

# How Vega demo events boosted sales 550% and increased first-time buyers



vega™



72%

intent to purchase rate  
for first time Vega buyers



10,869

new customers  
acquisitions



550%

sales lift in  
key warehouse clubs

## Challenge

Vega needed a dynamic solution to boost its in-store presence, drive product trials, and increase brand recognition. With growing demand for their plant-based, organic products, the challenge was to go beyond generic demos and establish a stronger connection with consumers. Educating shoppers on the health benefits and flavors of a plant-based lifestyle was essential, yet traditional demo stations weren't making a lasting impression or significantly impacting sales.

To stand out on the shelves and create long-term customer value, Vega sought to build an immersive, memorable experience that reflected the brand's vibrant identity and commitment to clean nutrition. The objective was clear: to elevate in-store events that not only introduced products but created a powerful, lasting impact that resonated with health-conscious consumers.

Could ThirdChannel design a unique approach to showcase Vega's passion for wellness and foster meaningful connections with shoppers?

## Action Plan

To meet Vega's goals, ThirdChannel deployed a targeted Brand Rep strategy focused on:

### Brand Rep Team

Place 200+ reps nationwide who live the brand values, creating authentic consumer and associate interactions that highlight the benefits of plant-based nutrition.

### In-Store Engagement

Use branded displays to capture attention and engage customers in meaningful conversations, educating them on product quality, flavor, and health benefits.

### Leverage Data

Gather real-time data on in-store conditions, identifying sales drivers and optimizing strategies to respond to key retail execution insights.

### Store Action Plans

Adjust focus by location: prioritize consumer demos and sampling where needed, and ensure merchandising and inventory support where it drives the most impact.

### Brand Presence

Maintain visually compelling displays and consistent branding to capture attention and build loyalty at every touchpoint.

## Results

Vega enhanced in-store visibility and brand awareness by establishing a dynamic consumer engagement strategy. Brand Reps brought the brand to life by creating immersive, memorable interactions that educated shoppers on plant-based benefits, increasing product trials and loyalty.

Other notable achievements:

- Engaged 56,682 consumers with brand education, leading to a 72% intent-to-purchase rate among new customers.
- Achieved a 550% sales increase at key warehouse clubs compared to the previous month, with long-term sales sustaining post-demo.
- Drove 59% of sales from first-time Vega buyers, expanding brand reach and securing 10,869 new customers.
- Elevated the lifetime value of engaged customers to a total of \$499,975 through data-driven, strategic in-store merchandising and associate training.

Demos and Events

