



**WANT TO
OPEN UP MORE
OPPORTUNITIES
IN CONVENIENCE?**

Mercieca



JUST TALK TO MERCIECA

INTEGRATED **NOT** COMPLICATED

WE'RE MERCIECA. AN INTEGRATED AGENCY THAT BELIEVES IN THE POWER OF CLEAR, EFFECTIVE COMMUNICATION IN EVERY CHANNEL. WE LIKE TO KEEP THINGS SIMPLE.

WE HAVE AN INTIMATE KNOWLEDGE OF THE CHALLENGING AND DISPARATE CONVENIENCE MARKETPLACE AND AN ENVIABLE TRACK RECORD OF GIVING BRANDS A REAL COMPETITIVE ADVANTAGE.

50,095¹

Convenience stores in the UK.

Reaching them all remains challenging but critically important.

96%³

Retailers who start their shopping list from scratch each time.

Trade communications are essential to influencing the list.

5 mins³

Average time a convenience shopper spends in-store.

Shopper marketing needs to work hard and fast.

**+17%
by 2020²**

Convenience is growing and it's growing fast.

Only suppliers who have a trade communications and shopper strategy will succeed.

1 in 5³

Convenience shoppers visit their local convenience store every single day.

But only 1 in 3 notices any POP signage once in store – so need to get it right.

50%⁴

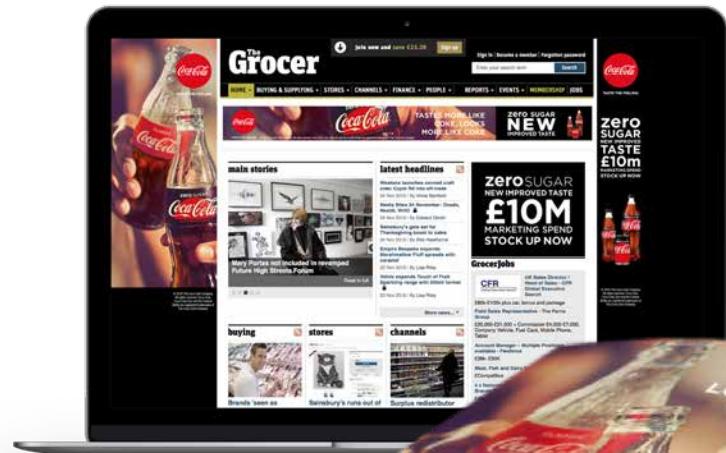
50% of purchase decisions are influenced by digital channels.

Digital must now be part of every convenience strategy.



COCA COLA ENTERPRISES

Trade Media Advertising



The task

To plan and buy the annual trade media advertising programme across the CCEP brand portfolio, developing highly disruptive creative across print and digital to achieve maximum engagement and cut through with convenience retailers.

Impact

CCEP is one of the biggest investors in trade media advertising in the UK. In the annual trade advertising effectiveness surveys carried out by Independent Retail News and Convenience Store magazines, CCEP campaigns – including Coca-Cola Zero Sugar – were voted no.1 for impact, recall, engagement and more. Our digital campaigns are no different, with unprecedented levels of engagement recorded across activity for Oasis, Coca-Cola Zero Cherry and Schweppes to name but a few.



CHESTERFIELD

You Wear The Crown

The task

Develop a disruptive, on-going campaign that ensures Chesterfield's best-value price point & profit margin are clearly understood by UK tobacco retailers. Engage and educate retailers through every touch point.

Impact

As well as an impactful trade press advertising campaign, we brought the idea to life at trade shows and made Chesterfield highly visible in cash & carry. We also engaged, incentivised and supported the sales team. Chesterfield's share of market has almost doubled to 3.98% – the brand's biggest ever share.



KP SNACKS

SnackPartners

The task

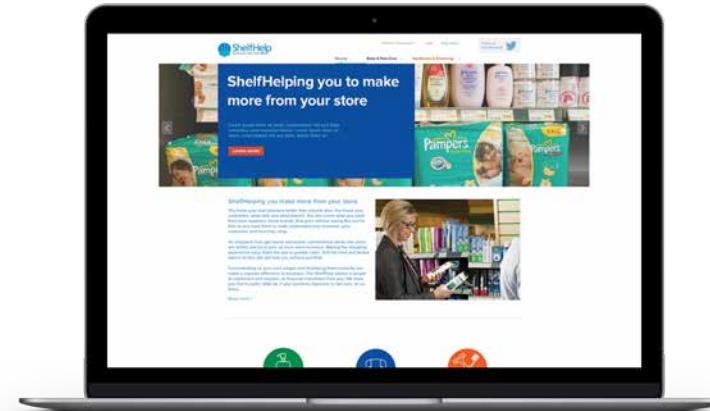
Develop and execute a strategic trade engagement and communications programme to increase awareness, distribution and sales in convenience.

