



CASE STUDY

SHELF IMPLEMENTATION TEST ON CHEESE CATEGORY WITH POMELO'S METHODOLOGY

Pomelo offers a ready made solution for suppliers and retailers to evaluate and optimise their merchandising plans. We work with a number of category leading brands, including 6 of the Forbes Top 100 global brands. Here is a case study on the Cheese category where the supplier used insights derived from working with Pomelo to optimise their merchandising strategies and drive incremental sales and profit.

CHALLENGE

Proof of concept of a new category strategy

Prove the new Category Strategy works

For many suppliers proving the impact of a new category strategy is key to their collaboration with their retail customers.

Significant investments from both supplier and retailer are often needed to execute a new category strategy in store.

Category Managers need to be able to quantify the potential commercial benefit of the new category strategy to justify the investments both internally and from the retailer.

Here's how a category leading cheese supplier worked with Pomelo to do just that...

MAIN QUESTIONS

SEQUENCE



Which segments to place first in flow? How will this influence shopper behaviour at the fixture? What interactions are there between segments?

POSITIONING



What is the influence of the brands in the shelf layout? Which shelves work best? How to make it easy to navigate for the shopper?

INFORMATION



What information do shoppers need at fixture to make their decision? How effective is POS in helping the shopper?

FIELDWORK



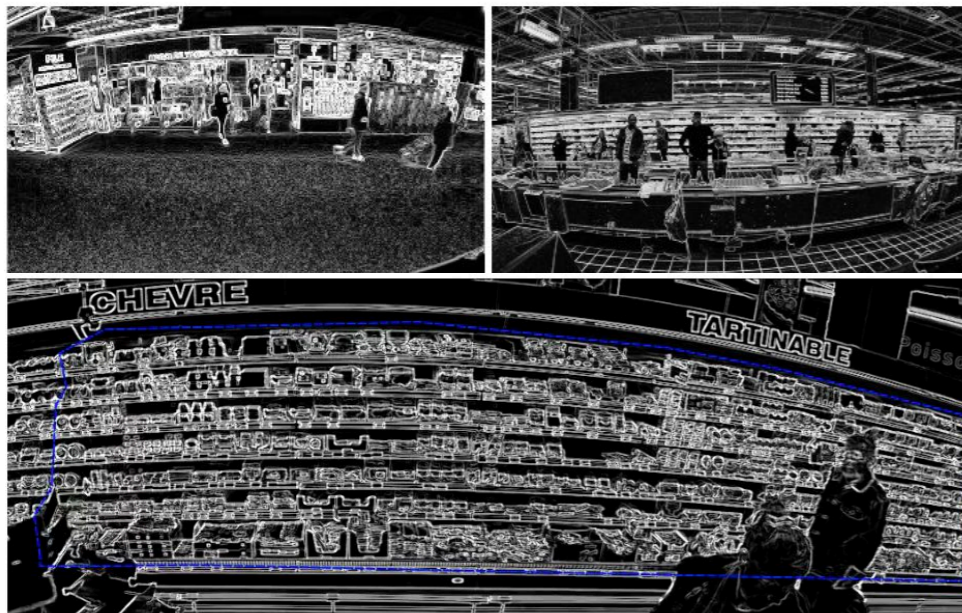
Face to face shelf



One side shelf



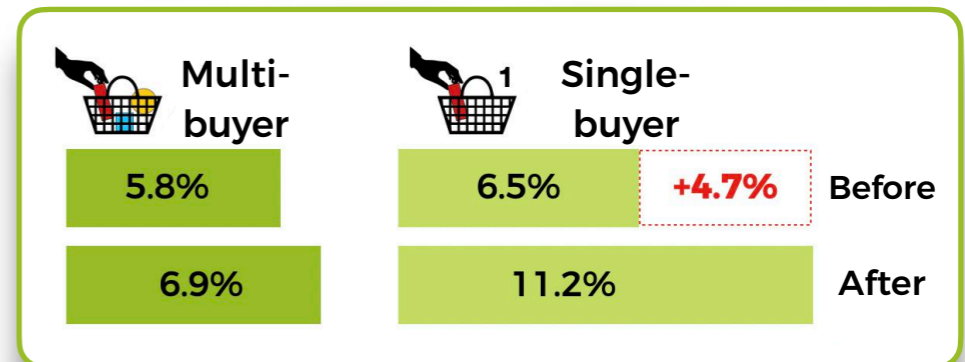
2 phases tests (Old vs New strategies) deployed in Hypermarkets



Deployment of our tracking tools for 1 week to measure overall shop traffic and all purchasing paths and interactions across the entire category.

MEASURE

Purchase funnel



Measuring and understanding the path to purchase and the influence of key factors at each stage enables suppliers to bring unique shopper insights to their retail customers. This is one of the critical success factors for category leadership.

BENEFITS

High speed testing solution in real stores with real shoppers

The Pomelo approach allowed testing of the new merchandising strategy to show the potential added value for the retailer. This was key to the retailer adopting the new approach and implementing it across their store estate. The testing also resolved the retailer's objections to the new approach

Having an in-depth understanding of your category is the most important element in successful collaboration with retailers.

Do not hesitate to contact us.

"We chose pomelo because of a revolutionary tracking technology which brought us new insights on shopper behaviour"

- SOPHIE BREUIL
HEAD OF MERCHANDISING
& MARKET RESEARCH

