

Over 1,000 pharmacies commit to ACNielsen's pharmacy scan panel

ACNielsen has been overwhelmed by the enormous response from pharmacies committing to its pharmacy scan panel – a commitment that now exceeds 1,000 pharmacies.

Known by participating pharmacies as *Your Pharmacy Matters*, this retailer program underpins the development of the most accurate and robust measure of consumer scan sales of over-the-counter (OTC) products in the pharmacy channel. Support from the Pharmacy Guild of Australia has been instrumental, with recognition by pharmacy retailers of the importance of creating a market measure that accurately reflects consumer response to OTC product marketing and ranging. ■



ACNielsen | ScanTrack Pharmacy launch imminent

With the success of the *Your Pharmacy Matters* program, ACNielsen is on track to launch ACNielsen|ScanTrack Pharmacy to manufacturers of OTC pharmaceutical products in mid-2005.

ScanTrack Pharmacy offers manufacturers a rich platform of consumer based sales information, including baseline and incremental sales measures, distribution, average price and rate of sale. Manufacturers will have access to pharmacy channel information that will enrich decision making and provide access to information on consumer responses to sales and marketing efforts.

The subscription service will be delivered every four weeks via ACNielsen's easy to use Advisor *i-sights* software platform. National and state level data will be available at launch, with banner breakouts to follow.

Invitations to the ScanTrack Pharmacy launch event will be distributed in the coming weeks.

To receive a proposal for the ACNielsen|ScanTrack Pharmacy service please contact Katherine Doric. ■

ACNielsen at Australian Pharmacy Professional Annual Conference



Trevor Clarkin, General Manager Gold Cross Products & Services and Katherine Doric, Associate Director, Pharmacy, ACNielsen at the APP Conference

ACNielsen was proud to be invited by the Pharmacy Guild to exhibit at the recent Australian Pharmacy Professional (APP) Conference, the premier pharmacy conference in 2005. Organised by the Pharmacy Guild of Australia, it was attended by 1,800 pharmacists. The conference provided an invaluable opportunity for ACNielsen to demonstrate the benefits of the *Your Pharmacy Matters* program to pharmacists Australia wide.

ACNielsen's Katherine Doric and Anton van den Berg manned the ACNielsen stand, which was co-located with Gold Cross Products and Services. This exposure created enormous interest in *Your Pharmacy Matters*, with a number of pharmacies signing up to the program and many more expressing interest in participating.

The commitment of pharmacy retailers to *Your Pharmacy Matters* provides an exceptionally strong base for the launch of an industry currency scan measure – ScanTrack Pharmacy. ■

ShopperTrends Survey now includes pharmacy

ACNielsen's annual ShopperTrends study has just been released with the study now including a stand alone analysis of the pharmacy retail channel. The study asked a representative sample of adults aged between 15 and 65 a range of questions about their shopping habits and attitudes, and specifically asked questions on patronage of and attitudes to the main pharmacy banners.

The ShopperTrends results re-affirmed the importance of pharmacy in the mindset of Australian consumers, with a large proportion of those surveyed (45%) claiming to have visited a pharmacy in the seven days prior to the survey. This compares favourably with most other channels. The study also found that a higher proportion of women, families and 'empty nesters' had visited a pharmacy in this timeframe, compared with other population groups.

The study highlighted that the number of pharmacies visited by consumers was generally small. Most respondents identified that they shopped in only one or two different pharmacies in a four week period.

The ShopperTrends study also demonstrated the strong association of pharmacy with professionalism, service and care.

The study highlighted pharmacy retail brands which were performing strongly in the minds of consumers, and brands which had either low awareness, poor branding or no clear positioning among pharmacy shoppers.

The full ShopperTrends study, including detailed information on retailer performance in the Pharmacy and Grocery channels, can be purchased from ACNielsen. Contact Katherine Doric for further information. ■

ACNielsen's merchandising services team adds pharmacy expertise



Hendrik Six, Manager,
Merchandising Services, ACNielsen

ACNielsen is delighted to introduce Hendrik Six, Manager, Merchandising Services, as the newest member of its Merchandising Services/Spaceman team.

Hendrik brings with him a wealth of experience, having worked in ACNielsen's Space Management team in the Netherlands before moving to Australia where he continued his career in space management with Mayne (previously Faulding Healthcare) for seven years before again joining ACNielsen.

Hendrik's expertise has focused on creating awareness of the importance of space management within a retail pharmacy environment and in maximising space and product mix to generate sales and profit results for both retailers and manufacturers. The availability and use of pharmacy point of sale scan data to examine product performance is integral to this process.

For further information regarding ACNielsen's Merchandising Services and Spaceman space management tool, contact Mike Robin on 02 8873 7412 or Hendrik Six on 03 9207 3972. ■

For further information about any aspect of the **ACNielsen | ScanTrack Pharmacy** service, please contact **Katherine Doric**, Associate Director, Pharmacy on 02 8873 7338 or email katherine.doric@acnielsen.com.au, or contact your ACNielsen Account Manager.