Impact

Average +40% category sales uplift in stores. Achieved a leading category share of voice (38%) within trade press editorial vs. 15% market share. Achieved a step-change in company understanding (+150%) and relationship (+200%) with key media influencers.

Winner of the Retail Industry Awards, Supplier Initiative of the Year 2016.





P&G ShelfHelp

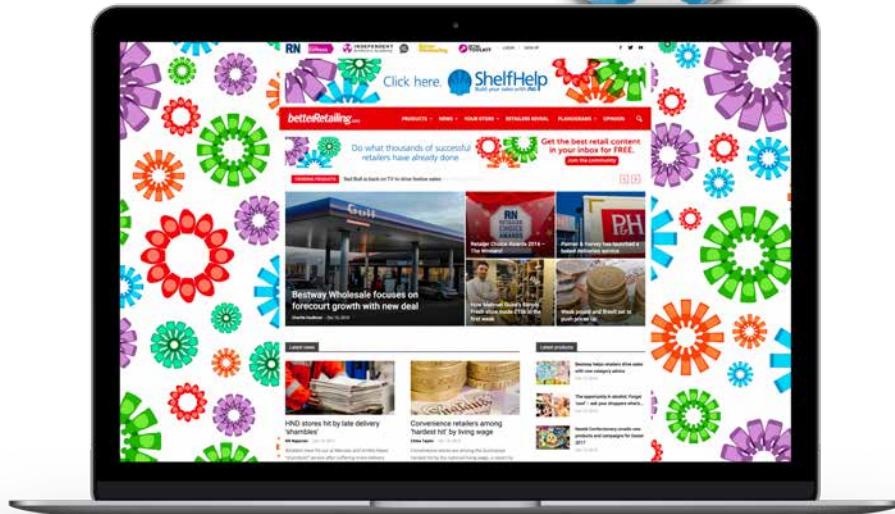
The task

To refresh and relaunch this award-winning 13-year-old convenience trade category initiative with a contemporary new website and communications programme.

Impact

We successfully rebranded and relaunched ShelfHelp as the primary communications platform for the convenience trade. The ShelfHelp website was mobile optimised and evolved into a retailer hub.

Our trade media PR & Advertising campaign achieved unprecedented levels of awareness and coverage in influential magazines and websites. 3,000 new visitors to the website within the first four weeks, and a PR value of £250,000.



WEETABIX

Traffic Lights

The task

Communicate the launch of Weetabix's 'All-Green Traffic Lights' pack with a targeted, integrated campaign in the convenience sector. Position Weetabix as the authority on nutritional breakfasts.

Impact

We announced the news at a press conference hosted at the company's HQ. Leading grocery, convenience and wholesale media attended and further noise was made with a new creative running across print and digital trade platforms.

The launch of the Traffic Lights on-pack was widespread. ROI was 6:1 with a reach of 2m.

Weetabix goes green with new on-pack traffic lights

CHRIS DILLON

WEETABIX is promoting its low fat, sugar and salt content on-pack with all-green traffic lights on packs of Weetabix Original and Weetabix Protein. The brand is now one of the few cereals to promote its nutritional content in this way.

Francesca Davies, head of category for Weetabix, said the volume of cereal sold in flat and value sales are declining, indicating that customers are valuing cereal less.

"The key way to drive the cereal category forward is to focus on health as 30% of shoppers have switched to lower sugar cereals in the past year," she added.

"Children aged five to 15 are consuming 15% less cereal year on year as parents become increasingly aware of the negative effects of sugar. The brand hopes the move to more transparent nutritional guidelines will bring these consumers back into the category."

Kevin Verbruggen, Weetabix head of brand, said, "These concerns are being reflected in consumers purchasing choices as higher-sugar cereals face a decline in sales, while Weetabix sales have grown 42m this year to date."

Weetabix will roll out the traffic lights on its full range of cereal in the next few months.

Rachel Kay, shopper marketing manager, said, "The new packs will help smaller offer a healthy alternative."

TOP TIP
Stock popular toppings near to the bottom, such as fruit, yogurt and honey with help to inspire shoppers.



