

Business Aim

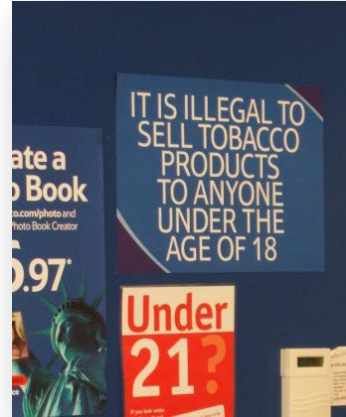
The main objective of the programme was to **record the placement of a new legal notice** regarding the sale of tobacco after a legislation change and if not displayed in the store, to place from stock:

- Short turnaround set-up
- Team of field marketers to visit 1,900 outlets
- Store Manager sign off with an image as evidence

Key Steps

- Project in field within 5 days, team fully briefed with supplies of spare notices
- Questionnaire designed to show non-compliant stores on entry, with actions taken
- Data entered from field same day with image of notice

Company: UK Supermarket Chain Demonstrating: POS Compliance



Key Outcome

- Data showed only 10% compliance for the new notice on entry
- Saved possible £19,000 in potential fines for the company
- Demonstrated due diligence
- Avoided unnecessary bad publicity

GfK NOP Field Marketing
King Charles House
Park End Street
Oxford OX1 1JD
Tel: +44 (0)1865 262856