

Dunnes Stores

In-Store
Demonstration
Programme
Suppliers Guide

Prepared by: Astra Sales Promotions
2007 Edition

INTRODUCTION

Did you know that the average shopper spends just over 45 minutes completing the task, most people don't use a list and that nearly three-quarters of all purchase decisions are made in-store?

If you are looking to promote your product, in-store demonstrations provide you with an excellent opportunity to directly communicate your brands' key benefits to hundreds of people per demonstration. It allows you to influence purchasing decisions and ultimately increase your sales. Past experience has shown that sales uplifts of up to 400% can be achieved as a result of in-store demonstrations and sampling.

In a typical week, almost 25% of all grocery purchases in Ireland will be made in **Dunnes Stores** and these shoppers come from every socio-economic group, giving you a representative sample for your activity. In **Dunnes Stores**, the in-store demonstration and sampling service is provided by **Astra Sales Promotions**, who manage the planning and execution of all activity. Our team has many years of experience and knowledge of the business, ensuring every promotion is handled efficiently and effectively.

Astra select and monitor the demonstrators used on your campaigns, ensuring they meet strict quality standards. We also provide the full demonstration service, from the initial booking of activity through to the issuing of a final report. We also send regular updates on any Dunnes Stores seasonal or promotional activity that could be of interest to suppliers.

This booklet is a guide to operating effective in-store demonstrations and sampling in all Dunnes Stores. It details the methodology and timescales that are essential in achieving a smooth-running programme and also represents the terms and conditions under which bookings are made, so please be sure to read it carefully. If you have any questions, please be sure to contact any of the team.

BENEFITS OF IN-STORE DEMONSTRATIONS AND SAMPLING

- ✓ Generate first-time buyers
- ✓ Activate brand switching
- ✓ Achieve trial with new customers
- ✓ Generate and build brand awareness
- ✓ Drive sales
- ✓ Generate repeat purchases
- ✓ Assess customer reaction (to both product and promotion)
- ✓ Reward customer loyalty

WHAT IS AVAILABLE?

Astra can offer a choice of demonstration and sampling options in every Dunnes Stores in Ireland. The service includes:

- ✓ Fully-trained demonstration staff (incl. HACCP training for all food handling)
- ✓ Hot or Cold sampling
- ✓ Demonstrators briefed on how to best sell your products
- ✓ All necessary administration (store booking, confirmation, updates, etc.)
- ✓ Dedicated Account Handler for the duration of your campaign
- ✓ Full store by store report once activity is completed

DEMONSTRATION HOURS

Demonstrators typically work on Thursday, Friday (10:30 – 19:30) and Saturday (10:30 – 16:30), but can be booked for different days and times if necessary. During busy periods, such as the run-up to Christmas, demonstration activity also takes place on Monday, Tuesday and Wednesday, but if you would prefer, these days can be used for your product at any time.

Demonstrators take a 1¼ lunch break on Thursday and Friday (1 hour on Saturday) and a ½ hour tea break (Thursday and Friday only). The timings of these breaks will be agreed with the store to ensure a presence on the shop floor at the best times.

BOOKING PROCESS

If you are interested in booking in-store activity, then the first step is to complete a Booking Request Form, available from www.astrasales.com or by calling (01) 490-8844. This will allow Astra to check availability of both staff and store space. You will be asked for details on the type of demonstration you wish to book, product details and your first, second and third preference stores, amongst other things.

If the staff and stores are available and the activity has been cleared by the relevant Dunnes Stores Buyer, we will confirm your booking by e-mail and proceed with finalizing all details and arrangements, including the dates, product details, stores, POS requirements and estimated costs.

It is NOT possible to proceed with bookings without a fully completed and authorised booking form. This form will then become a formal agreement between Astra Sales Promotions and your company and will constitute acceptance by your company of the terms and conditions of the programme.

TIMESCALES

To ensure your demonstration activity can be booked in your first preference stores, strict deadlines need to be adhered to. The following table details these deadlines. Please be sure to work to these at all times. If you make a request outside of these, we will do our utmost to fulfil them, but cannot make any guarantees.

