

RETAILHOUSE

we bring brands to shoppers and shoppers to brands



MARTIN MOSTRÖM

Strategic Advisor – Shopper Marketing.
More than 20 years experience in working
with Shopper Marketing

Editor of three books of Shopper Marketing

Retailers, brands and academia Nespresso,
J&J, Dixon Retail, Ahold/ICANikon



AGENDA

- A short introduction to Sweden
- Consumption of F&V
- Health trends
- Swedish Blueberry promotion
- Testimonials
- Summary



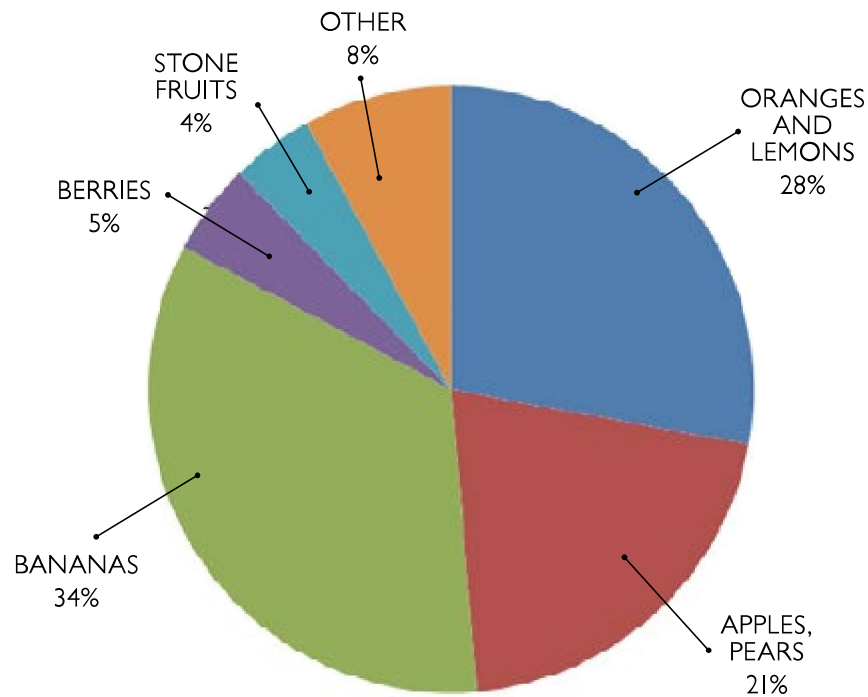


FACTS ABOUT SWEDEN

- Capital: Stockholm
- Population: 9.6 million, about 0.13% of the world's population
- Life expectancy: Men 79.8 years, women 83.5 years
- Language: Swedish
- Longest north-south distance: 1,574 km
- Longest east-west distance: 499 km
- Total area: 528,447 sq km, the third-largest country in Western Europe after France and Spain
- Forests: 53%*
- Highest mountain: Kebnekaise (2,103 m)
- Currency: 1 krona (SEK) = 100 öre
- GNI per capita: SEK 381,100
- Population in major cities (including suburbs):
- Stockholm: 2,123,300
- Gothenburg: 928,600
- Malmö: 656,400
- Chilean are the 11th biggest group of emigrants
- Nobel prize

THE SWEDES EAT MORE AND MORE FRUIT AND VEGETABLES

- 65 kg fruit and berries
- 10 % increase per year
- Prices up 27 %
- Frozen berries growing



* The Swedish board of agriculture



THE SWEDES ARE HEALTHY

- 75% of the shoppers consider health when they are shopping (Svensk Handel 15)
- New diets every year – LCHF, 5:2, stone age etc etc.
- The advice from the National food agency is at least 500 g fruits and vegetables per day
- Eco trend is really strong
- Naturally Functional. Products that have “naturally functional” ingredients and benefits remains the “king of trends”.

THE RETAILERS RESPOND





FRUIT AND VEGETABLES DEPARTMENTS ARE GROWING

- One of the most profitable departments
- A part of the positioning of the retailer
- Are really interested in activating the department, E.g Kid clubs, recepies and in-store demonstrations



