

Company XYZ Grocery Callfile

(Activation Cycle Q2)

Our next activation cycle requires a callfile that reflects the full grocery store universe rather than relying on the familiar list used in previous periods. The current callfile has become weighted toward larger formats and previously selected stores, making activation performance and commercial interpretation harder to defend.

Purpose of the Balanced Callfile

A balanced grocery callfile will provide:

- Proportional coverage across ***Region, Format*** and ***Staffing Model***
- Representation across convenience, supermarket and larger-format stores
- Confidence when results are reviewed with Commercial and Field Teams
- Fewer challenges during briefing and read-out repeatable base for future activation cycles

Scope Requirements

Target sample size: **150 stores**

Required fields: **Store ID, Region, Format, Staffing Model**

This supports clearer planning, more credible activation insight and smoother alignment ahead of our Q2 deployment.