

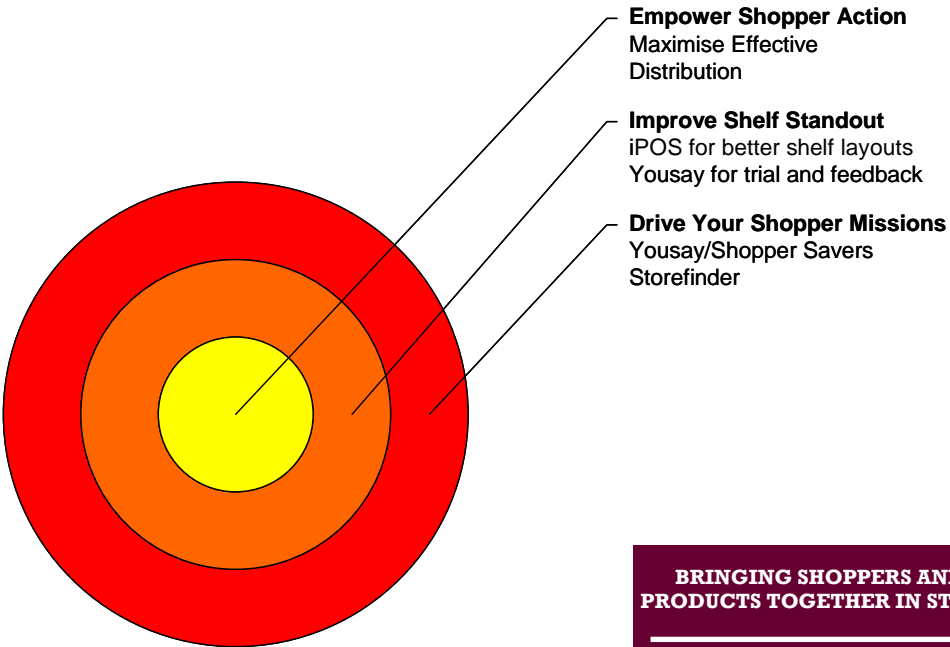


# SHOPPER MARKETING—FOCUS YOUR INVESTMENT ON WHAT’S IMPORTANT

The most important person to all manufacturers is—the shopper. They decide what their consumers consume. And, while they are well aware of what their consumers like, they also try out new things on them. Or refuse (or fail) to buy. So if you want to make sense of ALL your other spends, you need to make sure that you complete the last link in the chain.

How important is it? Well Deloitte's in a study of companies using Shopper Marketing principles reported that they were **growing 25% faster than the remainder** inside the category. They also showed this area to be the fastest growing in manufacturers AND retailers.

The principles are really simple, and they bind together retailers and manufacturers in a virtuous circle. What is good for one, is good for both. Provided, of course, you are one of the early adopters. There are just three stages in maximizing your shopper sales—although you do have a choice of techniques to apply. (click to sections below, and logo to return)



## BRINGING SHOPPERS AND PRODUCTS TOGETHER IN STORE

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# IPOS™ INTELLIGENCE AT POINT OF SALE—LETTING THE DOG SEE THE RABBIT!

Fmcg brand sales are increasingly being channelled through fewer retailers. While the costs of distributing and marketing are increasing, there is more pressure on margins and a greater emphasis on ensuring a return on investment.

Retailers and manufacturers want to ensure they are as effective as possible in converting shoppers to a sale. Ultimately any investment made with the intention of increasing brand sales needs to be targeted at influencing shopper behaviour.

Epos data, whilst vital, only reports on one shopping behaviour - purchasing. IPOS™ provides insights into the totality of shopping behaviours. It measures the effectiveness of a category or a brand at converting shoppers to a sale. In some categories 60% of shoppers can walk-away without buying for reasons not associated with browsing.

IPOS™ combines CCTV shopper observation and interviews to measure what shoppers do and identifies the reasons for their behaviour. An IPOS™ research report provides:

- Insights into the retail factors influencing category and brand rate of sale.
- Data to focus POP spend on the factors which will give the best return on investment.
- Recommendations and advice on appropriate POP techniques to increase rate of sale.
- Benchmarks to monitor POP effectiveness between retailers and their stores over time.
- Powerful film footage of the shopping behaviour that need to be addressed.



Research shows that 90% of major manufacturers and all retailers are interested in receiving this type of data.

