



# Client Management Award

Gold and silver were the stand out case studies with two very differing stories to tell - that between them show the remarkable power of forward thinking field marketing.

## Gold: Service Innovation Group and Conair

Conair is the company behind such names as Cuisinart, Revlon Electrical, TRESemmé and BaByliss. BaByliss is a leading manufacturer of personal care appliances from hairdryers, straighteners, tongs and crimpers to hair clippers and trimmers, women's hair removal products and beauty appliances. The product range also includes hair brushes and hair accessories such as scrunchies.

Service Innovation Group (SIG) and Conair started out with a trial relationship in 2008. This relationship has grown massively and rapidly through results-based trust to the point where in 2009-10 SIG was already responsible for a high percentage of Conair's BaByliss turnover via its two most important retailers. The figures behind this relationship cannot be disclosed here, but judges commented that the seamless client management was business critical at a pitch that was significantly greater than any other entrant.

In the UK, Boots and Superdrug are the two largest retailers of personal care products with combined retail sales of some £85m in hair accessories alone. Conair is the exclusive branded supplier of everyday and fashion hair products to both these accounts.

The BaByliss range comprises between 260 and 348 products, depending on store size and location. It is highly complex and the average unit size is small. Conair's challenge is to install, replenish and merchandise BaByliss fixtures and products constantly in 220 Boots stores and 776 Superdrug stores. SIG provides a completely paperless full service programme which underpins Conair's sales and marketing objectives while being fully compatible with its environmental ethos.

SIG has a team of 260 merchandisers, with six area managers, who make predominantly weekly visits to BaByliss's Boots and Superdrug outlets. Covering every aspect of in-store merchandising and compliance, their tasks are to deliver and maintain fixtures; install new ranges; manage and replenish stock; implement promotions; place new products; merchandise to the appropriate planogram and display POS material. They also liaise with store staff and make frequent presentations to them, for example on forthcoming promotions. In Superdrug stores they are responsible for re-ordering BaByliss stock as well.

Every aspect of this work is managed using SIG's own web-based BOOST system, accessed via the PDA that each merchandiser carries, a participating manager's mobile device or a PC. This is backed up by SIG's telephone help line for the field team and retail staff. All team briefings are disseminated electronically. Journey planning - itself a huge element in reducing the environmental impact of SIG's service - is optimised by BOOST. This ensures that the maximum number of visits can be made, and the greatest impact produced, with the lowest achievable mileage.

All call data is immediately available for review by SIG and BaByliss management. This instantaneous reporting means that BaByliss merchandise managers in the field can access real time data and deal with any exceptions or problems immediately. What's more, they can frequently do this by checking the system and then making a telephone call, obviating a great deal of travelling. BOOST's real time reporting also enables Conair to manage the merchandisers by flexing the call intervals for each outlet. This ensures that overall resources are optimised to respond to market conditions in any place at any time.

BaByliss and SIG enjoy daily multi-level contact based on the system while access to BOOST is also available for Boots and Superdrug managers to view what is happening in their stores. This facility saves travelling between BaByliss and the retailers' head offices. In effect the BaByliss team is able to manage the entire operation without leaving their desks.

Last but not least, all the field team's HR reports, such as mileage travelled and hours worked, are made via PDA to SIG's head office analyst.

Through this process SIG evidenced almost no out-of-stocks; fully co-ordinated, frequent, regular deliveries; 100% compliance; assured and authoritative brand presence at all times; and effective category management in every one of nearly 1000 stores.

According to Conair's Graeme MacPhee, "An average four month lead time for our products means that reliable forecasting is of fundamental importance to our business. SIG's stock management and full reporting are the cornerstones of this and ensure that out-of-stocks are kept to an absolute minimum. SIG's solution offers Conair the opportunity to micro manage proactively (by store, by product, by range, by price or any combination of these) a highly intensive SKU range on, effectively, a minute by minute basis. The paperless web-based reporting tool assists significantly in the effective management of a large field-based team of hundreds of merchandisers enabling the eradication of time- and resource-draining superfluous retail store visits. SIG's in-store merchandising and stock management have been instrumental in our increased UK sales and additional space allocation in Boots stores."



## Silver: eXPD8 and Sainsbury's Entertainment

eXPD8's rapid rise as a force in FM is not as well known as it might be. Few agencies are making enough impact to garner special praise from someone as highly regarded in grocery as Justin King. A fascinating case study showed how the agency and client turned the distribution and market decline threat posed by the demise of EUK, Woolworth's and Zavvi into an opportunity for the category at grocery retail.

The story charted the replacement of Sainsbury's reliance on EUK and its associated FM team and took control of its supply chain.

A relationship developed that saw eXPD8 compliance management installed at Sainsbury's HQ.

Part of the process has seen a new initiative in web-based 'space management' hailed as revolutionary by Sainsbury's.

The success story has been underpinned by some remarkable statistics. Overall Home Entertainment sales were 26% up year on year (despite the period of disrupted supply), with star contributors being Music +12% against a declining market, DVD +24%, Books +8%, and Games + 53%.

### Client Management Award

Entrants will show how the agency and brand has developed an advanced client relationship by working to deliver campaign success underpinned by at least 3 of the following: real time reporting and results transparency; CRM systems; Campaign Relationship Management leading other advertising, sales

promotion, or direct marketing agencies for the brand; Client/Agency commitment to lessening environmental impact; efficient collage; reduced mileage; fuel efficient vehicles; provision of retail insight; provision of critical business data...

**Bronze Awards:** FDS and Krispy Kreme; Logobrand and Douwe Egberts.  
**Finalists:** Fieldsmart, P&G; Gekko, Sky

**Previous Winners**  
2009 FSS, Cadbury;  
2008 Logobrand, Sara Lee;  
2007 IMS, Colgate Palmolive