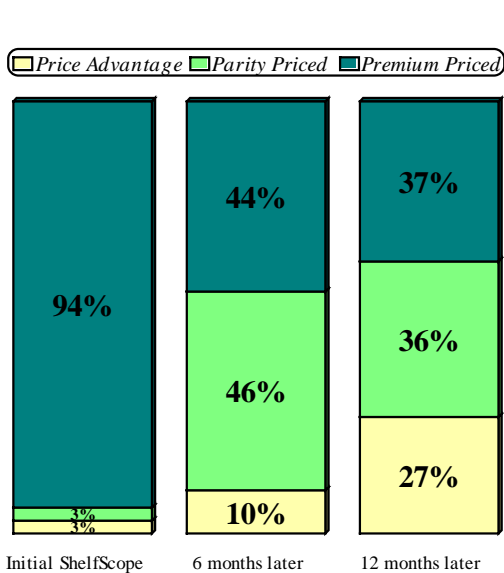


Meeting the New Competition on Pricing– A ShelfScope Case History

A manufacturer developed a new category in the OTC-medications market and enjoyed six months exclusivity with their Brand Commander before meeting with competition from other manufacturer and retailer brands. Foreknowledge was contracted to conduct a ShelfScope in 800 Drug stores across the country to determine where competitive brands were listed and their respective price points.

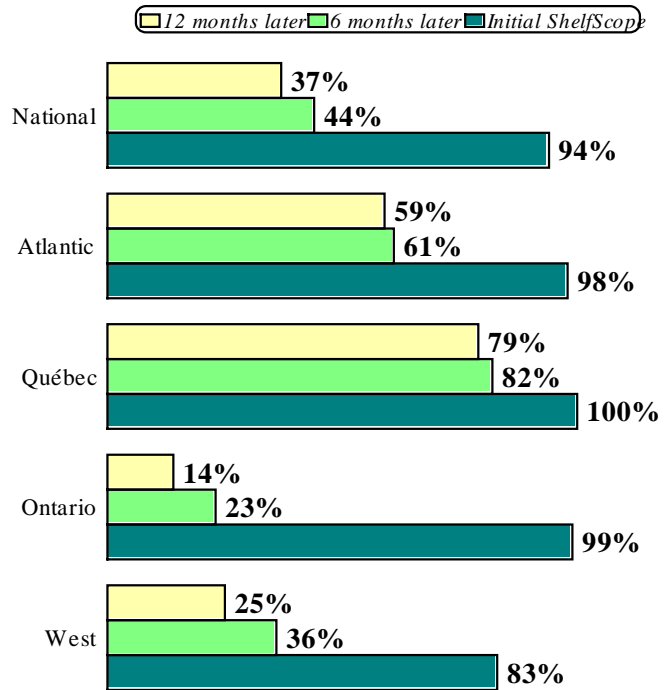
Initial results revealed that Brand Commander was at a 17% premium to the number two brand! Two further ShelfScope studies were conducted to measure the progress of retailer implementation of Brand Commander's parity pricing strategy. Most recent results showed that progress had been made but identified opportunities in specific regions and accounts.

1. Percentage of National Drug Stores where Brand Commander is Premium vs. Parity vs. Sub-Parity Priced



ShelfScope showed Brand Commander moving closer to parity pricing during the first six months of implementation, achieving parity pricing in 46% of stores up from 3% of stores in the initial measurement. Most recent results showed further progress though Brand Commander was still premium priced in 37% of stores nationally.