IPOS™ INSIGHTS HELPED SHLOER ACHIEVE A 40% SALES INCREASE IN ASDA BY IMPROVING SIGNPOSTING, MERCHANDISING, ADJACENCIES AND POP SUPPORT.

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# GROW BRANDS AND PROFITS IN THE SAME YEAR—JUST MANAGE YOUR AVAILABILITY!

**Companies have only one responsibility to their products. To increase sales to people prepared buy at full price and margin.** The trick, though, is to achieve this extracting the very best return on your investment. Ideally of course, with this being a profit centre, NOT a cost centre. This single page summarises a proven way to do exactly that.

At the moment many companies are on promotion much of the time, to get volume up, and supposedly useful trial. But then you find that all you have done is to move the goalposts, as the effect of a standard promotion price decays. In a recent Grocer, Innocent Drinks were forced to say that **“price promotions in 2007 had brought in too many light buyers”**. This from one of the fastest growing brands of the last few years (who presumably got most things right).

Mostly, companies end up in this position because of the dominance of the major grocers, and the lack of imagination in much current store based investment. The result - budgets are dragged away from building value in brands towards building traffic and headlines for retailers.

There is, however, another way. It will need though, to be lead by a company chief executive or finance director. Why is this? It is because **companies need to turn current logic and budgeting on it's head, and use retailers, rather than being abused by them.** The approach is called Shopper Marketing and it is based on 3 main planks.

1. Maintain your full price shopper availability in as many stores as you can in all retailers. Bear in mind that ALL retailers allow their managers leeway to stock products that are either locally stocked or locally demanded. Storecheck expect clients successful products to be in many more stores than they are officially supposed to be in. We are experts in knowing, and using the rules, to get the best response from the least cost. Using epos to identify and to measure results. **Regrettable though it is, retailers have no interest in maintaining distribution of your brand. You need to do so yourself. But you need to manage the position profitably and ally it to ongoing positive growth at the same time.**

2. Build sales store by store. Not promotions, which typically reward your existing users (who stock up at full price) or attract deal-seekers. No, use yousay (see enclosed fact sheets) to invest behind full price triallists, and bring them back in again. Getting stores and shoppers on your side. And laying the bedrock for further distribution increases.

3. Use the web, which enters the homes of over 65% of your shoppers to drive them into just the stores you are in - and at the same time build databases of your supporters for developing research and launching product variants. Storecheck Shopper Savers database gives you advertising coverage, based on 7.5 million homes. But with the precision and ROI of the best Direct Marketing.

A Deloitte's report from the US claims this is the fastest growing area of “marketing” investment. Companies using it report growth 25% above category average (report available on request).

## **The Managing or Finance Director need to lead this.**

Sales Directors are tasked to gain volume. Marketing Directors are tasked to invest in brand development (mainly outside of stores and in mainly unmeasured media). Both their budgets have a clear aim. The report made it clear that companies needed a third way.

**Because no-one is tasked to grow brands and prove a profit.**

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## STOREFINDER—MAKE THE WEB WORK FOR YOUR SHOPPERS

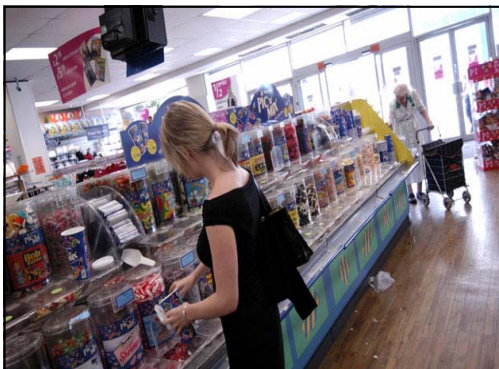
**Increasingly shoppers are turning to the web to make the purchase, or to get advice as to where to go to see the product. Increasingly the specialists that they might have turned to are disappearing as the general food retailers come to dominate the retail scene in the UK.**

So where do they go to get their hands on one of your products. They turn to your web site for advice. You tell them Tesco, or Sainsbury, or many others where you may well have distribution agreed only in a few stores. Certainly not the whole of the estate. They go there to have a look and to buy—and they fail. Who are they going to blame? Certainly not Tesco. If they ask at Tesco they will be told that Tesco never stocked in that store. No, they are going to blame you.

