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**News**

**8. Costco Auburn opening beats rainy day blues**

The Sydney media was all over Costco on opening day, with mixed reports about what shoppers thought of the concept.

**9. Private label sales keep growing**

Private label keeps gaining market share across Europe, whether it's in the emerging retail markets in the east or the most established markets throughout the region.

**10. Dairy Index focuses on emerging middle class**

The 2011 Tetra Pak Dairy Index predicts a global dairy boom in the next decade, providing the dairy industry with unprecedented opportunities.

**International News**

**13. Planet Retail analysis**

Analysing the spin-off of Carrefour's discount banner.

**16. Salty snacks, meat snacks and popcorn in the spotlight**

This month Mintel's GNPD focuses on new product development in the snack sector, in particular salty snacks, meat snacks and popcorn.

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Woolworths' \$1 million giveaway to shoppers; More on the Costco Auburn opening.

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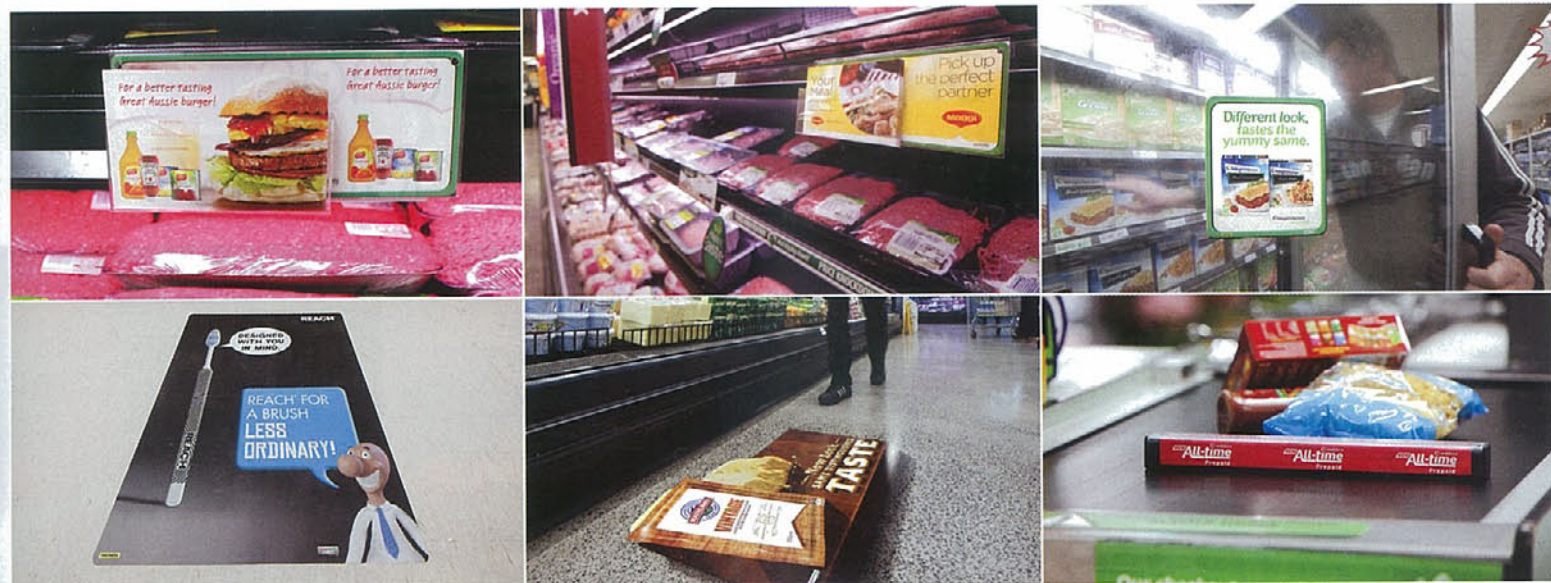
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## Ideas and inspiration

The proliferation of high-quality advertising opportunities within the hallowed aisles of Australian supermarkets in the past five years has been a silver bullet for grocery marketers looking to influence purchasing decisions.

However, building your brand's presence in the grocery store is not as automatic as buying a DPS in a magazine or purchasing a 30-second slot in 'Australia's Funniest Home Videos'.

Supermarkets are not in business simply to sell advertising space and are not going to jeopardise their in-store environment for the sake of a few ad dollars. The onus is firmly on the marketer to both improve the shopping experience for consumers and deliver category growth to the retailer.

Advertising that simply seeks to persuade shoppers to buy one product instead of a rival's address neither of these aims and is unlikely to see retailers open up their full suite of in-store options.

Get it right and the potential inventory available to advertisers is extensive. Brands present their messaging on floor advertising and on shelf units; 3D executions can maximise the impact of the creative; recipe cards or leaflets allow brands to give shoppers information about products, recipes and promotions; product demonstrations bring ideas and products to life in-store; ads on in-store radio cut through visual clutter; and products can gain space on gondola ends.

However, for extensive in-store activity to be given the green light, it has to benefit both the shopper and the retailer, as well as the advertiser.

