

Client Project Success Story

CPG Company Releases Food Storage Bag Brand in National Retailers



The Challenge

A prominent CPG company released an innovative food storage bag at major retailers. My team was assigned to create a national advertising campaign to generate in-store and online sales.

- **High Competition:** Ziploc and low-cost store-value brands were established competitors in the food storage category.
- **Delisting Risk:** The client's product was at risk of being delisted and removed from store shelves at Walmart and Target if there wasn't strong sales volume.
- **Limited Marketing Budget:** The client had a limited budget that could be invested in advertising.



The Approach

I led the creation and deployment of a digital advertising strategy that generated a measurable impact on brand engagement and sales.

- **Focused on Performance Media:** Invested in retail digital media to display ads on the Target and Walmart websites to generate sales.
- **Incited Product Consideration:** Targeted online users researching food storage products, driving engaged traffic to the brand website.
- **Won Customers from Competitors:** Encouraged brand switching by targeting the customers of competitor brands with ads.



The campaign performance exceeded performance goals by delivering high on-site customer engagement rates that exceeded benchmarks by 20%. **Ad-attributed ROAS (return on advertising spend) was above target by over 75% because of ads served on target.com and Walmart.com.**

The Results

Robert Djakovic

(909) 973-3945

rob.djakovic@gmail.com

robertdjakovic.com

About Robert Djakovic

Robert is a skilled marketing professional with experience managing national advertising campaigns for prominent brands, including PetSmart, Verizon, Clorox, and Meta. He has successfully coordinated internal teams and agency partners to launch and optimize campaigns that drive customer acquisition and increase sales revenue.

With knowledge of stakeholder communication and data analysis, Robert ensures that projects are completed on time and within budget. He is proficient in using Excel for data analysis and designing Tableau dashboards to deliver actionable insights. His experience also includes developing comprehensive project scopes and budgets, as well as mitigating risks by creating detailed project schedules.

Robert holds a Master of Business Administration (MBA) and is a Certified Associate in Project Management (CAPM). Additionally, he is a Certified Tableau Desktop Specialist and skilled in leveraging project management tools like Asana.

Currently, Robert is transitioning his career from digital advertising to marketing project management. He actively seeks opportunities in industries such as consumer-packaged goods (CPG), food service, and hospitality.

To talk about your organization's needs, reach Robert: rob.djakovic@gmail.com or (909) 973-3945.