But it doesn't have to be like that—check out Storecheck Storefinder. All a shopper has to do is to type in their post code on your site. They are then given the closest local stockists for your products from data we can put together for you. In the case of the major grocery multiples, this could be from free store by store epos that you get anyway.

If there is no store stocking near at hand, you can offer them the chance to buy from the web—and to get a reward when they have done so using the facilities in our site [www.yousay.org](http://www.yousay.org). If there is, you can offer them a map.

In either case you can offer them the chance for a reward if they then go on and buy. All they have to do is get back on to the site and type in their e-mail address and postcode again. With this and a proof of purchase from the packs you can send a reward. All this from around £5,000 per annum.



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## YOUSAY.ORG - LEARN AS YOU TURN WEB USERS INTO BRAND COMMITTED STORE SHOPPERS

**Increasingly shoppers are turning to the web to make the purchase, or to get advice as to where to go to see the product. And the web permeates every facet of many families lives. But the effect has not, up to now, reached packs in store, PR in magazines and newspapers, and advertising—except where completely dedicated (as in the case of coupons). According to National Statistics in excess of 65% of homes have a broadband connection. And many more connect through a standard telephone line.**

Now is the time to make use of this really powerful tool, and to give much more bite to all of your communication with shoppers, or potential shoppers.

**[www.yousay.org](http://www.yousay.org)**

Now if they buy a pack, and possess the yousay code that they can get from an on pack sticker, press release or advertising, they can get rewards very easily. The code lets them in to the site, to answer a proof of purchase question given them randomly from a selection of information on the pack. Simple for them, and much easier (and cheaper for them and you) than posting something away with all the handling costs attached. More attractive and, as a result, getting a much higher approval and usage. (Case studies over the page).

**Malredemption?** A thing of the past—claimants are restricted to one per e-mail/postal address. This is not as unimportant as you might think. Yousay uncovered £20,000 malredeeming claims from one area in the country, through Tesco stores for just one coupon campaign (forecast to reach £20,000).

**And the cost**—a £500 setup fee for each questionnaire, and then 10p a redemption on top of this (excluding incentive management). **But that's not all.** The bonus is that you can get high quality market research from new and existing users. As well a building a list of known users that you can drive back into stores again in the future.

<b>Claim your next pack FREE</b>	<p>All you have to do to get a free coupon towards your next purchase of Food Doctor Salad and Stir Fry Boost is to buy a pack today. Then log into <a href="http://www.yousay.org">www.yousay.org</a> using code DXBRNA and let us know what you think about our products. In return we will send you a coupon to let you enjoy another pack free. Or ring</p> <p><b>0800 8046544</b></p> <p><small>(one coupon per household only—terms and conditions apply see web site for details—coupon value represents the ruling price in the market and the coupon is not transferable)</small></p>
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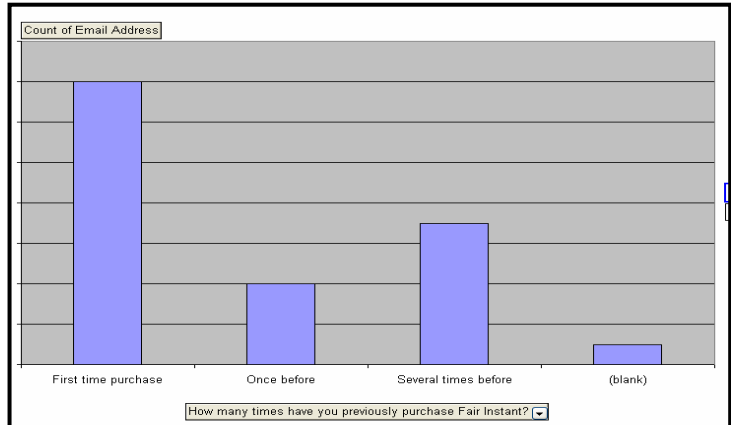
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# CASE STUDIES

There are many ways of using the flexible tool that is yousay.org. With over 65% of homes on broadband, you can offer them the chance to respond to any reward, at no cost to them. Giving you, as well, the chance to gauge their opinions about your products or services.

As an example, a leading brand of Fairtrade coffee wanted to know much more about their shoppers, and their potential purchasers. Of course, getting feedback from shoppers in a lowish turnover area can be very hard indeed. And finding new users can be impossible. Not so with yousay. 10 stores covering each of the key multiples were maintained for a period of a month with yousay stickers on the packs. This offered the next pack free for people logging on and using part of the bar code as a proof of purchase. We gained 100 respondents within 3 months. The respondents were spread right across the usage spectrum.



