



**Contact  
Solutions**

## Case Studies

Field Marketing



**PEPSICO**  
INTERNATIONAL

**Project:** Product Sampling activity with promotional offer to drive product awareness and sales. Pre-calls to advise stores of forthcoming activity; in-store sampling offered at varying times of the day to reach maximum number of customers; data compiled to provide invaluable brand insight and results.



**Project:** Drive 100% day 1 promotional compliance for on shelf and off shelf promotions and displays. Replenish low stock fixtures and displays; replace missing POS and SEL's; flex fixture space to reflect market share; measure campaign ROI based on control stores.

**Waitrose**

**Project:** Execution of seasonal layouts for prepared produce category. Merchandise to planogram; educate and assist in-store colleagues to maintain fixtures; report on stock availability for all lines: review sales on selected lines with store management.



**Project:** Compliance survey to monitor promotional activity with product merchandising and POS implementation. Educate store staff on promotional objectives; conduct exit and entry surveys to show product availability and planogram compliance; merchandise fixture to planogram..



**Project: Activity utilising call centre experts to drive brand sales by filling gaps in the core range at targeted Convenience stores. Personalised bespoke direct mail sent in advance of call centre activity to outline offer**