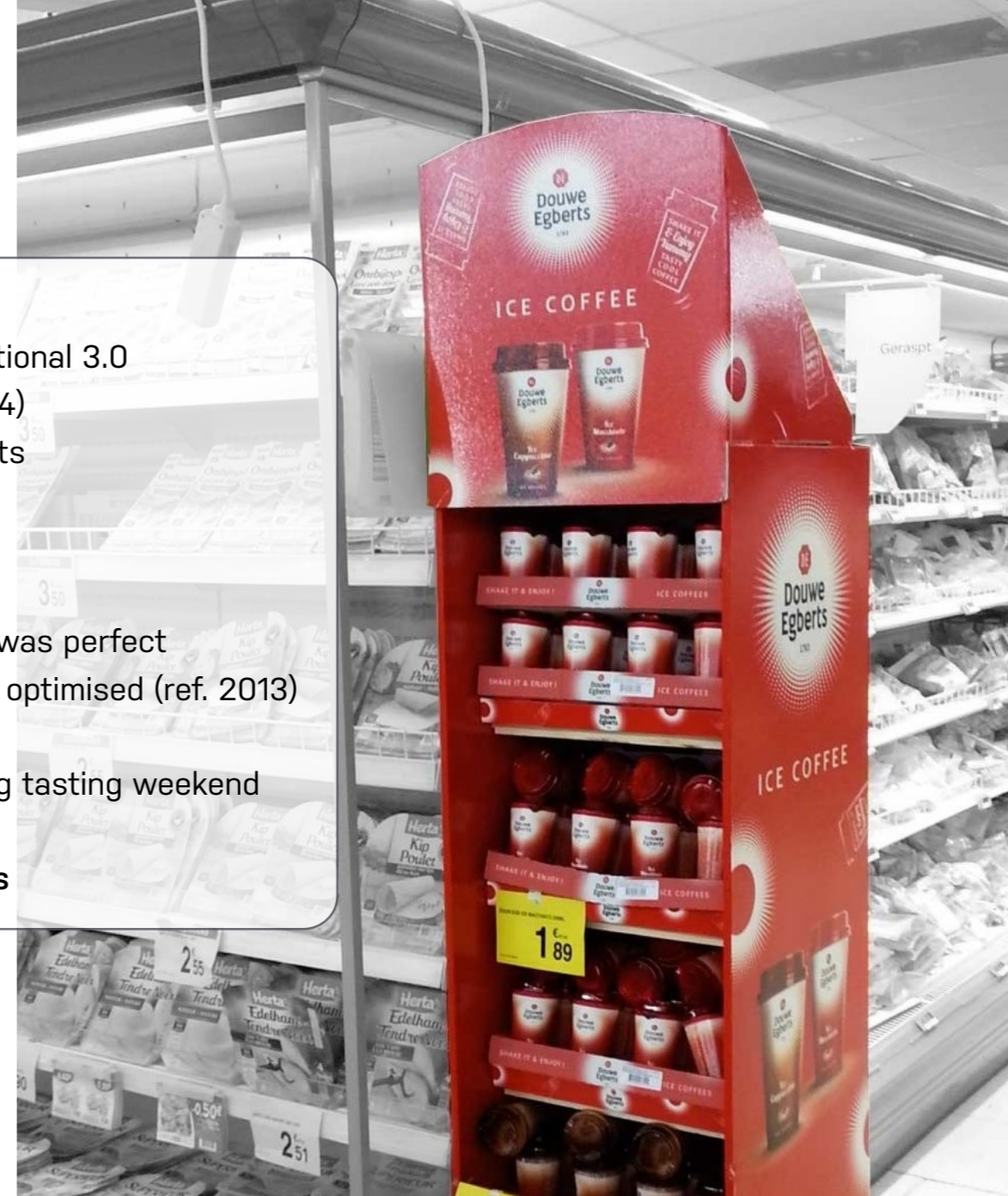
Douwe Egberts - Belgium

Action: Ice Coffee
Material: Coolio * Freshboard Traditional 3.0
Timing: 10 weeks (23/6 < 2/9/2014)
N° of locations: 36 Carrefour Supermarkets
 Divided in 2 waves
Target Audience: n.a.
Objectives: n.a.
Reaction Customer: Impact on the shop floor was perfect
 Creative design has been optimised (ref. 2013)
 General Sales uplift
 Ideal marketing tool during tasting weekend

