

Insight to Action the Perfect POS

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How Mondelez built a culture of POS excellence.

- How has Mondelez's mission to convert more shoppers through stunning visibility at the point of sale progressed.
- Why Mondelez built a global online platform to ensure all local markets have the tools to execute with excellence.
- How the SellCheck platform became instrumental in enhancing POS effectiveness across the globe.
- What are the four key attributes of effective shopper communication.
- The importance of secondary display and the need to carefully consider its location.



Mondelēz
International
SNACKING MADE RIGHT

INSIGHTS TO ACTION WITH PERFECT POS

Marie Burke – Mondelēz
Rich Butwinick – SellCheck



OUR BUSINESS AND BRANDS

2018 net revenues of
approximately **\$26**
billion

Approximately
80,000
employees

Products sold in
over **150**
countries

Investing over
\$800 million
to positively
impact people and
the planet in local
communities*



* Includes ~\$450MM in donations, both cash and products since 2012 and a \$400MM investment for our Cocoa Life program

CREATING THE PERFECT POS

We spend over
\$500M
per year on POS

Insight to
Activation

Lack of **tools** globally
to understanding the
impact of comms on POS
and not personal opinion

Replicate Best practise
across the organisation to
deliver consistency of
execution to **drive**
category and
brand growth

The logo for 'sellcheck' features a square icon with a checkmark inside, followed by the word 'sellcheck' in a lowercase, sans-serif font. The 'sell' is in black and 'check' is in orange.

to provide the objective assessment and systemization
for evaluation

THIS IS SELLCHECK



- A proven methodology for testing creative's effectiveness using a combination of behavioral science and marketing expertise.



