

Executive summary

01

Chips Category Review

The number of chips transactions dramatically increases prior to Christmas. Thus, added visibility to customers via a promotional display or Gondola end would increase purchases driving sales growth over this holiday period.

Mainstream Young Singles & Couples are the primary shopper of chips.

Young and Older Families make up 26% of Chips shoppers and on average purchase larger baskets. There is more opportunity for sales with these shoppers.

02

Trial Store Analysis

A control store was constructed to reflect the prior performance of the selected trial store.

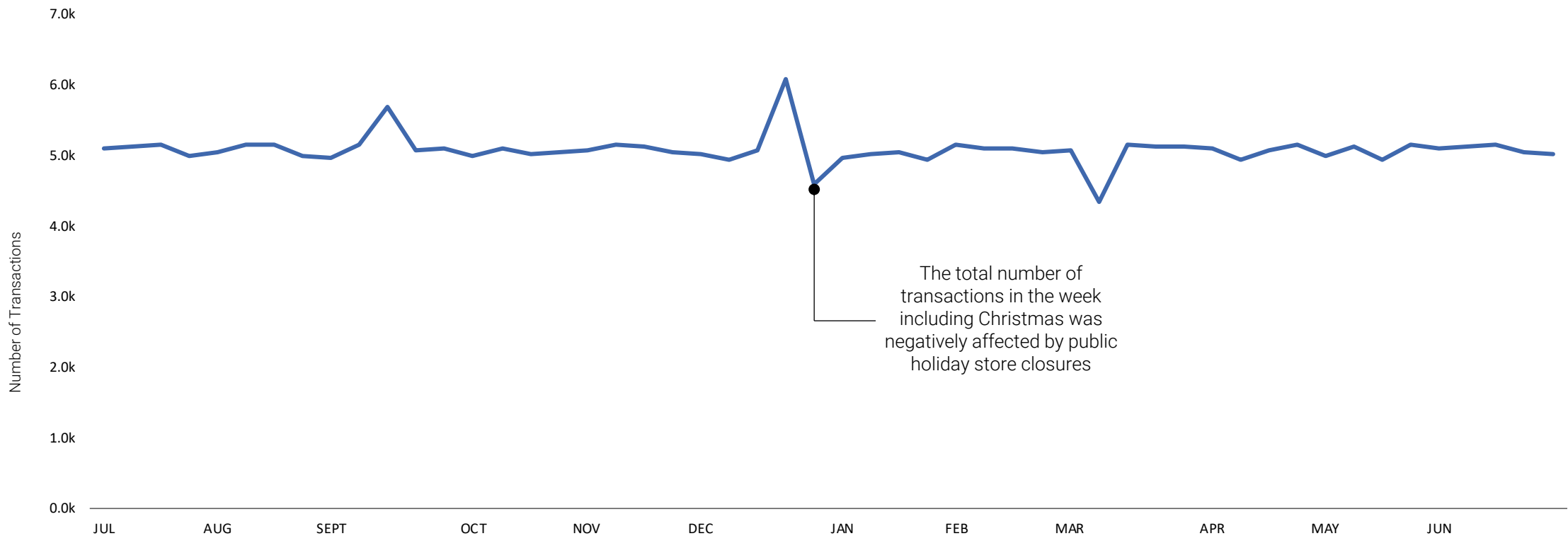
After implementing the new store layout the performance of the trial store and the control store were compared. The trial store saw significant uplift from the new store layout.

Category



The number of Chips transitions has remained relatively consistent over the last 52wks; a notable increase occurred in the week leading up to Christmas