DE decided to prolong 1 campaign with 4 weeks



DE Belgium



Referrals
worldwide





Hessing - Belgium

Action:	Hessing offering Fresh fruit & Snacks Kinopolis Theatre starting up a Fresh Corner
Material:	Coolio * Freshboard Traditional 3.0
Timing:	October 2014
N° of locations:	Various Kinopolis Movie theatres in Belgium
Target Audience:	Customers in need for a healthy snack
Objectives:	n.a.
Reaction Customer:	Attractive creative design General Sales uplift doubled



Referrals
worldwide





FrieslandCampina - Netherlands

Action: Mona 'Verwen Yoghurt' 500 ml.
Activate Campaign Second Placement

Material: Coolio * Freshboard Traditional
Action Coupons Jamie Oliver Pakket

Timing: Week 43-51 (2012)

N° of locations: 100 supermarkets

Target Audience: Family & Children / Shoppers: mother

Objectives: Create awareness & stimulate trial

Reaction Customer: General Sales uplift of 24.
(basis rotation was 16 per week vs. Week 45 resulted in sales of 208 units)

Client will use Coolio in future Mona-campaigns



Referrals worldwide





Bongrain - France

Action: Bongrain Tartare Dairy
Material: Coolio * Freshboard Traditional
Timing: 2012
N° of locations: n.a. French supermarkets
Target Audience: n.a.
Objectives: n.a.
Reaction Customer: Average Sales uplift of 30 to 100%
Renaud Parys | Alliance Fromagère France



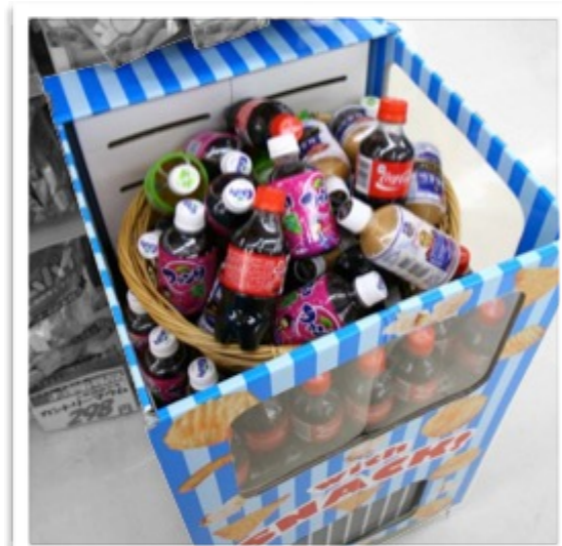
Referrals worldwide





Coca-Cola - Japan

Action: Small Pet Bottle Coca-Cola - Fanta Grape - Avataka tea
Material: Coolio * Freshboard Dumpbin combined with snack display
Timing: June 2013
N° of locations: Drugstores in Japan
Target Audience: n.a.
Objectives: n.a.
Reaction Customer: Trial of Cross Merchandising action Coca-Cola & Vegips snacks boosted sales of both product categories
 Sales of target-products where Coolio was used uplifted as compared to storewide average.
 Tamakobo + 65% Tsurugi + 117%



Referrals worldwide



Yakult - Netherlands

Action: Yakult Dairy
Material: Coolio * Freshboard Traditional
Timing: 2012
N° of locations: n.a. Dutch supermarkets
Target Audience: n.a.
Objectives: n.a.
Reaction Customer: General Sales uplift of 22%

