

DELIZIA · HEAD OF FROZEN CATEGORY · BOLIVIA · 2020 – 2022

The brief was already written. It was sitting in the *comments*.

Frozen was about 60% of the portfolio and growing on price and distribution, which is the kind of growth that runs out. I had built a four-person team with an insights analyst in it, and their job was to read what people actually said about our products rather than what we assumed. That reading became a dessert.

LED END TO END BY ME: IDEA, CROSS-AREA DELIVERY, SHELF, IN-STORE TRACKING
DELIZIA · 15+ SUB-BRANDS · \$2M+ ANNUAL BUDGETS

+24%

Net sales on the launch

+\$340k

Incremental net sales

2

International awards, two years running

Listen, build, *lift*.



01 • LISTEN

The insight was free. Nobody had read it.

The social team I built from zero included an insights analyst. Their reading of consumer comments became the brief, which is cheaper and truer than a category review.

02 • BUILD

In and out, so the bet stays small.

An in-and-out window lets a launch be bold without betting the year on it. I led every step personally: idea with Innovation, delivery across areas, shelf, then in-store performance.

03 • LIFT

Attention spent once is attention wasted.

Monthly innovative launches held the uplift through year end. The awards, the press and the reviews arrived on their own, which is the only version worth reporting.

One dessert moved more than *one* shelf.

+24%

Net sales on the launch, +\$340k

+27%

Gross sales the following year,
+\$10M

+19%

Profitability the year before it

0

Paid placements behind the press
or the reviews

WHERE THE LIFT ACTUALLY LANDED

A LAUNCH THAT ONLY MOVES ITS OWN SKU IS A LAUNCH YOU REPEAT FOREVER.

- The dessert itself: +24% net sales, +\$340k, and share expansion in its segment.
- The company's own stores: more customer traffic, drawn by a product they came in for.
- Other categories: overall sales up, not only the dessert.
- Social presence rose 30 to 50%, from a low base. Worth saying honestly, not worth leading with.

The category strategy this anchored delivered +27% gross sales, +\$10M, in 2021 to 2022.

WHAT THE OUTSIDE SAID

IICC · Most Innovative Dessert 2022

IICC · Best Ice Cream 2023

National press covered it as the year's innovation in ice cream, and influencers across the country reviewed it without being paid to. Neither was bought, which is why both are in this document.

Read the record: the awards, the coverage and the figures are all in the career record this site is built from.