



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

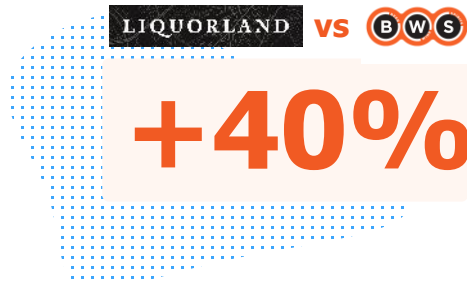
Share of catalogue



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

Share of visibility by retailer – time for sparkling to shine

The share of off-location space and Gondola Ends allocated to the Sparkling category is **40% higher** at Liquorland than at BWS.



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



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



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 driver.

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

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

BWS kept the regular spirit & sparkling assortment on gondola ends, while displaying gifting range on display stands



BWS Penrith South NSW 5/12/2022



BWS Busselton (Kent Street) WA 5/12/2022

Sparkling brands claimed visibility in Liquorland with stacks on gondola ends sides



Liquorland Eastland VIC 7/12/2022



Liquorland Kings Cross NSW 3/12/2022

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