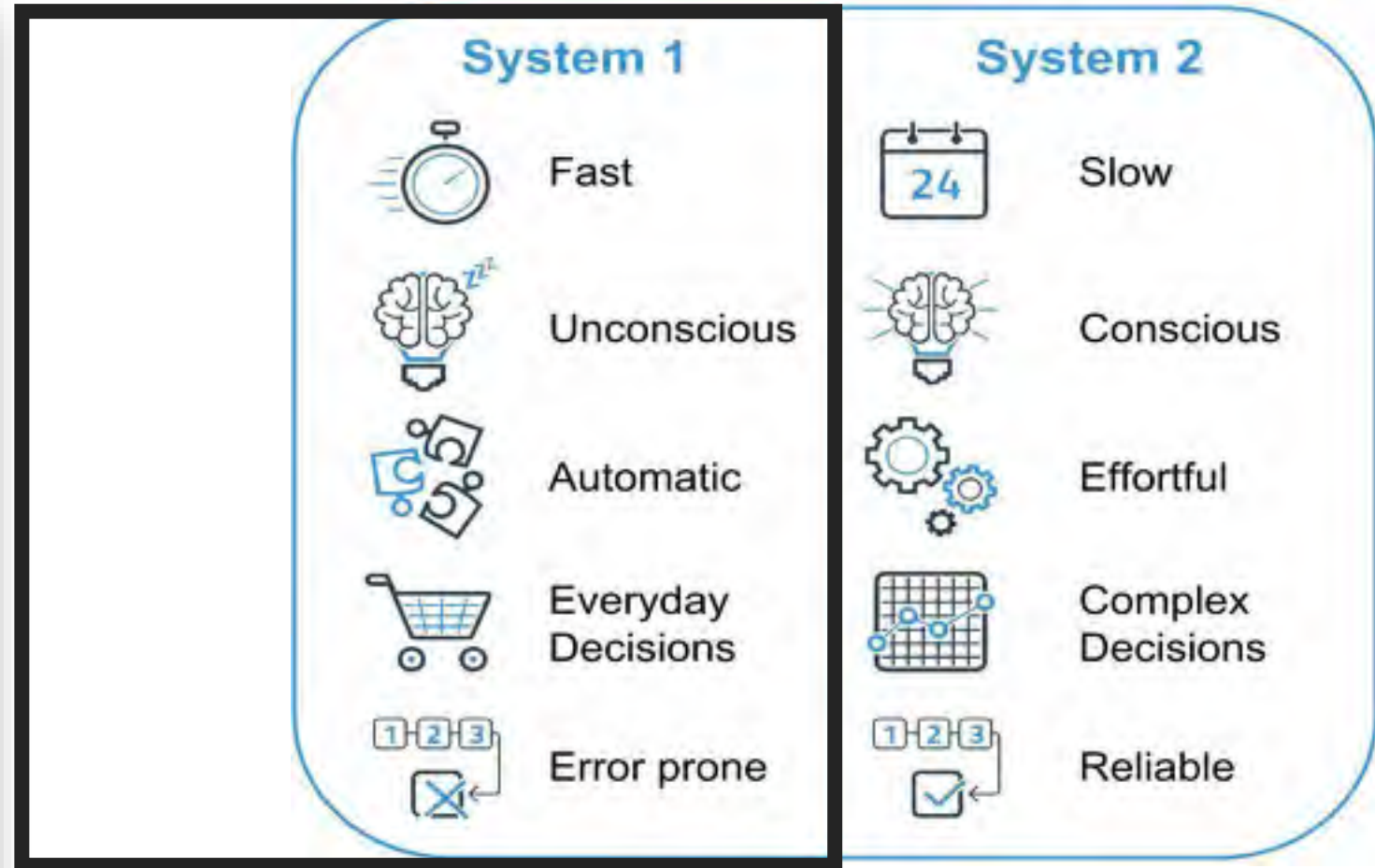
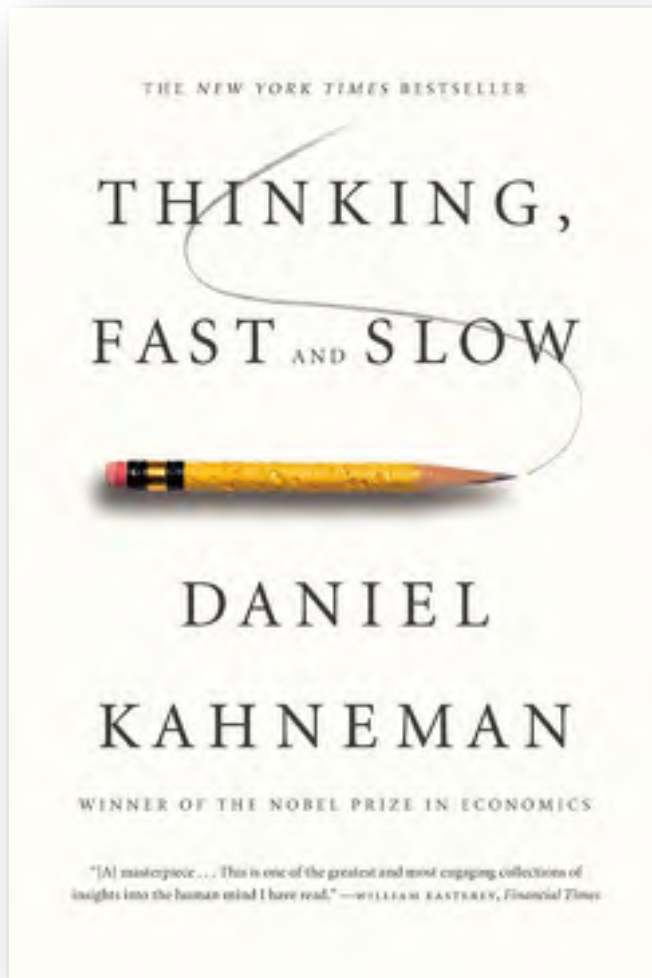
We give objective recommendations to improve the creative.



The result is an improved shopper experience and sales lift.

DESIGNING FOR THE SHOPPER MINDSET

SellCheck assess how shoppers will react in shopper mode (System 1)



FOUR KEY ATTRIBUTES OF EFFECTIVE SHOPPER COMMUNICATION



Command

Hey,
notice me!



Connect

You remember
me, right?



Convey

I have
great news.