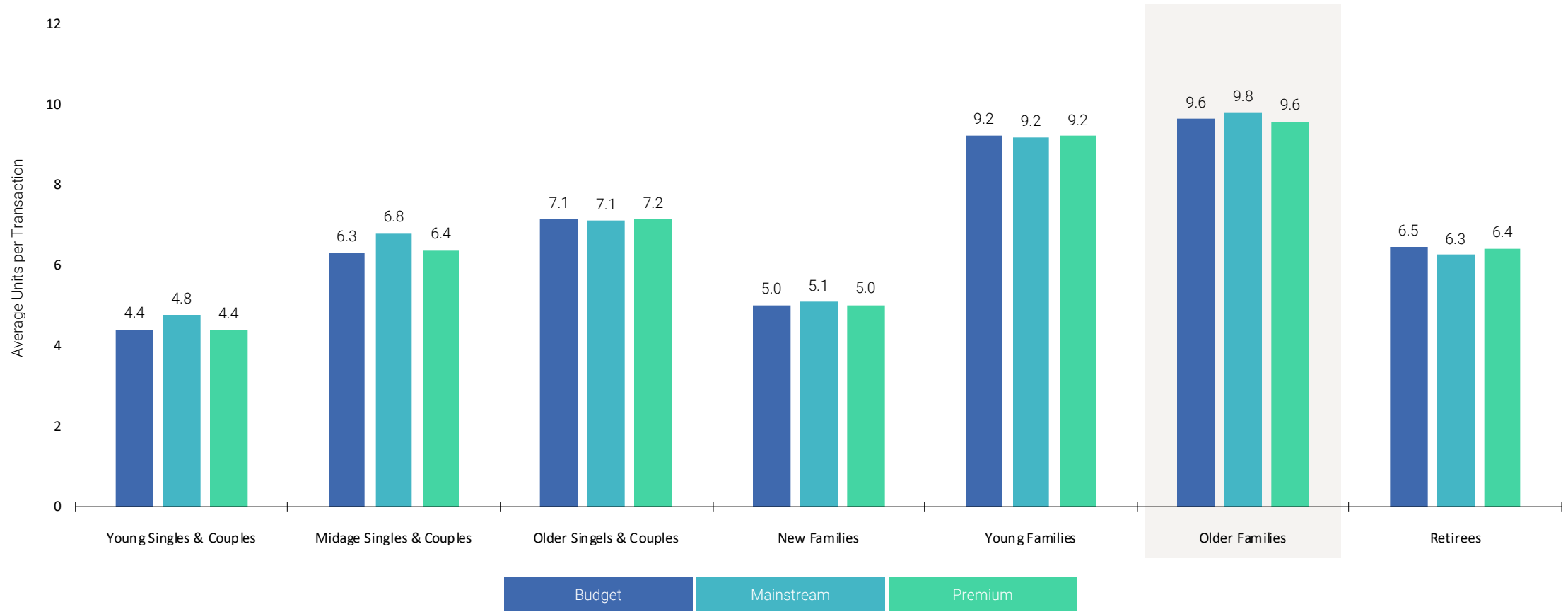
Snack Food - Chips – Weekly transactions over time



The total number of transactions in the week including Christmas was negatively affected by public holiday store closures

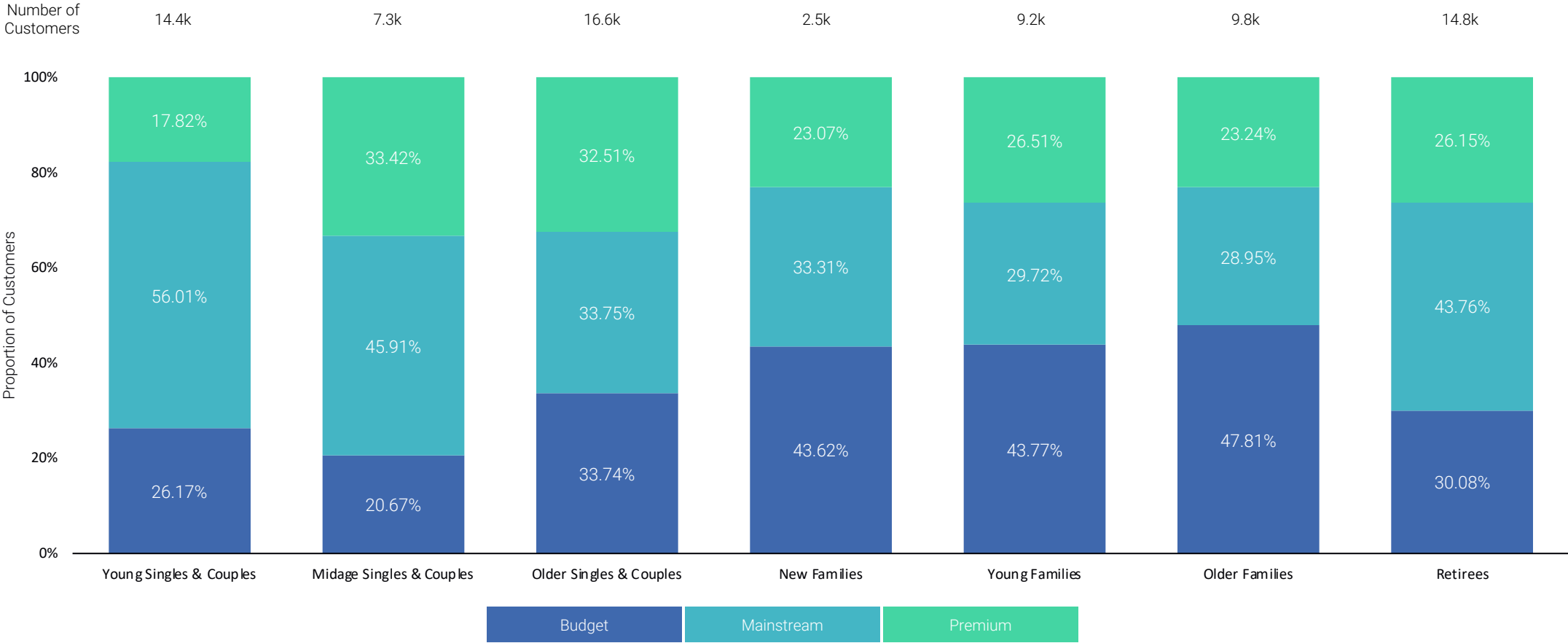
Affluence appears consistent across each individual life stage profile; Older and Young Family shoppers purchase the highest avg units per transaction

