

NEWS RELEASE



Penny conscious shoppers being short-changed by poor in-store compliance

Cost of shoppers 'missing' in-store promotional offers is estimated at £400m in lost sales

Monday, 19 May 2008 – Many shoppers are being short-changed, due to poor in-store Point-of-Purchase (P-O-P) compliance, according to retail marketing trade association POPAI UK & Ireland.

The announcement, timed to coincide with the 2008 IN-STORE SHOW, claims that many shoppers in the UK are often unable to find in-store offers and promotions as a result of poorly sited or non-implemented in-store P-O-P material.

POPAI UK & Ireland director general, Martin Kingdon, said: "The importance of P-O-P to the shopper should not be underestimated. In the current economic climate, an increasing number of savvy shoppers are searching out in-store promotions to save money. Similarly, retailers are working hard to constantly lower prices and deliver special offers. But despite this, poor in-store compliance often means that the true potential of in-store promotions often remains unfulfilled, for both the shopper and the retailer."

According to research commissioned by POPAI UK & Ireland through Storecheck Marketing, 20 per cent or more of in-store P-O-P material fails to make its mark.

In order to identify where the issues lie, and to make sure that as many shoppers as possible get the chance to reach in-store offers, POPAI UK & Ireland, Storecheck Marketing and IN-STORE magazine are to launch '*Benchmarking for Success*' at the 2008 IN-STORE SHOW. The initiative, designed to collect information on P-O-P compliance from any and all companies placing and tracking in-store display placement, follows the recent publication of a Market Intelligence report by POPAI UK & Ireland, in association with Storecheck Marketing, which showed that buyers and store managers agree that at least £400 million is lost every year, as a result of P-O-P not being correctly positioned, or in many cases completely failing to make it the last fifty yards of its journey, in-store.

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Notes to Editors:

- POPAI is an international trade association for companies involved in P-O-P & retail communications, representing an industry worth over £1bn per annum
- POPAI is dedicated to serving over 1800 members internationally, by promoting, protecting and advancing the broader interests of P-O-P through research, education, trade forums, networking and legislative efforts. POPAI UK & Ireland currently has over 200 members.