



The global leader in commerce execution

Share of Visibility instore and in catalogue

2022 Festive Season highlights

Wiser tracks your **Share of Visibility** to help you optimise the ROI on your below-the-line investments.

Instore share of display

Share of catalogue



Here is a sneak peek on the Liquor category we observed during the **2022 Festive season**...

Share of visibility by retailer – time for spirits to shine

The share of off-location space and Gondola Ends allocated to the Spirits category is **3x bigger** at BWS than at Liquorland.

- » Retailers might be prioritising categories differently.
- » How do you take retailer strategy into account in your investment plan?

Spirits peak its in-store visibility at Liquorland during Festive season, usually **x5 more visible** vs previous KSPs

- » Do you know how much off-location space is allocated to your core range across other key selling periods?

BWS vs **LIQUORLAND**

x3

LIQUORLAND

x5

BWS **LIQUORLAND**

X3.5

Number of Display Stands

Liquorland is far more restrictive in the number of displays available. BWS dedicate x3.5 more space to displays, yet they do trend towards **retailer-branded** stands.

- » Retailers plan in-store activations differently. Do you plan to build your brand-focused displays or ready to be part of multi-brand one?

Cross-category Battle

Whereas Wine, Beers and Spirits are head to head during the festive season, Sparkling quadrupled its share of off-location space.

Share of Visibility

x4 Sparkling

Understand Shoppers' Preferences*

Gifting drivers

- 50%** Attractive packaging
- 46%** Limited edition (gifting)
- 45%** Large packs on promo

72% of respondents are purchasing more during the festive season for hosting and sharing experiences.

Attractive and Limited packaging are key purchase drivers.

Do you plan something special this year to grab consumers; attention?

Off-location strategy: Display types, promo mechanics, location in-store and more...

BWS had spirits on branded displays, theme-led multi-brand gondola ends, and big themed stands.



BWS Helensvale Westfields, QLD 2/12/2022



BWS Moonee Ponds VIC 20/10/2022



BWS Burpengary Plaza QLD 28/12/2022

... however Liquorland highlighted the occasions mostly on retailer-branded displays



Liquorland Gymea NSW 9/12/2022



Liquorland Sutherland President NSW 18/12/2022

Optimize your promotional strategy and leverage our **Share of Visibility** solutions to maximise the ROI on your investments.

For information on tracking these datapoints overtime, email us: intel@wiser.com

*Sample collected during Festive season (15-31/10/2022): 100 visits