

Ahold Enlists Brands for 'Combo Deals'

By *Patrycja Malinowska* | October 28, 2010

Ahold USA's three chains this month introduced a "Combo Deals" program that pairs national brands with complementary private-label SKUs.

Operated by San Francisco-based Instant Combo Savings, the program offers free private-label products with purchase of relevant SKUs from participating packaged goods manufacturers. General Mills, Welch Foods, Kimberly-Clark and Hormel Food Corp. signed on for the inaugural flight.

Giant-Carlisle became the first chain to present the program during the week of Oct. 17-23. The free-with-purchase offers were:

- Giant-brand maple syrup with two boxes of General Mills' Bisquick all-purpose baking mix;
- Giant apple juice with four boxes of Mills' Betty Crocker fruit snacks;
- Giant Italian bread with Welch's jelly SKUs;
- Giant shredded cheese with three SKUs of Mills' Pillsbury pizza crusts;
- CareOne cough drops with two boxes of K-C's Kleenex tissue;
- Giant health bars with two Welch's Essentials juices; and
- Giant macaroni & cheese with Hormel's Spam.

Giant-Landover and Stop & Shop followed suit from Oct. 22-28, staging almost identical deals. The sole variation had the two chains eschewing the Betty Crocker offer for a deal providing free apple juice and a box of Mills' cereal with purchase of two cereal SKUs.

The paid program entails dedicated displays and signs, prominent circular features and co-op FSIs. Stop & Shop also promotes the program on its website.

While the initial flights are technically serving as a full-scale test for Ahold, a spokesperson for Instant Combo told the Institute that the retailer has already committed to "as many as possible" iterations in 2011. Instant Combo is pitching the program to other retailers, and has also signed Harris Teeter and Roundy's Supermarkets as clients, the spokesperson said.

Source: Path to Purchase Institute, formerly In-Store Marketing Institute

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