Close

Lucky we
crossed paths.

CREATIVE IMPACT ON SALES INCREASE

In eight out of nine tests, 89% correlated the higher sales lift with the highest SellCheck score.



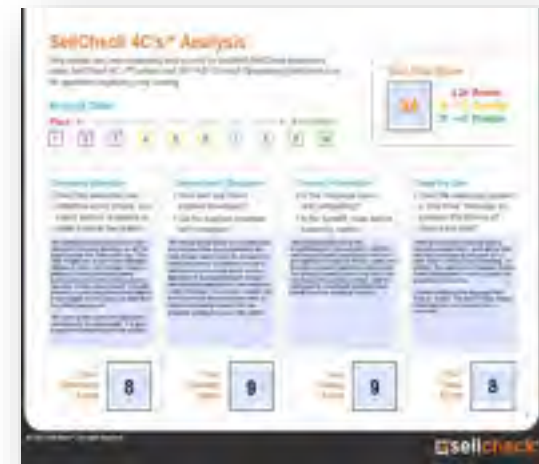
SELLCHECK REPORT AND SCORING GUIDE



Executive summary with index rank



VAS eye-tracking pages



4C's analysis with validation and recommendations



HIGHER SELL CHECK SCORES DELIVER HIGHER SALES UPLIFT - FACT

25



31



24



31



27



33



Proven test results show an lift from

3% to 15%

**IMPORTANCE OF GETTING IT
RIGHT
IN-STORE**

SPEAKING TO SHOPPERS IS VERY DIFFERENT FROM THE WAY WE COMMUNICATE TO CONSUMERS



CONSUMER



SHOPPER

JOB	Get In Her Heart	Get In Her Cart
MESSAGE	Reason To Buy	Reason To Buy Now
INSIGHTS	Who She Is	How She Shops
CONTENT	Emotional Leads, Functional Benefits Support	Functional leads, emotion supports



**Generate
DEMAND**

**Drive
CONVERSION**

WE HAVE CREATED A SIMPLE 3 STEP PROCESS TO BUILD CAPABILITY AMONG THE PPOS COMMUNITY – INSIGHTS TO ACTIVATION

THE BRAND ECOSYSTEM: 3 STEPS for In Store Excellence

IN STORE GALLERY



STEP 1 Get inspired and view the Instore Gallery to see best-in-class activations

DESIGNING BEST-IN-CLASS POS

10 POS DESIGN PRINCIPLES

STEP 2 The 10 Principles of POS design for delivering in store excellence



SELLCHECK

- ✓ **COMMAND**
- ✓ **CONNECT**
- ✓ **CONVEY**
- ✓ **CLOSE**

STEP 3 See validated designs in the Sellcheck library and submit your own

WHAT MAKES MONDELEZ SUCCESSFUL

- Commitment of brand managers and senior-level leaders to creating superior in-store marketing
- Willingness to train marketers and their agencies on the criteria for creative effectiveness
- Desire to collect data on their creative performance and apply the learnings to improve
- Expectation that the criteria is adhered to and testing used
- Shares wins and success stories.

WHAT THE MARKETS THINK

“The secret to success of Sell Check is **it’s simplicity**. Since we started using SC the turnover in the core user population would have approx. 50% (moved to other roles).

Through this we have steadily built our capability and scores - SC has been **the primary enabler.**”

Jake Smith – Global Director Perfect Store

“Sellcheck has been invaluable to us in getting the most out of our POS and key visuals. From the Managing Director down, everyone can see its worth and has bought in completely to the process”.

Maggie Muszynska
Perfect POS lead UK &Irl

“Sell check is a great tool to support our communication with the Shopper, on a way that guarantee we have the correct call to action, colors, size. This also can support sales team when showing customers on arguments for in store implementation”.

Lillian Anjos – Perfect Store BRAZIL

KEY TAKEOUTS

- Understand that creative effectiveness impacts sales performance.
- Know the criteria for creative effectiveness, apply the objective science.
- Test your work before it goes to market
- Measure the impact, , track the data.
- Senior Sponsor