TIMING	ACTION	WHO?
-4 WEEKS	Complete Booking Request Form and return to Astra	Supplier
-3 WEEKS	Astra will contact you to confirm receipt of your booking and to discuss any outstanding issues	Astra
-3 WEEKS	Confirmation letter sent to Supplier & Dunnes Stores Stock details confirmed by supplier and stock ordered by supplier	Astra Supplier
-2 WEEKS	Briefing Information to be sent to Astra POS materials to be sent to Astra Provisional Plan sent to stores	Supplier Supplier Astra
-1 WEEK	Briefing document approved Promotional Kits and brief sent to demonstrators Final Demonstration Plan sent to stores	Supplier Astra Astra
DEMONSTRATION COMPLETED		
+1 WEEK	Interim Report and Feedback Produced	Astra
	Invoice dispatched from Astra	Astra
+5 WEEKS	Final report produced and final invoice raised	Astra

BOOKING RESTRICTIONS

Astra will always look to fulfil every suppliers request for demonstration activity, but unfortunately, restrictions will apply in some cases. There are a number of stores that are always the most popular, for a variety of reasons. This means they will be in constant demand, but can only host a finite number of demonstrations. In this instance, we operate a first-come, first-served approach, so the sooner you make your request, the better your chance will be.

With every booking, we ask that you specify your second preference for stores, in the event of your first choice being unavailable. However, if the store is more important than the time of activity, we can offer you the opportunity to conduct your sampling in a different weekend slot, or on different days of the week, subject to local approval.

BRIEFING THE DEMONSTRATORS

It is essential that all demonstrators are given all the information they need to make a success of your activity. Therefore, all demonstration requests must be accompanied by a product briefing. This provides both Astra and

your demonstrators with information on the product, the promotion mechanic, the objectives of the promotion, etc. and is distributed to each demonstrator prior to the promotion.

The better informed the staff, the better they will be able to communicate with your customers. A standard form is supplied for you to complete in advance of the activity taking place. We would advise that your brief also include a sales target for the demonstrators to work towards. A standard template is supplied for this brief, and **this should be returned completed to Astra no later than 10 days before the activity is due to commence**, otherwise it makes distribution of the information to Demonstrators difficult. If your brief does not arrive by this deadline, we cannot guarantee the Demonstrator will receive it and as a result, may not be fully informed about your activity.

Astra also need to ensure that the briefs remain relevant to the activity. Demonstrators need to know their key information they should impart to consumers and not detailed marketing facts relating to the brand, target markets, segmentation, etc. Therefore, all product briefs should be a maximum of 2 pages long, using our brief template. If you feel that you need to include anything in addition to this, then you will need to provide us with full printed copies for every Demonstrator, or pay a printing and handling fee of €1 per page.

In addition to this, should you wish to brief the demonstrators face to face, this can be organised. We hold regular briefing sessions for demonstrators, which provide an excellent opportunity to show the demonstrators your products, describe your product launch or discuss your campaign objectives. Please let us know when booking if you would be interested in meeting the demonstrators and we can discuss the logistics and costs involved.

DEMONSTRATION STOCK

Suppliers must ensure sufficient sample and selling stock is available at the start of the first day's demonstration, based on past experience or expected sales during the demonstration. Astra are not in a position to order promotion or sampling stock, but if you are unsure of stock quantities to order, we would be pleased to advise.

When ordering stock, you should take into account the mechanic of the promotion, typical weekly sales, expected uplift, etc. when determining the quantities involved, but please be aware that over stocking can result in returns or Dunnes Stores requesting a further demonstration, at your expense, to clear the stock.

When requesting a demonstration it is the supplier's responsibility to ensure that all of the products are listed in the requested stores by the day before the demonstration begins, at the latest.

Demonstrators will use shelf stock to sample product. The demonstrator will keep count of the samples used and on the last day of the promotion they will sign a Credit Note for the total products used at full retail price. A copy of this will be sent to you attached to your invoice. Dunnes Stores will invoice you for all sample stock used, separate to any Astra invoice. Free sampling stock for demonstrations is normally not allowed in stores.

