

Use case: display tracker

Pernod Ricard leveraged Snooper real-time data to increase execution compliance by 40% during the life of a promotion.

Context



Pernod Ricard has been partnering with Snooper since our launch in 2016 to drive higher returns on investment across both on-trade and off-trade channels.

During promotions, Pernod Ricard partners with Snooper on a recurring basis to quickly get insights on in-store execution and take data-driven actions in collaboration with their retail partners.

In the below use case, the Pernod Ricard team engaged Snooper to check execution in stores promoting Jameson Premix. Shoppers reported the presence of the counter unit displaying stubby coolers as gifts with purchase, as well as other POS found in store such as wobblers and posters.

Challenge

In an increasingly competitive retail landscape, off-located activations play a key role in influencing purchasing decision.

One of the biggest challenges most brands face when running promotions is in-store execution: manufacturers don't have visibility at the point of sales and lack real-time data to take actions during the promo period. Non-compliance leads to missed sales opportunities and poor return on investments on their activations.

In addition, for this specific Jameson Premix promotion, some of the participating stores were very remote (e.g. Kangaroo Island, Barmera, Port Augusta, Magnetic Island) making it very hard and costly to visit for their field team.

How Snooper helped

During the Jameson Premix promotion, shoppers visited participating stores to report real-time compliance on key metrics.

60% of stores visited by Snoopers were marked as non-compliant as they were missing at least one component of the promotional material.

On top of promotion audit, the Snooper visits uncovered product availability issues and ranging gaps.

Shoppers also reported that in 2/3 of the stores, the stubby cooler display unit wasn't available at counter and, at some stores, stubby coolers offered by competitors were occupying space on the Pernod displays.

60% stores weren't compliant on POS and the display unit wasn't available at counter in 2/3 of the stores.

Results

Thanks to real-time actionable insights, Pernod Ricard was able to allocate resources more flexibly and address issues at store level with a mix of field visits and phone calls, leading to a 40% execution improvement during the promo period.

Pernod Ricard successfully demonstrated the positive impact of leveraging a multi-contact model: they used crowdsourcing to spot issues and combined the Snooper solution with a mix of field visits and phone calls made by their account team to take targeted actions.

On top of improving the execution of their promotion and driving higher sales, the ROI on their field team drastically improved as travel time was minimised and field actions optimised to focus on driving the highest possible uplift with minimum time and effort required.

At Snooper, we believe that your Field Team is your best asset and we built our tool, not to replace your sales reps, but instead give them access to our platform as a salesforce effectiveness tool to help them do what they do best – selling and merchandising!

“Snooper gave us a powerful insight into our in-store compliance that we were able to leverage. Without this real-time visibility, we could not have made changes in time to impact the success of the promotion.”

Richard Dumas - Head of Shopper marketing