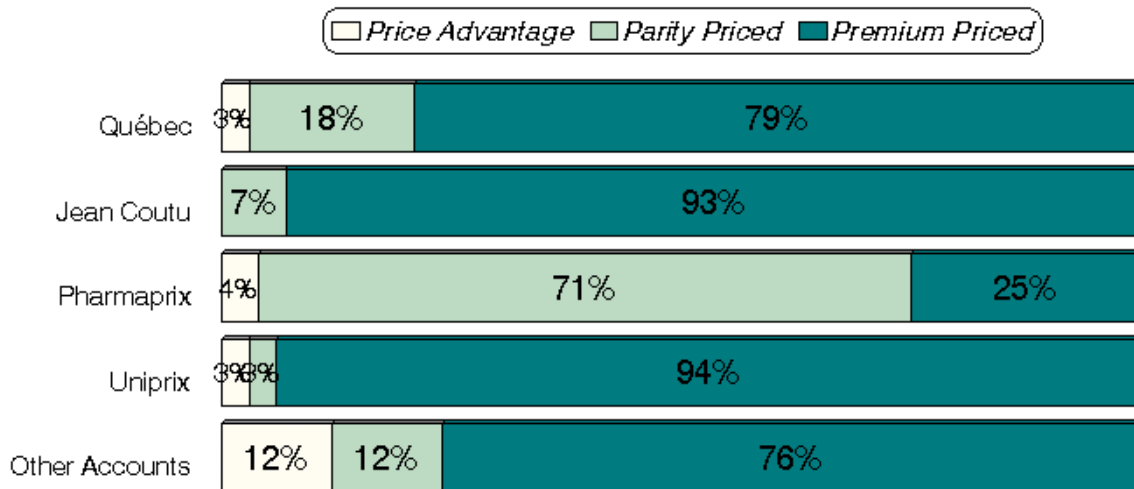
2. Percentage of Stores where Brand Commander is Premium Priced by Region



ShelfScope identified Atlantic Canada and Québec as regions where Brand Commander still retailed at a premium in more than half of the stores - 59% and 79% of respectively.

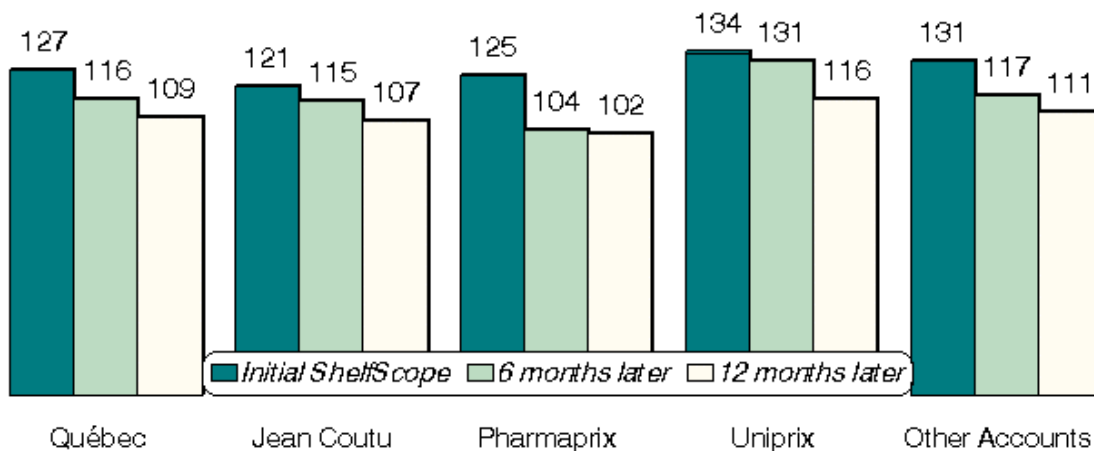
In Québec, Brand Commander met its objective in 75% of Pharmaprix stores but was still premium priced in a significant percentage of other accounts...

3. Percentage of Québec Drug Stores where Brand *Commander* is Premium vs. Parity vs. Sub-Parity Priced By Retail Account Latest *ShelfScope* Results



Trending Brand Commander's actual price differential versus their major competitor in Québec drug stores showed that improvements had been made, moving from a 27% premium position to a 9% premium in the latest *ShelfScope* results...

4. Brand Commander's Price Indexed to the #2 Brand



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