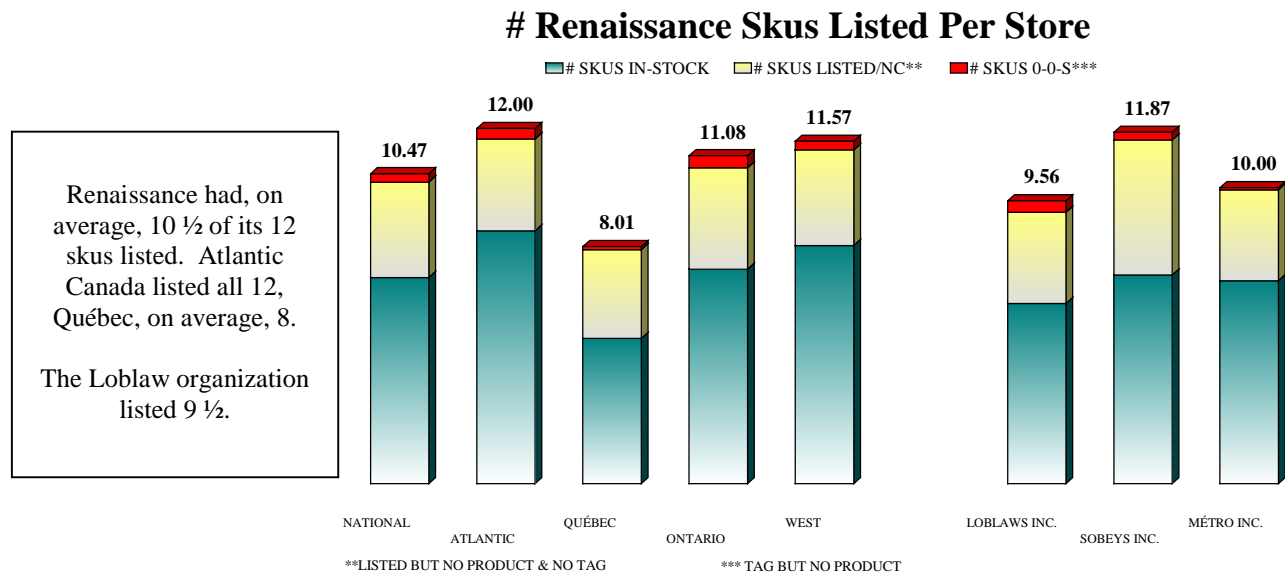


Bringing a Renaissance to Retail – A ShelfScope Case History

Da Vinci Corp. was launching a major snacking line extension to their main brand, Firenze. The new line, Renaissance, consisted of 12 skus in 2 package type formats. As major media advertising, trade and consumer promotions were to hit in 6 weeks, it was essential that the full line-up be available where listed. *ShelfScope* was enlisted to help Da Vinci ensure that this happened.

Da Vinci's sales force had done a terrific job in securing key listings for Renaissance right across the country. During one week *ShelfScope* auditors visited over 1,500 Supermarkets across the country to record the presence of any Renaissance item or shelf tag. While the work obtaining the listings was done (on average, each account had listed almost 10.5 of the 12 available skus,

Renaissance ShelfScope



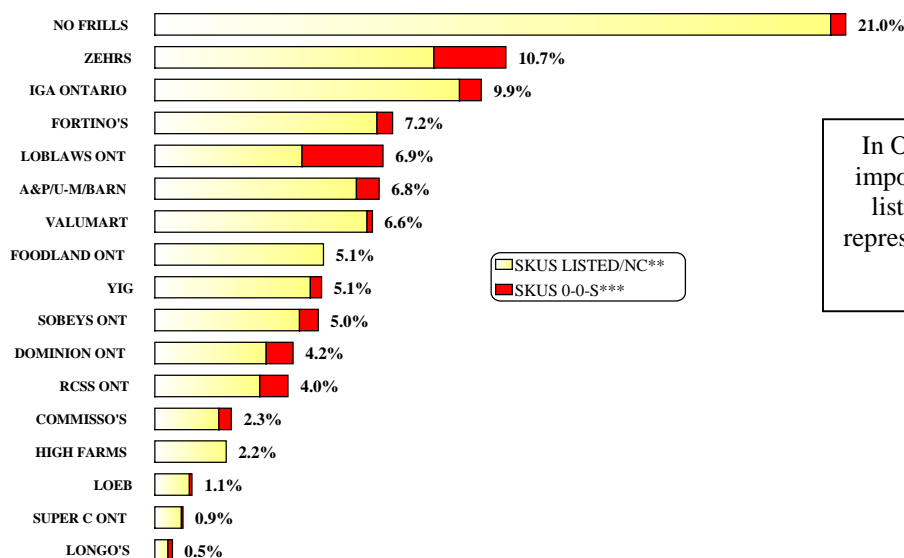
which varied from a high of all 12 in Atlantic Canada to 8 in Québec), quite clearly, the *ShelfScope* showed the priorities for completing the implementation of those listings ... getting product in front of the consumer before/when the advertising and promotion commenced!

