

How Mars sweetened the holidays at CVS Pharmacy®

The Opportunity

During the holiday season, consumers flock to CVS Pharmacy for seasonal staples across a broad assortment of products and all categories benefit from increased in-store traffic and digital engagement on CVS.com®. With candy being a key ingredient of holiday celebrations, it was the perfect time for Mars to partner with CVS Media Exchange® (CMX™) for a custom campaign featuring M&M'S® and DOVE® Chocolate.



The Solution

CMX and Mars leveraged the opportunity to reach not only existing brand buyers but shoppers who purchase candy seasonally. Additionally, they tapped into the ExtraCare® insight that holiday shoppers buy candy alongside other seasonal items like wrapping paper, greeting cards and snacks due to the convenience of CVS Pharmacy during the holidays.

The campaign tagline lead with “Sweeten up the Season” and featured holiday-themed M&M'S® and DOVE® Chocolate.

Custom ExtraCare member audiences:

- Brand purchasers of Mars
- Holiday product purchasers who also buy candy
- Seasonal candy purchasers

Channel mix:

- Onsite Display (CVS.com)
- Custom Landing Page
- Programmatic Offsite Display
- Social (Pinterest)

The Results

Social creative saw

140%

higher CTR

compared to the standard CMX social benchmark

3 in 10

holiday and candy product purchasers were new to Mars



*CVS Internal Data for week ending 12/24/22

Results based on past performance are not a guarantee of future campaign results.

CVS Pharmacy shoppers are highly engaged on Pinterest and **more than 41%** rely on social media platforms to discover new products!



The media mix included Pinterest, where consumer engagement with holiday baking content is high, and on CVS.com, where shoppers go to find seasonal promotions and ExtraCare rewards.

Key Takeaways

- **Mars was successful in finding new customers** by leveraging relevant holiday purchasing affinities as consumers built their baskets.
- **CMX has a deep understanding of seasonal shopping behaviors** through its ExtraCare member insights and can utilize this to build effective audience strategies for brands during peak buying windows.

¹How America Shops® Survey 2022

Learn more about how CMX can help grow your brand at CVS Pharmacy.