PROMOTING BLUEBERRIES

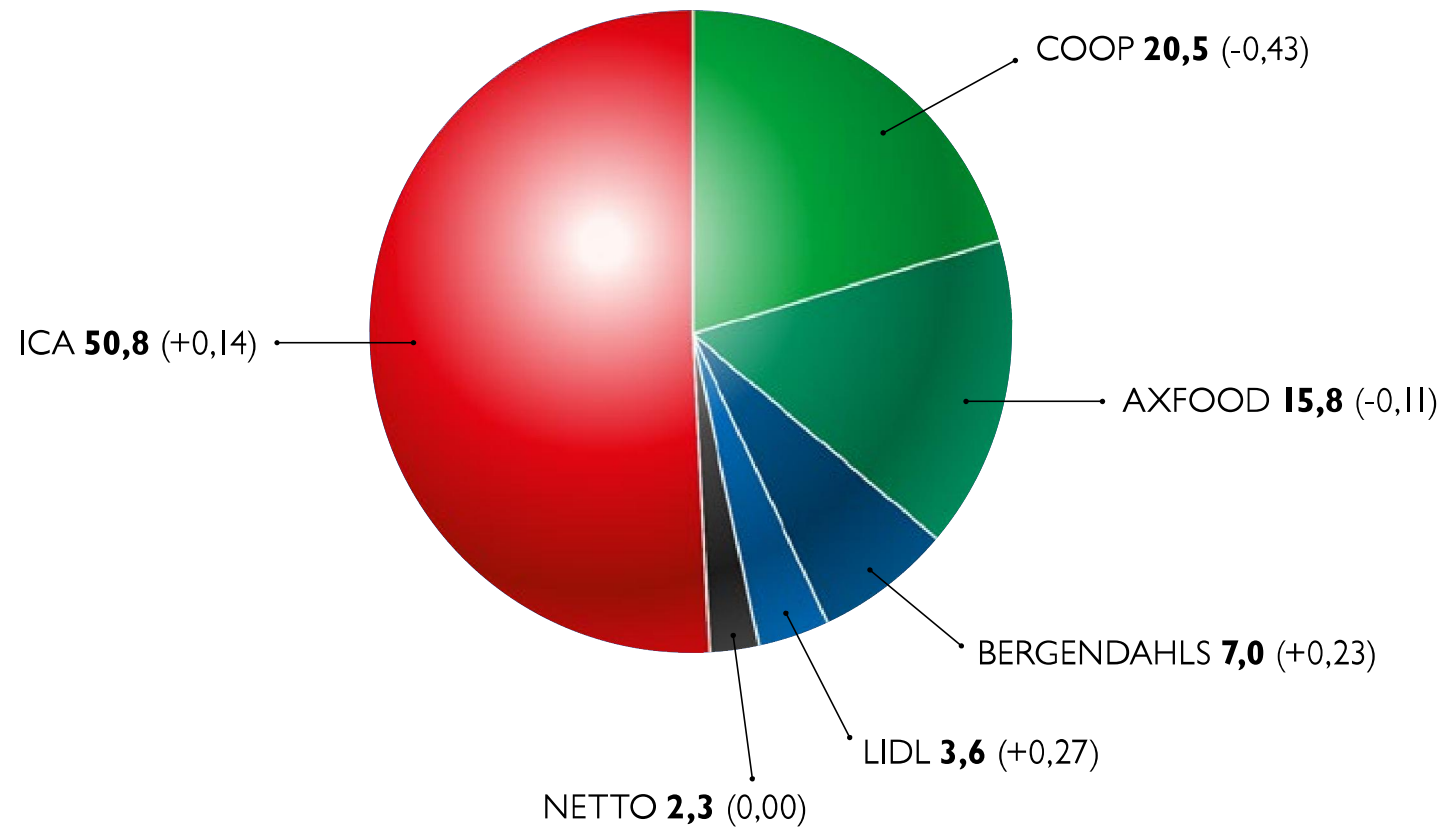
FROM CHILE IN SWEDEN AND NORWAY

- Promote the blueberries from Chile to the swedish and norweigan consumers together with the leading retailers.
- To tell the compelling narrative about blueberries from Chile.
- To capture interest from the central category managers from the leading retailers
- To educate the consumers that blueberries from Chile are a really good winter alternative
- Sell as much as possible....

WORK TOGETHER WITH THE MARKET LEADERS



RETAIL LANDSCAPE IN SWEDEN



2. EDUCATE THE STORE STAFF



SKRIFTFÖRÄLLE

[HEMMA]

Om någon uttrycker intressen är det ett mycket bra tecken!
 När någon uttrycker intressen är det ett mycket bra tecken!
 När du uttrycker intressen är det ett mycket bra tecken!
 När du uttrycker intressen är det ett mycket bra tecken!

[I BUTIK]

Om du vill vara en bra säljare är det viktigt att du har en god relation till dina kunder. Detta innebär att du ska vara lyhörd och hjälpa dem att hitta vad de söker för. Detta innebär också att du ska vara en god lyssnare och försöka förstå deras behov. Detta innebär också att du ska vara en god samarbetspartner och hjälpa dem att hitta vad de söker för.