### Dealing with dinner

Taste testing and product demonstrations are an obvious way to do this, but enhancing the shopping experience can be as simple as providing ideas that will help to make tonight's dinner more interesting. By using advertising to present inspiration and meal solutions, marketers can prompt shoppers to head to aisles they wouldn't normally visit, or consider new product categories, thus meeting the retailer's objectives, too.

Recent research conducted by TorchMedia and ShopAbility has shown that most shoppers looking for dinner tonight start in the meat aisle. About 40 per cent of shoppers will have a regular repertoire of ingredients they buy, but are prepared to deviate from their regular shopping list, while 44 per cent are very open to influence on accompaniments.

The research revealed that just three per cent of in-store meal decisions are made in accompaniments aisles. This makes the meat section an obvious location for marketers to attempt to influence shopping decisions.

By offering inspiration and using advertising to help move customers around the store, marketers can also help retailers conquer aisle avoidance. For example, shoppers can be enticed into the soft drink or corn chips aisles by suggestions of nachos for dinner in front of minced meat.

Heinz and Golden Circle recently turned a simple meal solution into a shopping trip that took in several aisles and filled the basket. Advertising for their 'Great Aussie Burger' not only used multiple locations in-store, it also featured multiple products, encouraging

shoppers to add canned pineapple, beetroot, orange juice and tomato sauce to their hamburger purchase. In this example, the advertiser is not simply persuading shoppers to buy its brand, it is also helping to grow basket size.

### Modern marketing

In the modern in-store environment, the presentation of ideas and inspiration to shoppers can take many forms. Brochures allow customers to take away cards with recipes or information and have long been an effective way of communicating with shoppers in a more in-depth way.

However, the emergence of smartphones has made QR codes a more viable and engaging option for marketers in-store. With a quick scan of the phone, shoppers can access a variety of information and inspiration or enter competitions or promotions.

This is yet another weapon at the grocery marketer's disposal but, regardless of the myriad advertising opportunities a brand employs, campaigns should seek to answer the same two important questions: Does the advertising enhance the shopping experience, thus building a stronger relationship with consumers? Will it benefit the retailer in terms of increased overall sales and basket sizes?

When campaigns are effective and category growth is created, the benefits are significant. Brands need to contribute to a retailer's success if they want to slow the proliferation of own label brands and move away from strategy defined solely by price.

More importantly, though, campaigns that help the retailer's business objectives open the door for marketers to try even more engaging activity in-store. ■



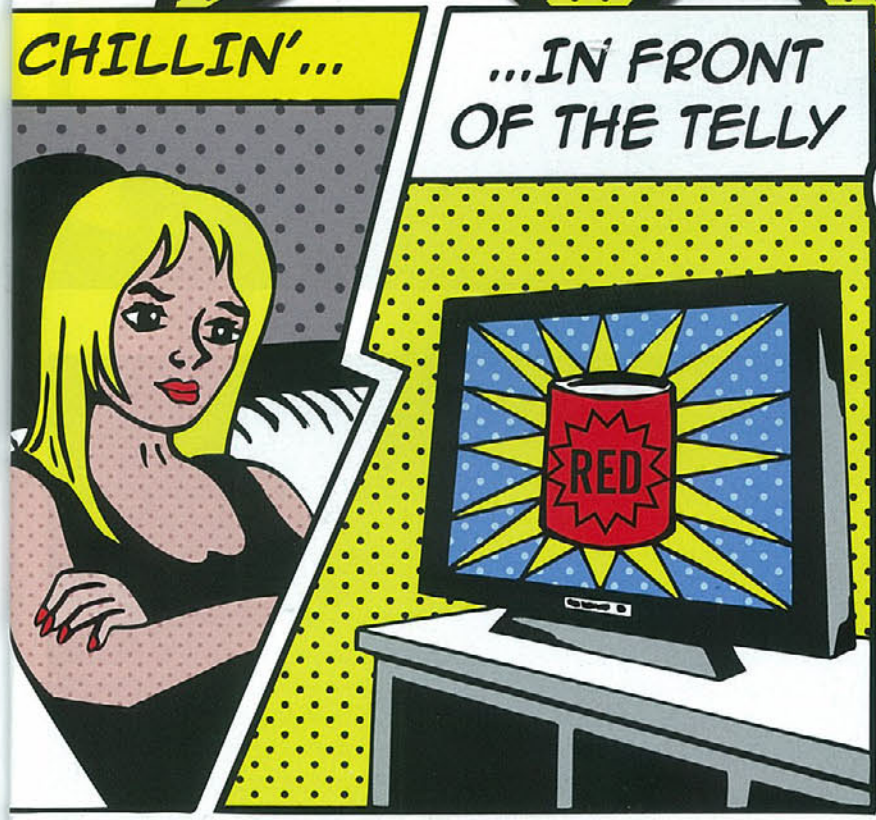
**Kirsty Dollisson**

General Manager  
Marketing & Commercial  
TorchMedia

“Brands need to contribute to a retailer's success if they want to slow the proliferation of own label brands”

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