



“Get to know your customers like close friends.”

Convenience Stores

When it comes to categories purchased from and which brands of convenience store, FMCG MAP allows for extensive cross-channel analysis. Channel ‘leakage’ identification, comparison of shopper behaviour in relation to supermarkets and other retailers such as milk bars and newsagents are particularly important for understanding channel usage beyond supermarkets. Additionally, as grocery shoppers become increasingly time poor, what channels are used for their ‘top-up shop’?

FMCG MAP also facilitates an array of segmentation tools. The depth and breadth of the segmentation allows comprehensive profiling of category and brand users/non-users.

- Geographic – such as state and metropolitan versus regional breakdowns. (Detailed mapping projects can be undertaken in addition to the standard subscription)
- Demographic – such as gender, age, lifecycle, occupation, income, household structure
- Psychographic - such as attitudes to shopping and products, aspirational consumer segments and Roy Morgan Values Segments¹
- Behavioral – such as activities participated in the last 3 months
- Media Planning – the ability to more effectively target media with media behavior

Powerful Asteroid Windows software.

FMCG MAP is provided on disk with user-friendly data analysis software. Called *Asteroid*, this software ensures the data can be re-cut and re-analysed to suit changing business needs.

As an integral part of your subscription, Roy Morgan’s specialist analysts will provide ongoing training, value-added service, including workshops and presentations, and agency training and service. Our approach in structuring our services is to ensure that we meet the KPIs of an organisation in measuring our key deliverables.



Key applications include:

- Market Segmentation - by any combination of demographics, geography, frequency, lifestyle or attitudes
- Market Opportunities - line extensions, new product development, new distribution channels, new markets, strategic alliances
- Profitability – measure best returns on investment in product, channel and promotions
- Trends over time – track changes in share, awareness, satisfaction, likelihood to switch
- Communications strategies – readership of newspapers/magazines, TV programs watched, promotional vehicles
- Developing loyalty - market retention and expansion strategies

In-house demonstration

To fully appreciate the power of FMCG MAP call to arrange a free in-house demonstration.



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¹ Developed in conjunction with Colin Benjamin - The Horizons Network.

Discover your edge.

FMCG MAP

How to make your fast moving consumer goods move even faster.

FMCG MAP (Marketing and Advertising Planner)

FMCG MAP provides manufacturers, marketers and all those interested in building the value of their brands with critical information that helps:

- build, plan and manage the category
- plan, position, analyse and market

Whether you're in the business of marketing food, non-food or beverage brands, FMCG MAP provides valuable insights to help drive growth.

Over 150 categories are measured every week, many to brand level:

Grocery – meat, fresh produce, dairy, beverages, dry groceries, frozen products, pet food

Personal Care –skincare, hair care, personal hygiene, cosmetics, toiletries, oral care

Household - laundry, kitchen and bathroom cleaners

Impulse – ice cream, beverages, chocolate

FMCG Measures include:

- Consumption
- Channel
- Frequency
- Share of Trolley
- Share of Throat
- Expenditure
- Volume
- Loyalty
- Trialists
- Rejectors
- Brand Health
- Brand Equity
- Brand Image

“80% of those who bought bread also bought milk from a C-Store”.



World's largest consumer database.

Every weekend Roy Morgan Single Source interviews over 1,000 people aged 14+ from both metro and country areas, interviewing them face-to-face and leaving behind a detailed self-completion survey.

All this information from over 50,000 people per annum, interviewed face-to-face, and around 25,000 self completion surveys, provides clients with a total understanding of consumers in the marketplace.

In addition to all the hard statistical data, Roy Morgan Single Source is incomparably valuable in providing in-depth insights into consumer behaviour and attitudes:

- Attitudes to food, health, exercise, recipes, diet, fat, cholesterol, organic food, cooking
- Lifestyle/behaviours –dining out, fast food, sporting activities, shopping, entertaining



“The consumer goes to the fridge. The buyer goes to the shop.”

Shopping Behaviour

- Grocery Buyers – main or shared
- Supermarket – main store plus others used
- Expenditure on groceries in last 7 days

Combined with the appropriate FMCG module/s these measures provide an understanding of which channels are most popular for segments and brands. Understanding the supermarkets’ ‘profitable’ or ‘loyal’ customers and what they are consuming will help you argue for better shelf positioning and/or ranging.

More detailed shopping behaviour information such as time of day/day of week or frequency of shopping can identify day-part gaps and opportunities in stock levels. These insights will become critical to category and brand planning.

Products bought in the last 4 weeks

Insights into consumer repertoire go well beyond pure basket analysis. This module is made up of three broad grocery segments:

- Food including infant formula, baby food, tea/coffee, cold drinks, dairy, desserts, meat, fruit, vegetables, rice, pasta, spreads, breads, cereals, snacks, and pet foods
- Personal products
- Kitchen, laundry and household products

Cross-category repertoire is a powerful tool in identifying promotional opportunities, in-store position and identification of potential alliance partners.



“36% of grocery more of the store than well known”

Foods eaten in the last 7 days/Cuisines like to eat

For further insight into consumption, Roy Morgan Research is able to provide two modules outlining foods eaten in the last 7 days and consumer’s favourite foods. Importantly, who drives purchase - the purchaser or the consumer? This module delivers an understanding of these drivers of choice amongst grocery buyers and non-buyers. It provides an extended platform of knowledge into consumption habits as well as the measurement of the food preferences of brand targets. This is a useful tool for identifying opportunities in non-grocery channels, as it highlights the ‘vehicles’ for many products.