SKRIFTFÖRÄLLE

[GENOMFÖRANDE]

Om du vill vara en bra säljare är det viktigt att du har en god relation till dina kunder. Detta innebär att du ska vara lyhörd och hjälpa dem att hitta vad de söker för. Detta innebär också att du ska vara en god lyssnare och försöka förstå deras behov. Detta innebär också att du ska vara en god samarbetspartner och hjälpa dem att hitta vad de söker för.

KUNSKAP 2

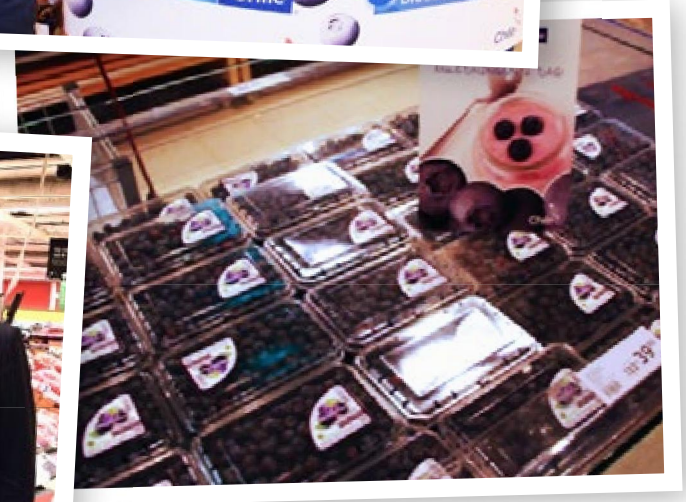
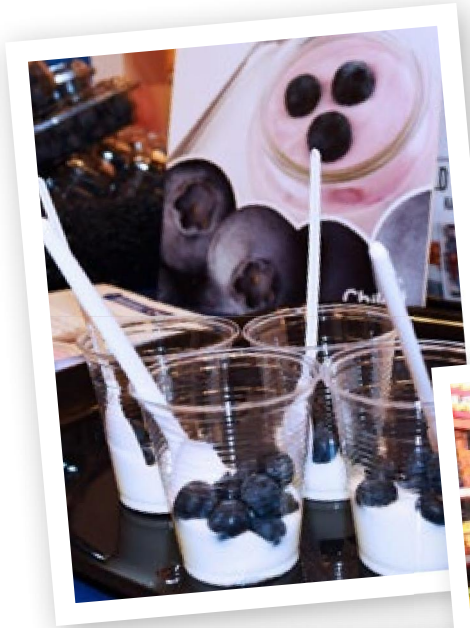
[KUNDMÖTET & SÄLJARGUMENT]

Om du vill vara en bra säljare är det viktigt att du har en god relation till dina kunder. Detta innebär att du ska vara lyhörd och hjälpa dem att hitta vad de söker för. Detta innebär också att du ska vara en god lyssnare och försöka förstå deras behov. Detta innebär också att du ska vara en god samarbetspartner och hjälpa dem att hitta vad de söker för.

3. IN-STORE DEMONSTRATIONS



- 52 promotion days (Norway 14-15)
- Meny and Ultra in Norway
- 90 promotion days (Sweden 14-15).
- ICA Maxi and Kvantum in Sweden
- Breakfast communication



WHAT DO THE STORE PERSONAL SAY ABOUT BLUEBERRIES FROM CHILE?

The department for F&G is really important.



Fresh berries are an up coming products.

We welcome activities that helps customer buying premium products

The products are only sold in a short period.

Its really important with Instore demonstrations. Our customer wants to taste the products

WHAT DO THE SCANDINAVIAN CONSUMERS SAY ABOUT BLUEBERRIES FROM CHILE?



A lot of vitamins

Is it sustainable to eat products from the other side of the world?

We eat a lot of berries during summertime

How long is the transport from Chile?

A perfect healthy snack for the kids after school

Do you compensate for the carbon dioxide cost?

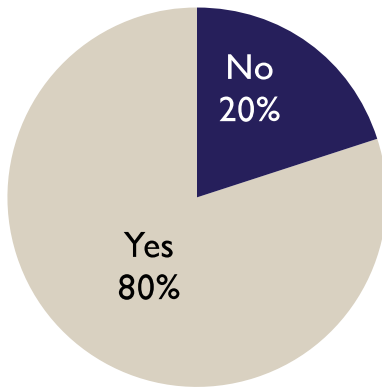
Lot of antioxidants which is good for you

Pesticides – are they ecological?

