



# CASE STUDY: Driving 30% In-Store Visit Lift for Giant Food with Contextual Commerce Media



## CHALLENGE

The grocery retail landscape has changed dramatically in recent years, with rising competition and a shift towards online shopping driven by consumer demand for convenience. For Giant Food, a trusted local grocer serving the D.C., Maryland, and Delaware areas for over 80 years, these changes posed a challenge. Despite offering competitive prices, Giant was losing share of basket due to increased competition and reduced consumer spending power following the rollback of pandemic-era grocery subsidies. To maintain its position and amplify its value messaging, Giant needed a new strategy to engage shoppers and drive in-store traffic.

## SOLUTION

To combat these challenges, Giant Food turned to Chicory, the only end-to-end contextual commerce media platform, to test new digital advertising tactics and drive incremental in-store traffic. Chicory's proprietary platform enabled Giant Food to serve ads within the brand-safe, contextually relevant environment of digital recipes. This allowed Giant Food to reach inspired shoppers across a network of 5,200+ food blogs and websites, including popular publishers such as The Food Network, Taste of Home, and The Kitchn.

Giant Food activated Chicory Premium, a proprietary ad format that enabled the grocer to deliver its value messaging directly within the

recipe card, ensuring the brand reached consumers in the right mindset—when they were planning meals and ready to make grocery decisions. The ad format, which can be deployed either as an in-line ad within the ingredient list or as a pairings unit located just beneath the recipe card, allowed Giant Food to:

- 1:1 target specific ingredients to promote both national and own brand products.
- Align non-ingredient products, like beverages and snacks, with recipes based on seasonality and usage occasions.
- Drive shoppers to the weekly ad on Giant Food's website to explore more savings opportunities.

**Quick Chicken and Rice Dinner**

**INGREDIENTS:**

- 1-1/2 cups uncooked long grain rice
- 3 1/2 pounds chicken

Save on Giant brand favorites  
SAVE NOW  
Giant

- 1/4 to 1/3 cup all-purpose flour
- 2 tablespoons canola oil
- Minced fresh parsley

Get Ingredients  
Powered by chicory

**Chicory Premium In-Line Ad**

**Bacon & Egg Sandwiches**

**INGREDIENTS:**

- 4 slices American cheese
- 2 hard-boiled large eggs
- 8 cooked bacon strips
- 2 tablespoons butter, softened
- 8 slices bread

Get Ingredients  
Powered by chicory

Bring fun to Breakfast!  
BUY NOW  
Giant

**Chicory Premium Pairings Ad**

Additionally, the campaign refreshed creative weekly to promote specific on-sale items and their weekly price. Having a variety of items on sale each week, it can be difficult for Giant Food to understand which items resonate with consumers most. Chicory's creative strategy allowed the grocer insight into this topic, revealing that protein (specifically meat and seafood) and produce categories performed best—providing valuable learnings to refine their campaign strategy in the future.

The campaign also tested different call-to-action (CTA) messages to determine which drove the most engagement, especially for Giant Food's own brand products. Three CTAs—"Buy Now," "Add to Cart," and "Save Now"—were tested. "Save Now" emerged as the highest performer with an overall CTR of 0.12%, aligning with Chicory's benchmark range and reinforcing Giant Food's key value messaging about price and savings.

## RESULTS

The campaign, which ran from mid-February to early May, delivered strong results and met Giant Food's key objectives of driving incremental store visits and lift. Chicory, as measured by a third-party provider, successfully drove over 88,255 incremental store visits and achieved a significant 36.4% incremental lift, surpassing the measurement provider's benchmark of 13-32%.

In the face of growing competition and shifting consumer behavior in the grocery sector, Giant Food embraced innovation and new channels by leveraging contextual commerce media. This approach enabled Giant Food to reach consumers at pivotal moments—while they were browsing recipe content and planning meals—to successfully drive incremental results.

This case highlights how Giant Food, with its long-standing commitment to serving local communities, utilized Chicory's technology to amplify its value messaging, resonate with customers focused on savings, and navigate a challenging post-pandemic grocery market with creativity and innovation.

## KEY OUTCOMES:



### Incremental Store Visits

The campaign drove over 88,255 incremental visits to Giant Food stores in the targeted regions.



### Incremental Lift

The campaign achieved a 36.4% incremental lift in store visits, significantly exceeding the measurement provider's benchmark range of 13-32%.



### Creative Performance

The "Save Now" CTA, particularly when driving to Giant Food's own brand products, generated the highest engagement with a CTR of 0.12%.



Curious how Chicory can help your brand reach, influence and engage new customers?  
Reach out to our team.

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