

# Earth & Wheat delighted with their first Doordrop campaign

**Earth & Wheat** are the one stop 'wonky' food market whose mission is to fight food waste by rescuing high quality bakery, fruit and veg and deliver directly to a customer's door whilst donating to UK charities.

**Challenge:** As a start-up brand trying to break into the subscription food box market, they wanted to test a tangible media channel that would enable them to talk to consumers in their home where KEY decisions are made. Referring to JICMAIL research that **'print' media would give more attention and engagement**, and cost only 7p per minute vs other channels.

**Solution:** Earth & Wheat partnered with Whistl to explore how doordrops could grow brand awareness as well as recruit NEW sticky customers, the focus was very much on **high lifetime value and low churn rates**.

## Results:

- **36% uplift in sales** value where both the Whistl targeting and Herdify hotspots overlap.
- The doordrop resulted in **882 QR scans** (that's a 0.44% RR on QR scans) and,
- generated valuable customers with an average **2.19 number of orders** within a 6-week post campaign period



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Whistl undertook a detailed audience discovery, and literally held our hands on creative best practice using **AIDCA (Attention, Interest, Desire, Conviction, and Action)**. We tested a 4-page creative to allow enough space to explain who we are and **'What's In It For Me?' (WIIFM)** to the consumer.

Whistl's eye tracking and recommendations made us rethink our first draft, meaning we had a **strong hard hitting doordrop** creative. With Whistl's advice, we gave consumers enough choice on how to respond to us or **'find out more'**.

We are **delighted with our very first test**, and as an added bonus we have been able to include Herdify word of mouth communities as part of our evaluation, and we have seen a **36% uplift in sales value** where both the Whistl targeting and Herdify hotspots overlap.

Whistl have been so easy to work with and quite simply, if attention matters to you, then **doordrop should be considered** as part of the media mix.

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**whistl**