Weetabix plans to roll out traffic-light labels after initial launch

By John Shepherd | 8 September 2016

Food size:

WEETABIX, the UK-based breakfast business, has said it plans to roll out traffic-light nutrition labels onto all the cereals sold in its domestic market over the next year, following its decision to start using the lights on two lines this month.

The labels are being used on Weetabix Original and Weetabix Protein, which the company said qualify for green traffic lights. A spokesperson for the company, which also owns the Alpen and Ready Ewe brands, told just-food today (8 September) the labels are set to be extended across its range of cereal products "within the next 12 months".

However, the spokesperson said there are no plans to introduce traffic light labelling to the group's drink products.

In a statement, Kevin Verbruggen, head of brand at Weetabix, said: "Shoppers tell us that they're often confused by the wide range of cereals, and the easy-to-read traffic lights make it simpler for health-conscious shoppers to make a choice."



Green traffic light nutrition symbols now displayed on Weetabix Original and Weetabix Protein packaging.

Talking Retail

Partnership Growth Find out

PRODUCT NEWS NEWS OPPORTUNITIES OPINION CATEGORY ADVICE SEARCH

WEETABIX ADDS TRAFFIC LIGHT NUTRITIONAL LABELS TO PACKS

12 September 12:16 2016

0 Comments



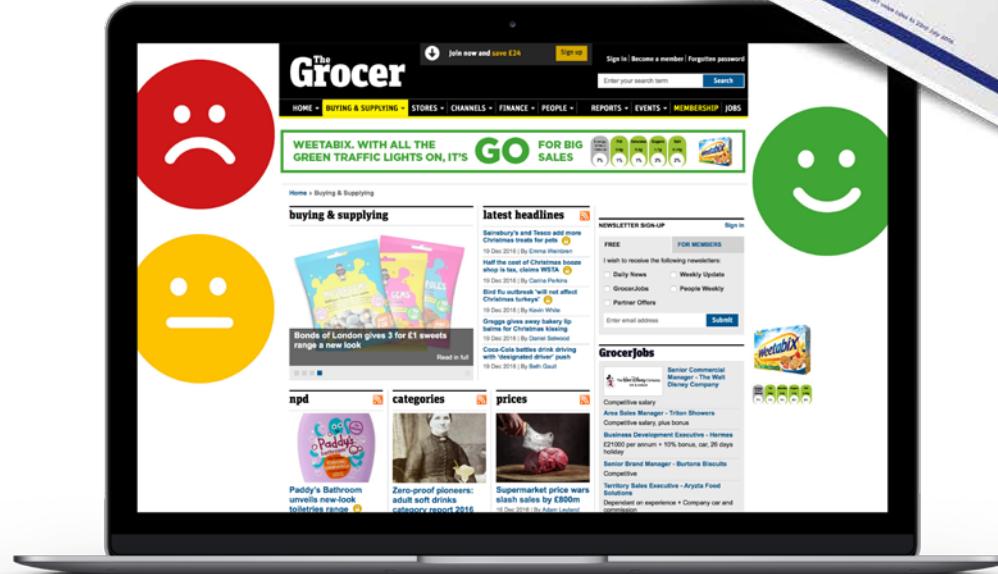

STOP
LOTS OF YOUR CUSTOMERS WANT TO EAT SO MUCH SUGAR AND SALT

READY
ALL INGREDIENTS LISTED IN THE NAME

GO
WEETABIX WITH ALL THE GREEN TRAFFIC LIGHTS ON IT'S FOR BIG SALES

We're proud of the nutritional value of Weetabix, and as Britain's number one cereal brand, we feel it's our duty to help shoppers make informed choices about what they put in their baskets. There's something always known here: it's real goodness packed every pack. Now they can see it on the outside too.

Low Sugar cereal	Fat	Low Fat	Low Sugar	Low Salt
7%	1%	0.5%	1%	2%



The Grocer

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WEETABIX WITH ALL THE GREEN TRAFFIC LIGHTS ON, IT'S GO FOR BIG SALES

Home • Buying & Supplying

buying & supplying

latest headlines

Sainsbury's and Tesco add more Christmas treats for price

Half the cost of Christmas booze about to be slashed

Best flu outbreak 'will not affect Christmas holidays'

Druggo gives away bakery to help for Christmas shopping

Case-Gale battles drink along with 'designated driver' packs

npd

categories

prices

GrocerJobs

Senior Commercial Manager - The Best Dairy Company

Competitive salary

Area Sales Manager - Trian Shoppers

Competitive salary plus bonus

Business Development Executive - Hermes

£2700 per annum + 10% bonus, car, 28 days holiday

Senior Brand Manager - Burton's Briscuits

Competitive

Senior Sales Executive - Aryta Food Solutions

Dependent on experience + Company car and commission

**Friends round.
A few cold beers.
Enjoy.**



Enjoy Responsibly
drinkaware.co.uk for the facts

CARLSBERG

Category POS

The task

Help retailers grow their beer and cider sales by encouraging convenience shoppers to buy more, more often and encourage them to trade up to more profitable products.

