

Strategic Use of Trade Funds Will Reinforce Brand Value While Driving Retail Depletion

Situation

- Wine and Spirits suppliers invest heavily in online advertising & marketing to build brand awareness.
- Social Media marketing is designed to drive direct to consumer sales but there's no "Buy" button on Instagram for Wine & Spirits.
- Wine and spirits brands produce millions of dollars of POP materials to help drive retail depletion, because in store messaging works.
- However, a significant percentage of these materials never leave the distributors warehouses rendering them worthless.
- Suppliers have become more reliant than ever on chain retailers and traditional grocery outlets to drive case movement.
- These retailers use coupons and weekly promotions to drive sales, forcing wine and spirits brands into the same cycles CPG marketers face to drive short term sales.
- Although coupons and retail price promotions do drive sales in the short term, these tactics erode margins and train consumers to wait for sales and ultimately impact brand value.

Opportunity

An affordable three-tier compliant digital merchandising system would:

- Allow Wine & Spirit suppliers to use their trade funds to strategically reinforce brand messaging, and tell their stories, while still driving depletion.
- Leverage suppliers' investment in digital marketing to augment traditional in-store POP materials with an efficient, effective and versatile method of delivering brands' messaging where shoppers can purchase their products.

Resulting Benefits

- Delivers Availability, Visibility and Advocacy.
- Closes the messaging gap between the home, mobile devices, and the store by delivering crucial product information to shoppers when they're ready to buy.
- Eliminates costly waste of unused POP materials sitting in warehouses.
- Moves products off the shelf to a secondary location in front of an eye-catching digital, merchandised display.
- Encourages product discovery and trial.

Required Features

- Delivers remotely managed digital brand messaging prominently displayed in front of product in retail stores.
- Enhances shopper engagement with interactive content such as drink recipes, tasting notes, and food pairings to entice shoppers.
- Creates an environmentally friendly, i.e., "green," alternative to paper and plastic based POP signs.
- Requires no capital expense.

Next Step

TO LEARN MORE,
CONTACT:

Martin Amadio



mamadio@inityinstore.com

201-747-8090