Yakult recently used Freshboard with integrated LCD screen

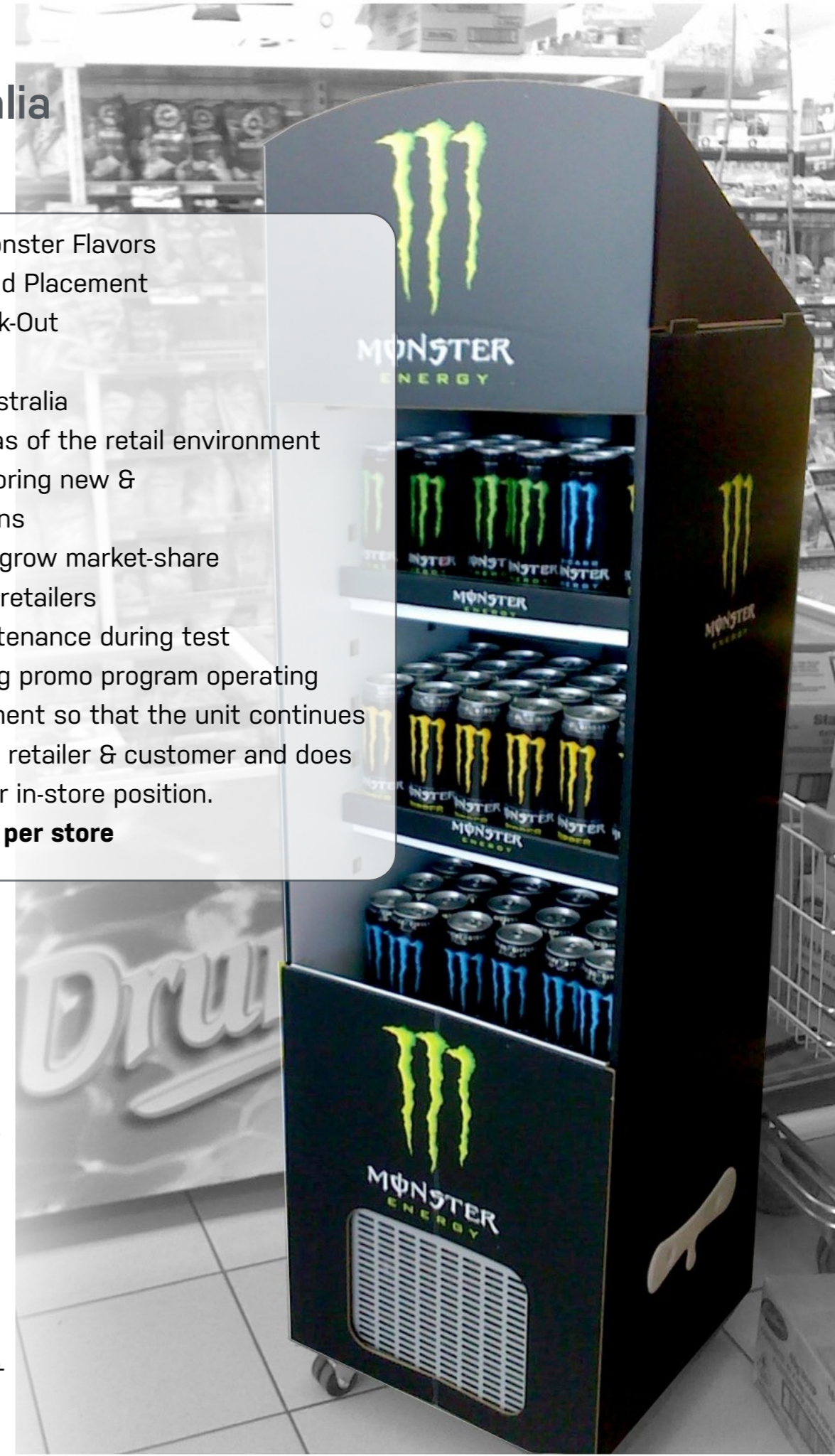


Referrals
worldwide



Schweppes Monster - Australia

Action:	Promote new range of Monster Flavors Activate Campaign Second Placement
Material:	Coolio * Freshboard Check-Out
Timing:	12 weeks
N° of locations:	various P&C Stores in Australia
Target:	Exposure in different areas of the retail environment
Objectives:	Engage shoppers by exploring new & innovative cooling solutions Major weapon to fight to grow market-share
Reaction Customer:	units were a hit with the retailers easy to set up & no maintenance during test Key learning: keep a rolling promo program operating across duration of placement so that the unit continues to retain relevance to the retailer & customer and does not get shifted to a lesser in-store position.
Results:	Sales uplift of up to 50% per store



Popai Award Bronze Short Run

Referrals
worldwide



Mona - Netherlands

Action:	Mona Choco Dreams
Material:	Coolio * Freshboard Traditional Tasting booth with banner
Timing:	2010
N° of locations:	Supermarkets in the Netherlands
Target:	Mothers with children
Objectives:	n.a.
Reaction Client:	"By using a combination of Coolio with a roll banner we achieved results that lifted sales up 18 times " <i>Johan Elsinga FrieslandCampina Netherlands</i>



Referrals
worldwide



Pepsico - Belgium

Action:	Tropicana Juice
Material:	Coolio * Freshboard Traditional
Timing:	2011
N° of locations:	Supermarkets in Belgium - France - Netherlands
Target:	n.a.
Objectives:	n.a.
Reaction Client:	"We think that Coolio is a powerful tool, helping us to increase our visibility in the POS" <i>Luc Want Shopper Marketing Officer Pepsico Intl.</i>
Results:	Pepsico uses Coolio on regular basis throughout Europe



Referrals
worldwide



Mona - Netherlands

Action: Mona Dairy "Kokos"
Material: Coolio * Freshboard Traditional + banner
Timing: 2010
N° of locations: Supermarkets in Netherlands
Target: Shoppers & mothers with children
Objectives: n.a.
Reaction Client: Average **sales uplift of 12 times**



Referrals
worldwide





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