



Installation

Walkers case study



Uplifting category sales



Regionalisation



Live Data Capture



Regional Training Centres



Distribution



Planning



375 Stores

Introduction of new look and feel to the Evening Snacking Theatre to maximise category sales for major FMCG and Supermarket.

OBJECTIVES

To uplift category sales in Morrison's supermarket for Walkers crisps and snacks by replacing existing POP fixtures and updating product layout for the entire crisps and snacks aisle.

ACTIVITY

Stage 1

- Conduct store surveys to capture shelf and gondola criteria
- Data analysis to provide layout and planogram information to client.

Stage 2

- De-installation and re-location of existing theatre
- Complex overnight distribution operation/installation involving pre-installation, staff briefings and field training sessions.
- Project monitored by real time transmission of data to bespoke client web portal.

Stage 3

- Overnight installation of crisps and snack bays
- Pre-installation training
- Merchandising of product to planogram



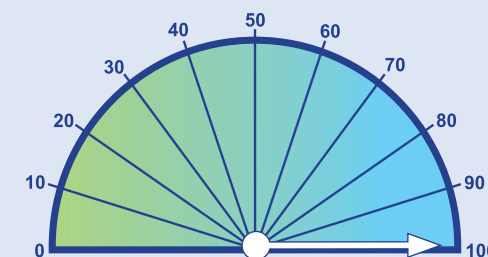
RESULTS

➤ POPAI Gold award winner



COMPLIANCE = 100%

POPAI gold award logo



CLIENT TESTIMONIAL

"Morrison's Evening Snacking was a ground breaking project in terms of size, complexity and deliverables. CJ Services pushed their boundaries to deliver a gold standard level of service. CJ Services' database, holding over 685 pieces of data for each of Morrison's 375 stores, ensured we were able to place our POP order with total accuracy."

Sarah Deavin, Merchandising Display Manager, PepsiCo UK