



The Last Word

On seasonal marketing

Love it or loathe it, grocery shopping is an integral part of everyday life and it is around this time of year that a trip to the shops comes with added significance. As shoppers hurtle headfirst into the Season of Good Will, their minds have usually begun to turn away from buying the boring basics, towards stocking up on turkeys, crackers, decorations and other such jolly paraphernalia.

Christmas shopping has long been seen as a source of significant stress: who really has time to fight their way through the crowds for the last box of mince pies when they've got family arriving, presents to wrap and – inspired by those TV chefs – cranberry sauce to make? And for retailers too, all the extra in-store activity brings its fair share of headaches.

However, it is at these busy times that retailers and brands alike can really rely on the expert abilities offered by field marketing teams. The festive period continues to be a most crucial time for the grocery multiples and their suppliers and it is therefore essential that, in order to enhance customer experience, every element of the marketing strategy is exactly right.

Building on a solid working relationship with stores forged throughout the year, field marketers are able to take the reins in-store, and act as reliable and proactive brand ambassadors to bring about the most effective benefits. By overseeing distribution and availability of particular products, improving POS visibility, integrating with other marketing channels and participating in customer engagement, these core teams of merchandisers can sustain sales growth, driving sales and ensuring compliance.

Combining an in-depth understanding of their brands with timely and reliable in-store implementation of promotional campaigns, for example on pre-paid gift cards or seasonal confectionery, skilled field marketers will seize and enhance trading opportunities, while ensuring the shopper the best possible experience and easing the load for retail staff.



Tracey Bagshaw
Managing Director UK
SERVICE
INNOVATION
GROUP