

2006 ShopperTrends

the most authoritative consumer and retailer insights report

Retailers and manufacturers are building strong business partnerships based on a shared goal of understanding shopping behaviour. In this way, manufacturers are helping retailers develop more relevant marketing strategies, in an attempt to increase the loyalty of their shopper base.



ShopperTrends, a service of The Nielsen Company, can be used as a foundation for such partnerships.

By providing important information on who shops where and why, ShopperTrends allows retailers to recognise their strengths and weaknesses and develop appropriate strategies to secure a larger share of consumers' spend.

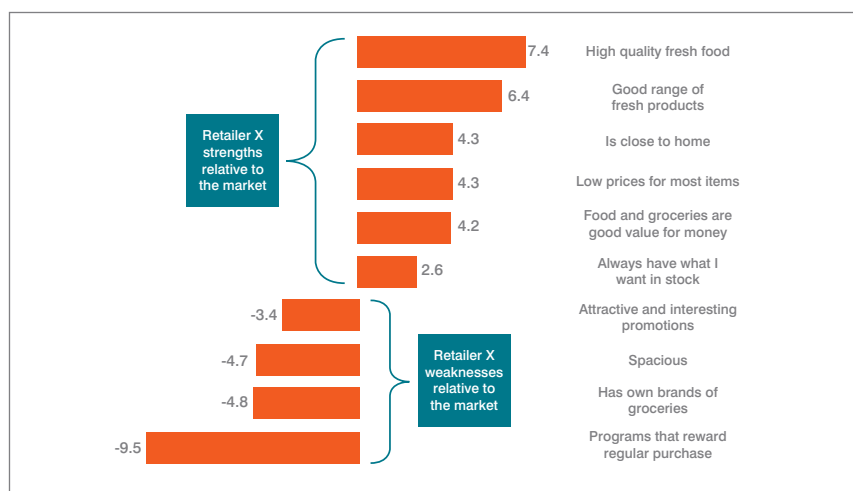
Knowing the relative importance of the key drivers of retailer store equity will position you as a more insightful partner with retailers.

ShopperTrends answers the following:

- Which retailers have the strongest brand equity?
- Which retailers have the strongest relationship with their shoppers?
- How do shoppers differentiate one store from another – is price a differentiator, or a fundamental 'hygiene' factor?
- How do shoppers rate retailers on the key drivers of satisfaction and loyalty?
- What is the demographic profile of retail chain shoppers?
- What impact have retailer Private Label strategies had on shoppers?
- Understand where households who previously shopped in Bi-Lo have moved their shopping to following the Bi-Lo store conversions.

Key tool for Sales Managers

- It's relevant – it's about your customers
- It's authoritative – on the desk of senior retailer executives
- It's a competitive advantage – become the credible source of consumer insights for your retailer customers.



ShopperTrends order form

To order your copy of 2006 ShopperTrends contact your account manager or complete the attached order form and fax it to Sydney: (02) 8873 7001, Melbourne: (03) 9207 3838, or Brisbane: (07) 3832 1883.

Pricing.

The fee for the Grocery section of this year's report is \$18,850 plus GST. This includes a presentation and a written report. Early bird and repeat purchase discounts also apply.

This year's ShopperTrends also includes an optional section covering the Convenience retail banners. The Convenience section report fee is \$9,950 stand alone or \$4,750 when purchased with the Grocery section.

Name: _____

Title: _____

Signature: _____

Company: _____

Address: _____

City: _____ State: _____ Postcode: _____

Telephone: _____

Fax: _____

Client Service Executive: _____

Report Fees (please tick)

Full Grocery Section:

Standard report fee	\$18,850 + GST	<input type="checkbox"/>
With early bird discount (10%)*	\$16,965 + GST	<input type="checkbox"/>
With repeat purchase discount (20%)	\$15,080 + GST	<input type="checkbox"/>
Both discounts (max 25%)	\$14,138 + GST	<input type="checkbox"/>

Convenience Channel Section (no discounts available):

In conjunction with Grocery section	\$4,750 + GST	<input type="checkbox"/>
As stand-alone report	\$9,950 + GST	<input type="checkbox"/>

Total: \$ _____

* Early bird discount is applicable to orders placed before 13 April 2007.

ShopperTrends is available in 15 countries in the Asia Pacific region. Prices for other countries are available on application.