

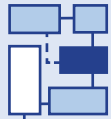


Field Marketing

## Supporting new product launch

79

Stores



Planning



Regional Training Centres



Live Data Capture



Instore Expertise



Retail Insight

Supporting the launch of five new products in chilled food category.

### OBJECTIVES

To add value by:-

- Improving availability
- Increasing fixture space
- Checking promotional signage
- Providing store insight.
- Ensuring high standard of merchandising
- Driving up sales by securing secondary locations

### ACTIVITY

- 79 M&S day 1 store visits.
- Dedicated head office project manager.
- Delivered brand sell-in to M&S employees.
- Negotiated secondary locations and increased sales
- Provided store insight via PDA and client web portal



### RESULTS

- 1600 incremental cases ordered
- 200 pieces of POS sited
- 1600 incremental cases ordered

**COMPLIANCE = 100%**  
Within agreed timescales

