



# “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 Segments<sup>1</sup>
- 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.

## In-house demonstration

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

## 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

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# 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, 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”.**



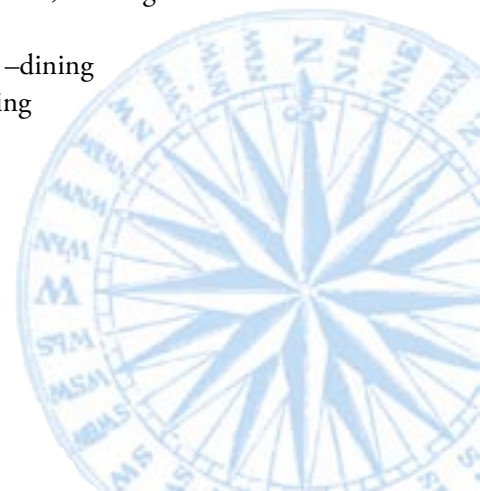
### World's largest consumer database.

Roy Morgan International believes that if you want to know everything about a person, you should ask all of the questions of the *same* person – a single source.

Roy Morgan Single Source operates in USA, UK, Australia, New Zealand and Indonesia, collecting information from a representative sample of people aged 14 and over.

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







### Accurate answers at your fingertips.

- Who is consuming your brand or your competitor's brand?
- What is the profile of your core consumer, their demographics, attitudes, lifestyles?
- Who are your non-consumers?
- What is the brand repertoire amongst your target?
- Who are 'heavy' consumers and how loyal are they?
- Which market segments are in growth (or decline)?
- For growing brands, who's buying them and for declining brands, who's not buying (now)?
- Which attitudes drive the market – health, environment, fashion?
- What cuisine styles and food types do your consumer targets prefer?
- Are your brand consumers 'profitable' or 'loyal' consumers?
- What media/promotional vehicles are best for each target group?
- What is the most cost-effective media plan for each target group?
- How effective are current sponsorships and what other opportunities are there?

**Non-Alcoholic Beverages** – encompasses a comprehensive 'Share of Throat' module spanning the entire spectrum of the beverage market from waters and milks, juices and carbonated drinks, to sports and energy drinks. Measures cover beverages drunk in the last 4 weeks and 7 days and total volume repertoire for 7 days, providing insights into a myriad of consumer behaviours, product and brand preferences. Additionally, more detailed branded information is available on various beverage categories including soy and flavoured milks and white milk purchase.



*Discover your edge*