12 new skus and 1,500+ stores makes for a lot of data to deal with! However, the *ShelfScope* results provided clear direction. First, we summarized the data into just 3 facts:

- the sku was in stock
- the sku was listed, but not "carried" as yet (listed by the organization but neither product nor a shelf tag for it were present)
- the sku was out-of-stock (there was a tag for the sku, but no product on the shelf)

Renaissance ShelfScope

Renaissance Distribution Opportunities Ranked by Banner - Ontario



In Ontario, when all-commodity importance and # of missing skus listed were combined, no frills represented the greatest distribution need to be addressed!

ShelfScope then outlined for each region, a ranking by account of the opportunity in that region (i.e. in Ontario, no frills represented 21% of the “missing distribution”/out-of-stock opportunity).

As part of the report, *ShelfScope* went even further. Each individual store was assessed on its listings versus what was available on the audit day. This allowed us to output each individual store that was missing a listed Renaissance sku in an electronic **Stores For Action!** Report ... a concise, actionable follow-up document!

Da Vinci's sales force went right to work, and in-store distribution was excellent when the advertising hit. This gave Renaissance the momentum it needed to become one of Da Vinci's most successful new launches in recent memory!

Stores For Action!
List of Stores Where **Renaissance** Listed, But No Product or Tag

BANNER	ADDRESS	MUNICIPALITY	PROVINCE	POSTALCODE	# Skus Listed But Product/Tag Not Available	Flavour #1	Flavour #2	Flavour #3	Flavour #4	Flavour #5	Flavour #6	Flavour #7
Atlantic Superstore	11 Cole Rd & Hwy 101	Windsor	NS	B0N 2T0	1							
Atlantic Save Easy	197 Commercial St	Berwick	NS	B0P 1E0	12	X	X	X	X	X	X	X
Save Easy	47 Main St & William St	Hantsport	NS	B0P 1P0	12	X	X	X	X	X	X	X
Atlantic Save Easy	260 Main St	Wolfville	NS	B0P 1X0	12	X	X	X	X	X	X	X
Atlantic Save Easy	306-316 Main St	Middleton	NS	B0S 1P0	12	X	X	X	X	X	X	X
Save Easy	451 Main St	Kentville	NS	B4N 1K9	12	X	X	X	X	X	X	X
Atlantic Superstore	9064 Commercial St & Prospect Rd	New Minas	NS	B4N 3E4	1					X		
Atlantic Save Easy	Cornwall Plaza, PO Box 760	Cornwall	PEI	C0A 1H0	12	X	X	X	X	X	X	X
Atlantic Superstore	465 University Ave & Belvedere Ave	Charlottetown	PEI	C1A 4N8	2		X					
Sobeys	Stratford Place, 9 Kinlock Rd	Stratford	PEI	C1B 1L8	1		X					
Atlantic Superstore	680 University Ave & Mapleque Rd	Charlottetown	PEI	C1E 1E3	8	X	X	X	X	X	X	
Sobeys	201 Buchanan Dr	West Royalty	PEI	C1E 1E5	1							
Atlantic Superstore	1150 Onondaga St & Duplenne St	Oromocto	NB	E2V 1B8	3				X	X		X
Atlantic Superstore	Nashwaaksis Place, 116 Main St	Fredericton	NB	E3A 1R7	4							
Atlantic Save Easy	598 Union St	Fredericton	NB	E3A 3N2	12	X	X	X	X	X	X	X
Sobeys	Brookside Mall, 463 Brookside Dr	Fredericton	NB	E3A 8V4	4				X	X		
Sobeys	Fredericton Mall, 370 Prospect St	Fredericton	NB	E3B 3C2	4				X	X		
Atlantic Superstore	471 Smythe St	Fredericton	NB	E3B 3E3	4							
Atlantic Superstore	920 Cole Harbour Rd & Caldwell Rd	Dartmouth	NS	B2V 2J5	1							
Sobeys	Cole Habour SC, 2 Forest Hills Dr	Dartmouth	NS	B2W 4G7	2		X					
Atlantic Superstore	650 Portland St & Eisener Blvd	Dartmouth	NS	B2W 6A3	2		X					
Sobeys	Westphal Mall, 100 Main St	Dartmouth	NS	B2X 1R5	4	X					X	
Sobeys	Woodside, 211 Pleasant St	Dartmouth	NS	B2Y 3R5	8		X	X		X	X	
Sobeys	Penhorn Mall, 535 Portland St	Dartmouth	NS	B2Y 4B1	2	X						

For more information to see how *ShelfScope* can assist you with your new product launch, or to discuss an in-store assessment on your brands, email info@foreknowledge.ca or call 416-693-1234.