

In-store media that converts nationwide:

How Emerson Group unlocked portfolio growth at Walgreens

Vestcom
an Avery Dennison Company

The Emerson Group™
INFORMING, ELEVATING & TRANSFORMING BRANDS

Executive Summary



During a competitive Q4 health and wellness season, Emerson Group launched a nationwide Walgreens campaign to capture critical end-of-year FSA and HSA dollars.

Strategically combining shelfAdz™ tags and in-aisle blades, the activation unified 17 SKUs under a single “Max Your FSA/HSA” educational message.

By increasing benefit awareness and reducing shelf confusion, the campaign drove a 15%+ incremental sales lift across both seasonal anchors and evergreen products.

The Challenge

While year-end health funds bring high shopper intent, forgotten FSA/HSA balances and product eligibility confusion lead to missed purchases.

Emerson Group needed a brand-led solution to drive portfolio-wide growth across 17 SKUs without deep discounting.

1. **Empower through education:** Clearly identify the program and eligible SKUs at shelf.
2. **Drive portfolio efficiency:** Use seasonal heroes to create a halo effect for adjacent evergreen SKUs.

The Solution

Emerson Group guided shoppers from aisle to shelf across Walgreens stores through two connected tactics:

1. **In-aisle blades:** Drove storewide program awareness and aisle navigation.
2. **shelfAdz tags:** Delivered item-specific eligibility messaging at the price tag.



The Results

15–22%

Incremental $ lift for tagged items

$3–4.50

iROAS for shelfAdz tag media

Methodology Note: To accurately isolate the true, un-duplicated impact of the media, a rigorous Test vs. Control (TvC) store-matching methodology was deployed. Control stores were dynamically matched 1:1 based on exact multi-variable baselines—including historical media-supported UPC velocity, total category volumes, geographic location, and macro store sales trends. This process isolates and eliminates outside variables like organic seasonal spikes, category promotions, or macro-economic shifts. Results will vary based on brand, sub-category, tactic, seasonality, and execution window.
About: 6-week event across Walgreens stores nationwide in Q4 2025, featuring 17 different UPCs across 10 brands and 5 categories.

Key Takeaways



Connect the shopper journey
A cohesive in-store journey captures attention in the aisle, then converts intent at the shelf—connecting discovery to purchase.

Educational content protects margins
Achieving a 15–22% average incremental sales lift with limited discounting demonstrates the power of clear, brand-forward messaging to drive purchase behavior.

Integrated execution unlocks a portfolio halo effect
A unified message allowed seasonal heroes to attract traffic while expanding visibility and consideration for adjacent SKUs.

About Vestcom

Vestcom, a fully owned subsidiary of Avery Dennison company, is a leading provider of technology-driven shelf-edge media solutions for retailers and CPG (consumer packaged goods) companies. Our data-integrated retail media solutions engage shoppers where it matters most – the point of decision – increasing sales and loyalty. We specialize in delivering item-specific price, promotion, and brand content to the shelf-edge in both print and digital formats. With over 40 years of innovation, Vestcom serves more than 70 retailers across a 60,000+ store network, partnering with more than 800 CPG companies to deliver in-store messaging.

Ready to elevate your portfolio's shelf impact?

Partner with Vestcom to drive measurable conversion in-store.

Connect with our team to build your shelf-edge strategy.

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