Snack Food - Chips – Average units per transaction by affluence and life stage profile



Mainstream Young Singles & Couples make up the largest proportion of Snacking Chips shoppers; Mainstream Retirees also have a significant share

Snack Food - Chips – Proportion of Customers by affluence and life stage profile

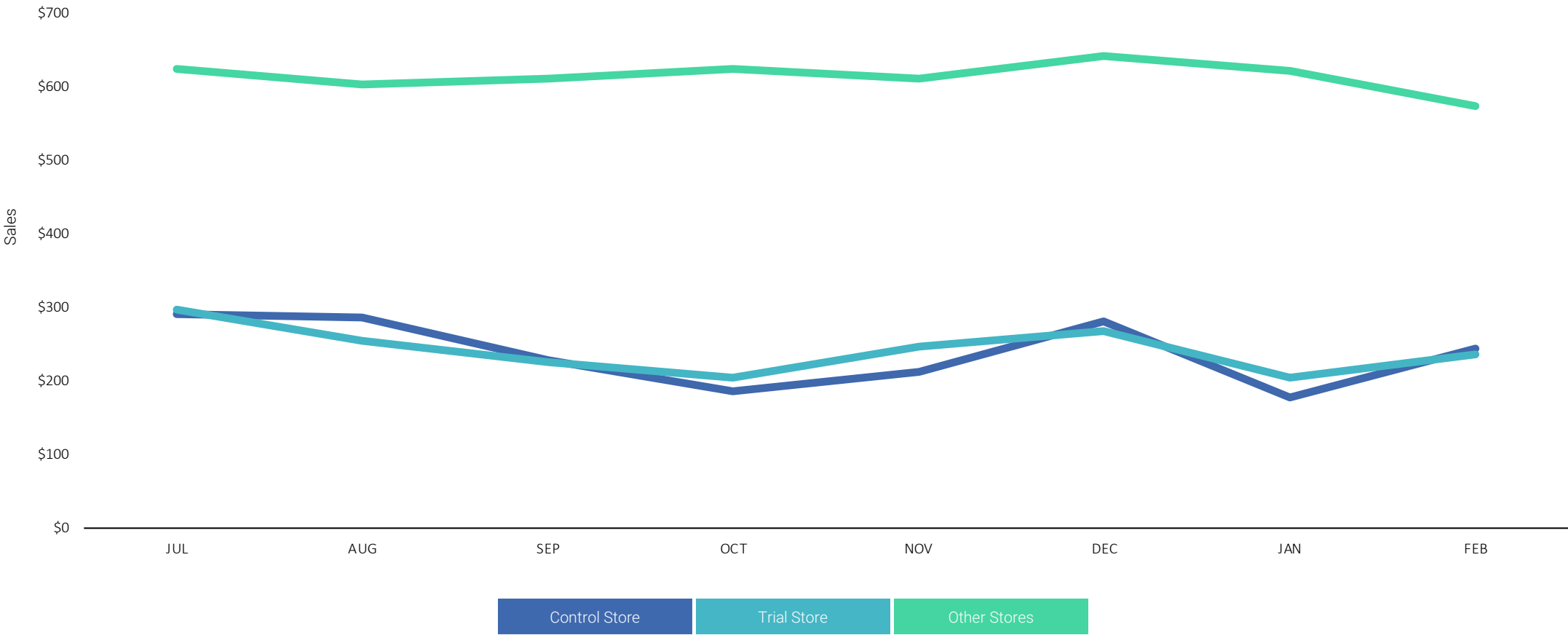


Trial Store Performance



The control store is constructed to reflect performance of the trial store rather than the average of other stores

Snack Food - Chips – Avg monthly store sales over time



From Feb to May the trial store outperformed the control store highlighting the success of the new store layout

Snack Food – Chips – Number of customers over time

