



CASE STUDY

# HOW A LARGE BATTERIES MANUFACTURER OPTIMISED ITS SECONDARY PLACEMENTS WITH POMELO'S IN-STORE SHOPPER INSIGHTS



Pomelo offers a turnkey solution for Category Managers and Key Account Managers to optimise in-store executions and strategies. We work with some of the largest companies in the world - including 6 of the Forbes top 100 brands worldwide. Here's how a big manufacturer of batteries used Pomelo's shopper insights to optimise its placement strategy for secondary locations.

## THE GOAL

### Pick the right strategy for 2nd placement

For many FMCG manufacturers finding the appropriate strategy for 2nd Point of Sales placements – and convincing their retailer that it is indeed good – can be a daunting task.

But it's a real need for Category Managers and Merchandisers today. If shoppers do not come to your shelf in store you need to have a presence elsewhere, and the best places in the store are limited.

Manufacturers invest more and more money into designing, producing and deploying secondary placements but need to learn more about which of their investments are truly successful and develop a more cost-effective and targeted strategy.

Here's how a large manufacturer of batteries in Europe used Pomelo's In-Store shopper insights to do just that:

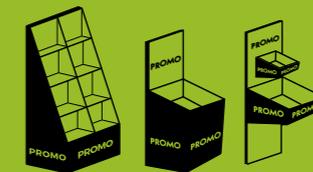
## TOP 2ND PLACEMENT QUESTIONS

### WHERE



Should you place your display near the store entrance? In the Main Aisle? In which category? Before or after shoppers pass by your Home Shelf?

### WHAT



Should it be a large display or a smaller one? Close to a gondola end or a larger central installation? Should it have a single product or multiple choices?

### HOW MUCH



Should your product be on sale or can it be at its standard price? Should it be a multi-pack or a % reduction?

# THE SET-UP

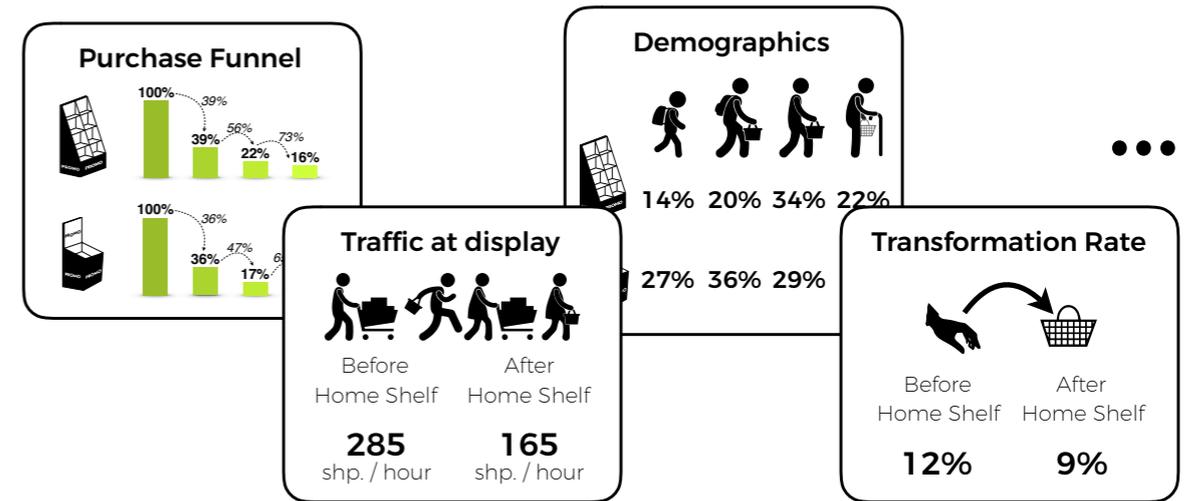


Place and move 2nd POS displays in 4 hypermarkets, with up to 15 locations per store tested

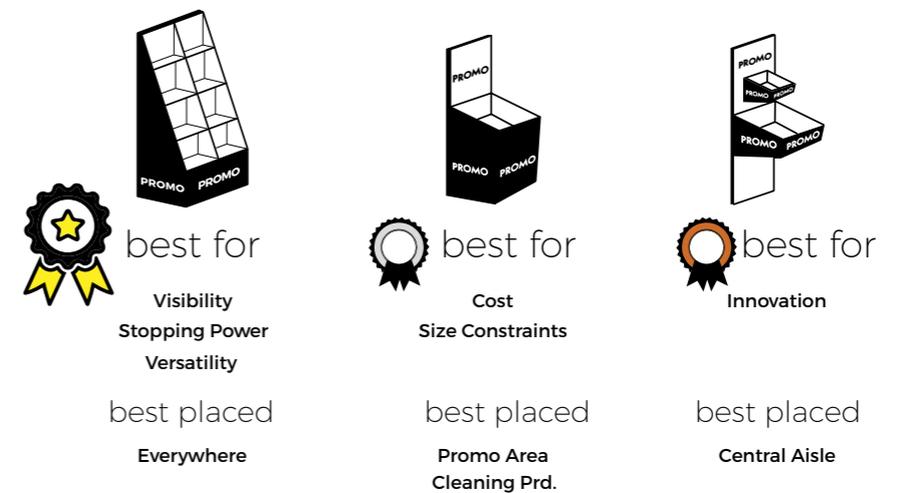


Deploy our anonymous shopper tracking technology in store for 4 days tracking store traffic and demographics at entrance, frequency of stops at 2nd POS displays

# THE MEASUREMENTS



Measure the exposure, exploration dynamics and purchase impact for all the displays and locations



Build a systematic ranking of which displays performed better, and provide recommendations on the best uses for different locations, product types, promo mechanics, etc.

## THE RESULTS

### Pick the right strategy for 2nd placement

Instead of guessing what 2nd placement formats and locations should be used, Senior Category Manager Nicolas W. can look through the study to see what works and what does not and make an informed decision that is supported by facts.

There's real power in knowing what product displays perform the best. When you can see which devices are having the most impact across the store - and which may be performing much higher on a specific location - you can get a better idea of what your shoppers really want.

Ready to get some answer to your 2nd POS placement challenges? Give us a call today!

“The visibility of the battery category is one of the pillars of our strategy. However, we need to ensure we mobilise our human and material resources in the right places. Pomelo allowed us to identify the best placements and optimise our recommendations to the Retailer and stores. The end results are optimised re-fill times and the confidence of a good level of performance of secondary-placement in the long term.”

**- NICOLAS W.**  
SENIOR CATEGORY MANAGER

