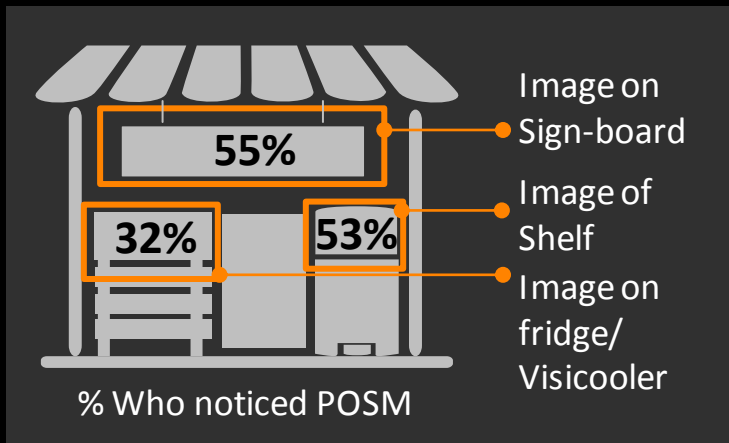


5 INSIGHTS

YOU NEED TO KNOW ABOUT TRADITIONAL TRADE

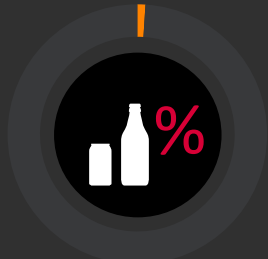
FRONT STORE IS THE GOLDEN GATE



SHOPPERS ARE GONE IN 90 SECONDS



SHOUT OUT YOUR PROMOTIONS



IF RETAILERS MAKE RECOMMENDATION TO SHOPPERS



2 IN 3

shoppers will follow

SHOW RETAILERS WHERE THE MONEY IS

RETAILER CONCERNS



Consumer Off-take



Competition from other retailers



Revenue/Margin



Stock quantity/
stock price/
sufficient stock



SHOPKEEPERS

10%

Recommend to shoppers when product is out-of-stock

10%

Engage shoppers in conversation about product feedback, price, new launches

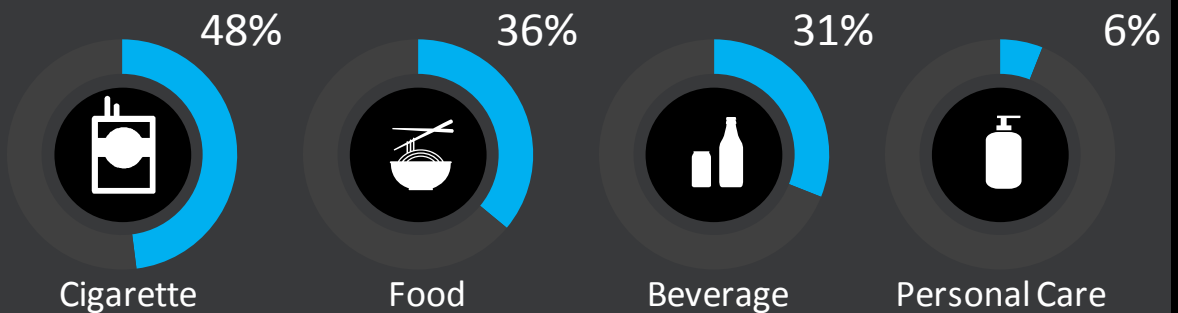
DISRUPT THE TRANSACTION

BY PARTNERING WITH OFTEN-BOUGHT CATEGORIES



46%

MALE SHOPS AT TRADITIONAL STORES

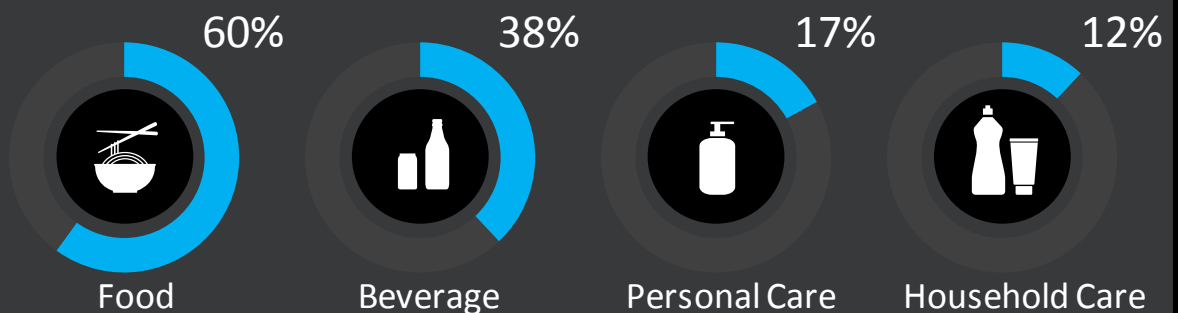


BY PARTNERING WITH OFTEN-BOUGHT CATEGORIES



54%

FEMALE SHOPS AT TRADITIONAL STORES



95%

planned purchases

BUT

IN

60

SECONDS WHEN SHOPPERS ARE IDLE YOU CAN



SHOPPERS

SMS promo exclusive in TT



PG

Hand out a product sample



SHOPKEEPERS

Mention there's a new product or a promo item



IN-STORE COMMS

Play a 15 sec TVC 4x via LCD display