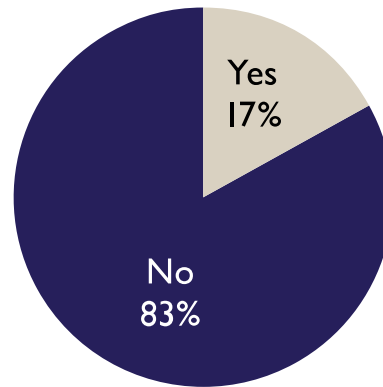
How do you transport the blueberries?

Strengthen your vision!

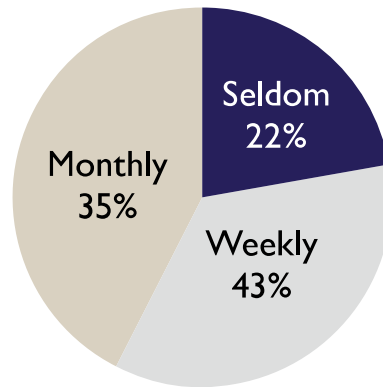
SCANDINAVIAN SHOPPER INSIGHTS



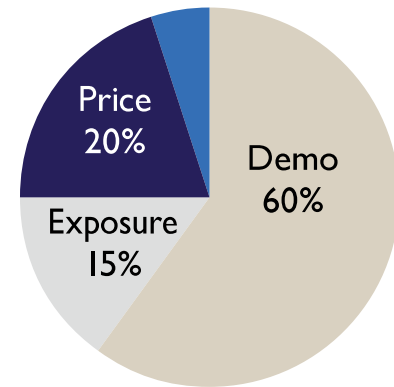
HAVE YOU PLANNED TO BUY FRUIT TODAY?



HAVE YOU PLANNED TO BUY BLUEBERRIES TODAY?

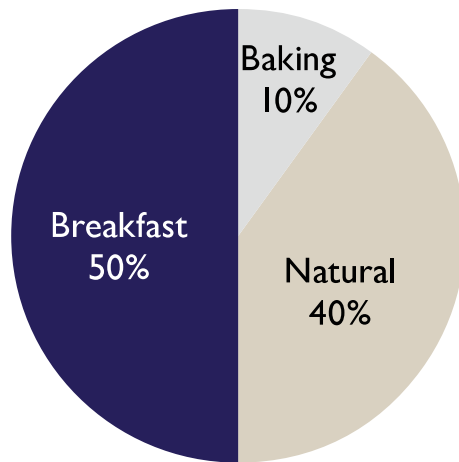


HOW OFTEN DO YOU BUY BLUEBERRIES

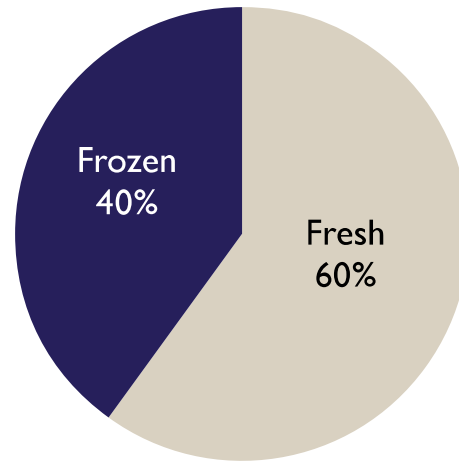


WHAT MADE YOU BUY TODAY

CONSUMTION BEHAVIOR



HOW DO YOU CONSUME
THE BLUEBERRIES



FRESH OR
FROZEN?

RESULT – TASTINGS AND SALES

- During the campaign we reached almost 60 000 scandinavian consumers tasting Blueberries from Chile.
- 2014 and 2015 we sold about 56 000 punnets.
- The total sales uplift were 500% when we did in-store demos, compared to the week before.



**WOULD YOU LIKE TO REPEAT
THE ACTIVITY NEXT JANUARY?**

**100%
YES!**

SUMMARY

- The sales were up 500% compared with the week before due to in-store demo.
- The stores were really happy with the activity
- The fruit and vegetable is really important to the stores and for ICA is berries a Strategic area for the future.
- The in-store demo is a really important tool to drive volume and to find new consumers. The demo really makes consumer buy blueberries
- The demo is also a strong tool to build a relationship with the store.
- Thanks to this project. ICA invested heavily in their own TV advertising without any cost
- We reached a positive ROI on the promotion
- 2015 has started really good and the total sales at ICA is up over 100 % the first quarter compared with 2014.



GRACIAS!

MARTIN MOSTRÖM
Strategisk Rådgivare
RETAIL HOUSE

+46 (0)708 - 81 26 30
martin.mostrom@retailhouse.se



RETAILHOUSE

Sankt Eriksgatan 121 D • SE-113 43 Stockholm • Telefon +46 8 30 38 00
info@retailhouse.se • www.retailhouse.se