



AMBASSADOR POST SESSION REPORT

AMBASSADOR NAME	Betul Uzuntas		
CAMPAIGN	WOOLWORTHS – NEW YEAR NEW YOU		
STATE	QLD	DATE OF SESSION	13-01-14
		TIME OF SESSION	10am-2pm
VENUE DETAILS	Woolworths Store Name: Woolworths Abbott Stree.		

BRAND	SWISSE
-------	--------

	CONSUMER INTERACTION
TRAFFIC IN STORE (Please circle)	<input checked="" type="radio"/> Slow Traffic (<50 shoppers) <input type="radio"/> Medium Traffic (50-150 shoppers) <input type="radio"/> High Traffic (150+ shoppers)

	PRODUCT SALES	
PRODUCT	Choc Honeycomb Protein Bars	Choc Cherry Protein Bars
# Samples Distributed	75	75.

HOW MANY PEOPLE DID YOU ENGAGE WITH?	20.	HOW MANY SAMPLES DID YOU SERVE?	150.
--------------------------------------	-----	---------------------------------	------

FEEDBACK

What was the most common feedback from shoppers in relation to the products you sampled?

"chewy" "it's for the gym?" "pretty good for a protein bar"
"very nice, not too heavy" "delicious"

Was there any feedback about the session that XPO should be aware of? For example, issues relating to the products or sampling activity?

yes, the choc honeycomb flavour wasn't available in store, many people disappointed

Store Manager Feedback: _____

Store Manager Signature (or provide your Woolworths visitor sticker here): _____

PLEASE RETURN YOUR REPORT BY EMAIL - NO LATER THAN
ambassador@xpobrand.com.au

