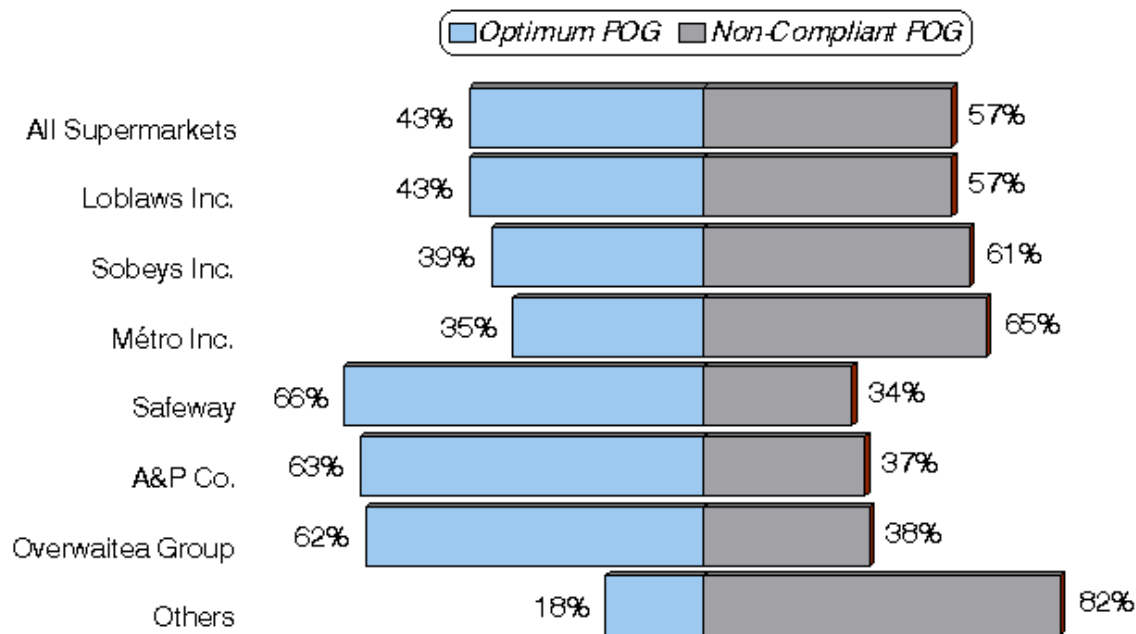


Is Your POG a Dog? POG Compliance– A ShelfScope Case History

Manufacturer Sirius has used ShelfScope extensively to monitor and analyze their aggressive launch of several new brands. Over the past two years, they introduced two new brands with a total of 14 skus in a dynamic category. For the first eighteen months, ShelfScope (Micro) helped Sirius to maximize skus carried where listed and prioritize stores with chronic out-of-stocks. Most recently, their focus has moved to maximizing planogram (POG) compliance. Sirius felt that their new skus especially, were often not in their desired position.

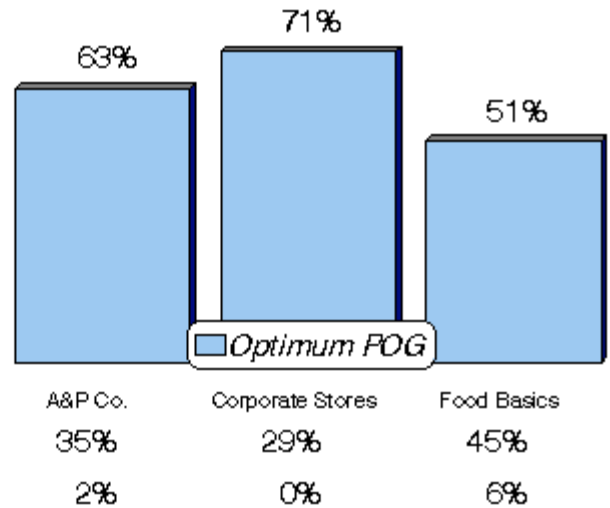
Foreknowledge was contracted to conduct a ShelfScope (Micro) to monitor the exact shelf position of each of Sirius' 14 skus within more than 1300 Supermarkets across the country. Upon completion of in-store assessments, Foreknowledge determined where the new brands were shelved in the optimum POG - a vertical block.

In theory, all major retailers had a vertically blocked POG for Sirius, but the reality was far different...



Fully 57% of supermarkets had not implemented the basic vertically blocked Sirius POG! Compliance varied widely by account. Not surprisingly, franchised independents exhibited the lowest compliance levels; but even closely controlled chains like Canada Safeway and A&P needed follow-up in many stores.

Within the A&P group of stores, 71% of corporate banners followed the vertically blocked POG, while only half of Food Basics' stores complied.



<i>SHELF 1</i>	SKU 1 - 24.5%	SKU 2 - 25.0%	SKU 3 - 17.5%
<i>SHELF 2</i>	SKU 4 - 17.7%	SKU 5 - 18.8%	SKU 6 - 12.5%
<i>SHELF 3</i>	SKU 7 - 12.2%	SKU 8 - 11.4%	SKU 9 - 13.8%
<i>SHELF 4</i>	SKU 10 - 23.7%	SKU 11 - 19.7%	SKU 12 - 18.3%
<i>SHELF 5</i>	SKU 13 - 20.8%	SKU 14 - 12.2%	

A further assessment of A&P's corporate stores indicated that within the vertically blocked POG, individual SKUs were seldom where they were designated to be. The SKU most often shelved in its designated position was SKU 2, which occurred in only 25% of stores!

Dominion Plus, 3003 Danforth Ave, Toronto

An electronic schematic of each store was provided for further evaluation by the respective key account and field sales managers. In this particular store only 5 of the 14 skus were positioned according to the POG. SKU 1 and SKU 5 were not available, with neither product nor shelf tag present.

<i>SHELF 1</i>	SKU 14	SKU 2	SKU 13
<i>TAG</i>	<i>Sku 14</i>	<i>Sku 2</i>	<i>Sku 13</i>
<i>SHELF 2</i>		SKU 3	SKU 6
<i>TAG</i>		<i>Sku 3</i>	<i>Sku 6</i>
<i>SHELF 3</i>	SKU 4	SKU 8	
<i>TAG</i>	<i>Sku 4</i>	<i>Sku 8</i>	<i>Sku 9</i>
<i>SHELF 4</i>	SKU 12	SKU 11	
<i>TAG</i>	<i>Sku 12</i>	<i>Sku 11</i>	
<i>SHELF 5</i>	SKU 12	SKU 7	SKU 7
<i>TAG</i>	<i>Sku 10</i>	<i>Sku 7</i>	

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