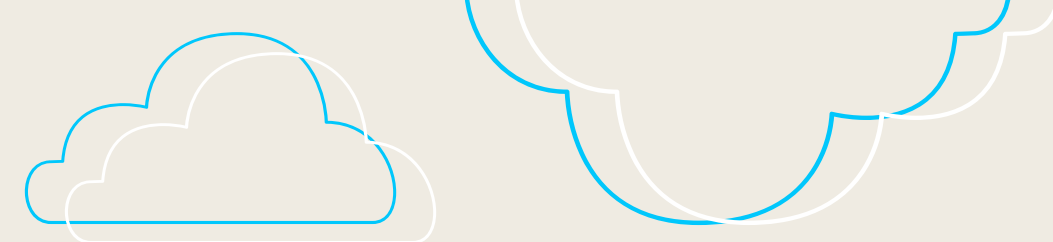




Data Series - RTD Tracker



Objective

Helping RTD brands build a strong 'Where to Play strategy' by tracking the evolution of this ever-changing category across Australia



Scope

Number of stores

100 stores

Banners

Bottle-O, Bottlemart, Cellarbrations, IGA Liquor, Liquorland, Thirsty Camel, BWS

Frequency

Monthly

Granularity

Data delivered at national, state, banner and store level



KPIs tracked

Layout

- ✓ **Share of space:**
#facings (your brand vs.competitors)
- ✓ **Position on-shelf:**
Hero SKUs at eye-level
- ✓ **Fridge flow:**
Adjacent categories & brands
- ✓ **Shelf quality**
Brand blocking
Price tag present for Hero SKUs

Assortment

- ✓ **On-shelf Availability**
Availability of your Hero SKUs in the RTD fridges
- ✓ **Brand Penetration**
For your brand vs. competitors

Price & Promo

- ✓ **Pricing**
Price point of your Hero SKUs vs. competitors'
- ✓ **Promo landscape**
Promo intensity, Promo mechanics mapping

Macro-space

- ✓ **Size of the category**
Number of fridge doors allocated to RTD
- ✓ **Asset Mapping**
Mapping of the manufacturers leveraging branded fridges



Output



DASHBOARD

Live online dashboard displaying analyses based on your needs. Data available in real time, data checks & updates performed on a monthly basis.



DIGITAL PHOTO LIBRARY

All photos are available on your online dashboard and downloadable in a zip folder. Pictures can be filtered by KPI, by state, by banner, by store.



ACCESS TO RAW DATA

Raw excel database (at store level) downloadable on your online dashboard at any point in time during or after your campaign.



ANALYTICS

One of our business analyst is dedicated to this data series and builds all graphs required to help you extract as many insights as possible.