They answered a broad range of questions, and the key demographics agreed well with external statistics. The information was vital in understanding the acceptability of new products to new and existing users. **It also provided a 12% retained improvement in sales in the stores selected.**

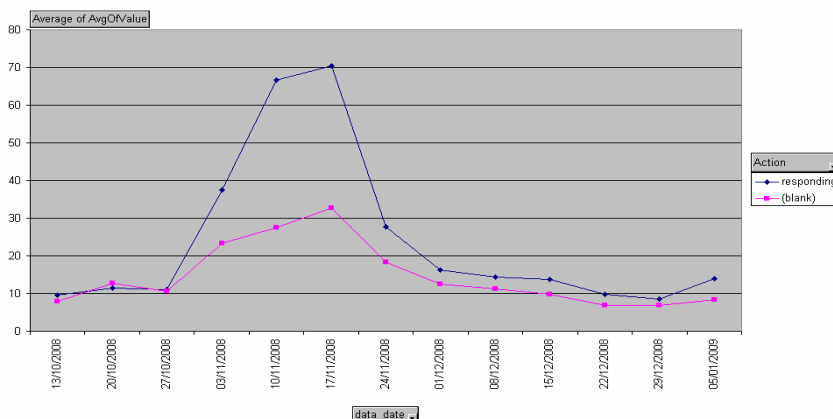
## Food Doctor

Here, a completely different approach with a **25,000 e-mailer** to people registered on the site. This offered a very generous £4 set of vouchers against products. Yousay made sure that the client knew where all of the 8,000 respondents had shopped. Knowing this, we were able to say immediately that the activity delivered a **14% uplift** in the stores where customers asked for coupons. On top of this, yousay also delivered information back on the likely repurchase for products as well as the range they wanted to see. All vital input, at a very significant level.

## Bahlsen

This was particularly interesting as it was a straightforward on-pack promotion, implemented by store managers at their own request. But, it ran across a promotion period AND advertising, and proved to add very significant **(30%)** additional sales to both.

product\_name (All) | Mailer (All) | Outlet\_Branch\_No (All) | Job\_Description (All) | yousay | Leibniz



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## SHOPPER SAVERS—ADVERTISING REACH WITH DIRECT MARKETING RESULTS

**Increasingly shoppers are turning to the web to make the purchase, or to get advice as to where to go to see the product. And the web permeates every facet of many families lives. According to National Statistics in excess of 65% of homes have a broadband connection. And many more a standard telephone line.** Web coupons get better read, and deliver more redemptions than paper coupons. BUT, and this is a very big but, scattering coupons around to everyone is a guarantee of either tremendous waste, or mal-redemption. If they don't shop where your products are available, you need to be aware that ALL of the major grocery retailers are proud to boast that they will redeem everything that comes their way.

Storecheck, however, already with unmatched knowledge of where retailers are, and what they stock (drawn from store by store epos data) can now identify where people shop, adding their expertise to the best lists in the country. Such as the one drawn from the UK's largest holiday makers database.

### 7.5 million people empowered by [www.yousay.org](http://www.yousay.org)

This offers the ideal opportunity to maximize the impact of your marketing message to exactly the people who will use it properly, and in particular in 2009, gratefully.

We can target people who shop in Sainsbury in Didcot, who have children under 5. Or retired people buying in Boots in Aberdeen. Send them in to buy a pack, and then give them a reward. Just the once, and only if they are one of the people who have been e-mailed. Simple for them, and for you. And offering you the chance to get the coverage of advertising with the pinpoint accuracy of direct mail.

**Mal-redemption?** A thing of the past—claimants are restricted to one per e-mail/postal address. This is not as unimportant as you might think. Yousay uncovered £20,000 mal-redeeming claims from one area in the country, through Tesco stores for just one coupon campaign (forecast to reach £20,000).

**And the cost**—Well this level of targeting has a cost—£400 a thousand. **But this is an irreplaceable part of your 2009 schedule. New Products, Range Extensions, Distribution extension, Reduce the damage of delists, and move your customers to other store groups. If they support you, now you can support them. When most brands are supported in store by a handful of families;**

**You will be surprised how far 1,000 shoppers will take you**

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