

## The Point of Purchase - its all that really matters !!

One of our clients - a major supplier into the UK FMCG food and beverages marketplace faced a challenge -

- How to move their Trade Marketing function from being tactical organisers of below the line activities into a more pro-active and strategic role.
- How to really focus the business on driving improvements at the point of purchase
- How to forge one team between Trade Marketing and National Accounts

Having discussed their business challenges our solution was as shown below :

## SHOPPER EXPERIENCE



Improving your customer management  
for bottom line growth



Our solution is a combination of training and business process...

**Step 1 :** to train the Trade Marketing team to pull together all the required inputs [ Consumer and Shopper research, Customer Interviews, POP audits ] in order to identify the key category growth drivers by outlet type/channel.

**Step 2 :** was to train the team to convert category growth drivers into a detailed “Shopper Experience” covering all the levers of category growth...the marketing mix applied to the POP...

**Step 3 :** in order to take the Shopper Experience into the world of the National Accounts Team it was converted into a series of specific POP objectives by channel/outlet type. Each major account could then be audited against the specific objectives and annual shared objectives set for both the Trade Marketing and NAM teams. Very clearly the management of the company are now focused on moving the POP Shopper Experience score in the direction of 100% achievement.

**Step 4 :** was to ensure that Shopper Experience became embedded in the companies overall business planning process - being presented as a key input to both Sales and Channel Strategy development.

### The Result

The Trade Marketing function are now seen as being both strategic and central to the overall business planning process - and critically there is now a real sense of “one team” [ including the National Accounts function ] pulling together to achieve excellence at the POP.

If you would like greater focus on POP achievement or greater alignment between your National Accounts and Trade/Customer Marketing functions please contact Chris Hudd [ [chris@springboardcs.com](mailto:chris@springboardcs.com) ]

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