

# One Coupon Does Not Fit All

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Identify Individualised Marketing Strategy to Accelerate Sales Growth

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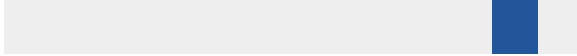
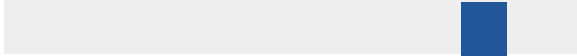
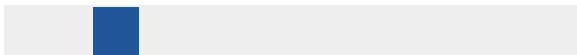
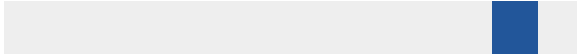
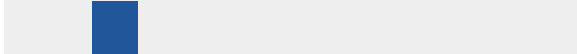



BUT I AM A VALUABLE  
CUSTOMER!!!

# Alister F.

“I am making good money and my children are off to college. That 2013 cabernet sauvignon and filet mignon I saw? Yes please - it’s indulgent time!”



Age	20		70
Income	20K		100K
Kids at Home	No Kids		2 or More
Shopping Preference	Affordable		Premium
Deal Chaser	No		Yes
Campaign Engagement	Not Engaged		Engaged

# Alistair F.

“I am making good money and my children are off to college. That 2013 cabernet sauvignon and filet mignon I saw? Yes please - it's indulgent time!”



Largest Spender

Sig. Low Online Engagement

Wide Spread in Spending

Customised Ads for High Margin Products

Online Referral Program/ Promo

Lifestyle Inflation

# Nancy E.

“I am not as a high roller as Alister. I want to save for retirement and support my kids thru college. While I enjoy finer things in life, I am more mindful with my purchase.”



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Second Largest Spender

Online, Catalogue, In-Store

Untapped Potential in Fruits

Elevate Existing Purchasing Behaviour

Cross-Selling Opportunity

Targeted Marketing Promotion

# Susan W.

“I stick to a budget when I shop - some may call me the Krazy Coupon Lady but I just consider myself as an average shopper.”



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Coupon Clippers

Sig. Low Catalogue Purchase

Drive Sales in Fruit/ Fish

Revenue Integrity Measures (e.g. Min Spend)

Re-Examine, Consider Elimination

“A Healthy Diet for the Loved Ones”

# Chris S.

"I spend mostly on household staples. While my neighbour Susan said I should look into deals, I work two jobs to support my family and don't have time to clip coupons."



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## Chris S.

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Sensitive to Price

Highest Online Engagement

No Nonessential Purchase

Focus on White-Label Products

Online Exclusives

Promotion for Consumer Discretionary

# Prioritise Organic Growth Strategies

	Cost	Timeline	Overall Effort
Customised Promotion Push	Low	Near-Term	Low
Coupon Reengineering	Medium	Mid-Term	Medium
Catalogue Effectiveness Study	High	Long-Term	High