



Q1 2017

With the monumental rise in snacking NPD, the CSN category is quickly becoming an incredibly competitive arena (The Grocer, 30 March 2017). The shopper is no longer faced with the simple task of choosing from a select range of snacks; now brands must be savvy as to the best way to achieve cut through in store. We've looked at how brands fought to be the snack of choice in Q1 when appealing to the modern shopper's basic instinct: the desire to snack.

Creative, creative, creative

With limited branded media available it's important to get creative right. It's been a mixed bag of good and bad creative in Q1. Hula Hoops have made two simple mistakes with ASDA's branded barker: Their chosen background colour (red) exactly matches ASDA's shelf strips, losing the barker to the backdrop. In addition, they've used the copy 'I've got my hands full', from their ATL, which has little relevance in-store. This neither stops the shopper nor holds their attention. By contrast, Propercorn and Walkers Mediterranean use bold colours and simple messages, focusing on differentiators that have clear quality and taste connotations in-store. If you're using branded media in a competitive category, make sure your creative can cut through effectively.



The winning mechanic

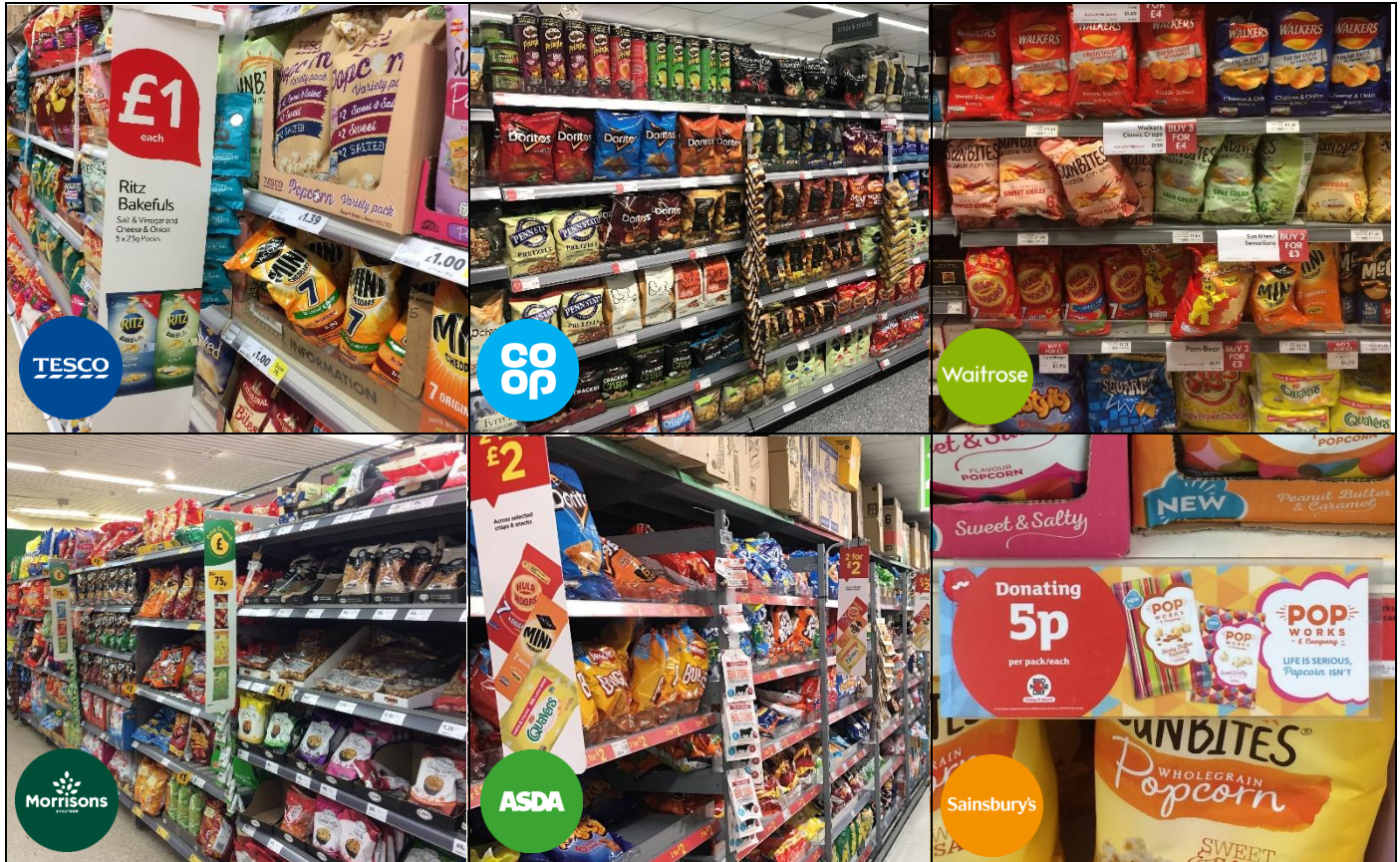


CSN is seeing a rise in sharing bags and Walkers are leading the charge with their re-sealable Sharing Pack. Coupled with innovative bag design, they have used a strong on-pack win mechanic to aid their launch. They've taken one of the most effective tools available to ambient brands, a branded shipper, and used bold colour with a simple competition mechanic to stand out. This has been continued in their FOS execution and several other branded touchpoints. What sets them apart is their use of templated media. For most retailers POS only allows packshots, Walkers have leveraged the on-pack win messaging and activated media that allows the largest packshot: aisle fins. A clever way of using media to keep win messaging simple and clear all around the store.



the Super Six: retailer comparison

When comparing the CSN category aisle in the Super Six a few observations can be made:



As POS has become more templated (with the exception of ASDA which only briefly flirted with the idea) we've seen a rise in the number of aisle fins being utilised in the CSN category. In some retailers, such as Morrisons, these are the only piece of in-store media that can be activated but for others they're an excellent way of displaying your packshot in the most prominent way possible. Activating in partnership with retailer events, such as Sainsbury's Red Nose Day partnership, means brands may unlock branded media from POS that is usually templated or not even part of the toolkit, although it should be noted that this isn't always the case. From Capture's results database, we see that aisle fins work in driving SKU uplift and ROI but the watch out is when booking in convenience stores, where we have seen compliance be a problem.

key learnings

With so much competition at shelf and for such varied products, brands need to ensure they're using everything at their disposal to stop the shopper in their tracks and get them to pick up their product. This ranges from choosing the templated POS that is going to be most effective, using your creative well on branded media and ensuring that when a shopper finds your brand they know exactly why they need to pick it up. Simple and relevant wins every time.