Impact

Launched with a small selection of convenience stores on a trial basis, the POS had an immediate effect on sales, particularly within larger convenience stores and with higher value SKUs.

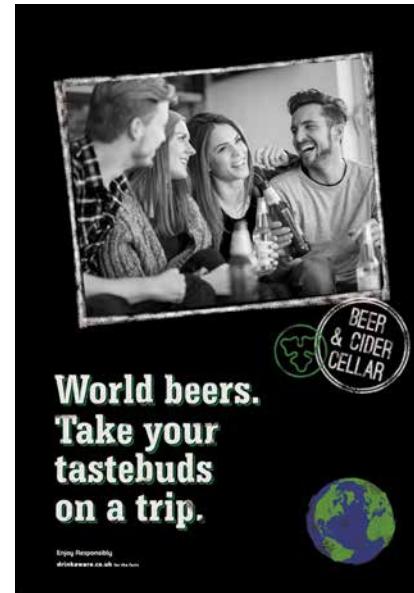
This work forms part of a category driving initiative for the convenience sector called 'Inspiration Brewing'.



**Feet up.
Ice cold beer.
Perfect.**



Enjoy Responsibly
drinkaware.co.uk for the facts



**World beers.
Take your
tastebuds
on a trip.**



Enjoy Responsibly
drinkaware.co.uk for the facts



LITTLE MIRACLES

London Shopper Campaign

The task

Little Miracles wanted to raise awareness of this new brand of health drinks and support promotional activity in London-based multiple convenience stores.

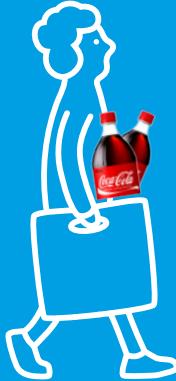
Impact

We created a striking advertising campaign that ran on Transport for London media in close proximity to store locations. To encourage trial, we enlisted sampling team ambassadors to deliver a four-week campaign reaching busy Londoners at stations, workplaces and outside stores. Research showed an above average positive perception for the brand and the activity helped exceed sales targets.

Over 35,000 bottles of Little Miracles were sampled.



BRANDS PLACED HERE.



WILL END UP HERE.



HI! STREET Digital Media

The task

The convenience sector has long needed a medium which enables brands to talk to shoppers with contextually relevant messaging. Developed in association with Mercieca and due to launch nationally in Spring 2017, Hi! Street Digital Media empowers brands to connect with shoppers at the optimum moment of influence; prior to purchase and before brand 'deselection'.

Impact

Proven to increase sales, brands promoted on the screens see tangible ROI as well as distribution and compliance solutions, all supported by revolutionary engagement analytics.

**WE HAVE A RANGE
OF SERVICES
TO HELP BRANDS
CONNECT WITH
RETAILERS,
WHOLESALEERS
AND SHOPPERS
INCLUDING:**

TRADE PR & SOCIAL

Engage, excite and inform trade customers through traditional trade media as well as digital and social channels. Get your brand talked about to increase distribution and sales.

**TRADE MEDIA
ADVERTISING**

Solutions for trade media advertising helping you plan, buy and create highly impactful trade advertising campaigns that get cut-through and drive ROI.

DESIGN

Develop sales tools, design websites, create POS and anything else you need for your trade and shopper communications.

**CATEGORY
COMMUNICATIONS**

Help trade customers deliver category management advice through the development of award-winning supplier initiatives, category websites and best-in-class customer loyalty programmes.

SHOPPER

Influence purchasing decisions throughout the convenience shopper journey from online to in-store.

EXPERIENTIAL

Create memorable brand experiences in-depot and in-store that generate trial, brand recognition and loyalty.

If you want to open up more opportunities in convenience, just contact Rod Taylor on **020 7485 0100** or email **rod@mercieca.co.uk**

mercieca.co.uk
@merciecald

Mercieca

INTE
GRATED
NOT
COMPLI
CATED.