In the unlikely event that there is a shortage of stock, we will contact you immediately and continue to liaise with you until the matter is sorted. The Demonstrator can, if you wish, move on to another product in your range until the stock arrives. If a demonstration has to be cancelled due to stock shortages, you will still be charged for the full cost of the activity.

EQUIPMENT

A sampling stand is provided for each demonstration. These stands are Dunnes Stores branded, but suppliers can provide their own branding (see the section on POS below).

A full sampling kit will be provided for each promotion – foils, spoons, cups, etc. For cooking demonstrations a skillet, microwave or cooker will be provided where required. This equipment needs to be requested at the time of booking.

Should you require any additional equipment, please contact us directly and we will advise you of any extra costs that may be involved.

POINT OF SALE MATERIAL

If you want your products to stand out in-store and create an impact during your demonstration activity, we recommend that you make use of one or more of a variety of point of sale (POS) materials as further promotional support, such as coupons, wraps, leaflets/showcards and branded uniforms.

COUPONS

It is recommended that coupons be used to for all activity, to further enhance sales. Dunnes Stores head office, not Astra, should be consulted regarding the mechanics of such coupons, but Astra will distribute them with the demonstrator's kit prior to the activity.

Coupons must be received by Astra 10 days prior to the demonstration. Whilst all demonstrations differ, we would suggest allowing 400 – 700 coupons per demonstration – depending on the store and the product.

DEMONSTRATION STAND WRAPS

Stand branding is very effective and we recommend that you avail of the branding opportunity for your stand. If you choose to do so, you must ensure your stand wrap measures 175cm x 80cm. If not, then the wraps may not be allowed in store.

Note:

- These measurements will cover the front panel of the demonstration stand only.
- Point of sale must be glazed with a UV varnish or a gloss
- Paper used for point of sale must be at least 120 gsm (i.e. poster paper)
- We would recommend that a copy of your proposed POS material be sent to Astra in advance, to ensure it conforms to all Dunnes Stores standards.
- All point of sale is disposed of by the store after each demonstration. Therefore, if you choose to use wraps, you must supply one for each demonstration.

LEAFLETS/SHOWCARDS

Leaflets and showcards can be used as a stand-alone POS item on the top of the demonstration stand. These can include additional or summary information on the products for customers to read whilst sampling, discussing the product with the demonstrator, or to take away for further reading. Please ensure that Astra are aware that such items are to be included in any kits.

BRANDED UNIFORMS

All demonstrators wear a standard uniform of:

- ✓ White chef's ¾ length jacket with grey trim
- ✓ Black tailored trousers or black skirt with flesh colour tights
- ✓ Flat black shoes
- ✓ Red scarf and skull cap

With certain products (e.g. wines, cosmetics, etc.), we would recommend that the demonstrator wears a smart suit.

Any alternative or additional uniform items must be cleared in advance and must be delivered to Astra with any POS materials.

OTHER BRANDED ITEMS

If you would like demonstrators to wear specific branded items, this can be arranged, subject to their approval by Dunnes Store head office. Such items could include long-sleeved t-shirts, aprons, sweatshirts, baseball caps, etc.

The more eye-catching and innovative your activity is, the more attention you will be able to bring to your brand, so if you have any ideas that are simple but engaging for customers, be sure to discuss these when booking your activity to determine if they could be utilised in-store.

POS DISTRIBUTION

All POS materials must be sent directly to Astra (see address and map at the back of this guide). All point of sale material will be weighed and delivered to the store by Astra, **provided the material is received by Astra at least 1 week before the demonstration is due to take place.**

A standard pack of materials will be delivered to all stores for each demonstration. This will include a stand wrap and header, coupons, leaflets and all necessary consumables (cups, spoons, foils, etc.), up to a maximum weight of 15 kg. This pack will be delivered free of charge to stores in the greater Dublin area and at a charge of €20 per store outside this.

If you require more than this standard pack delivered to any store (i.e. a greater number of items, or different items, such as caps, t-shirts, etc.), then each additional bag (up to 15kg) will attract a charge of €20.

There will be a surcharge of €20 per store for late delivery of any materials (i.e. after Thursday, 1 week before the activity takes place). Astra cannot accept any POS materials less than 3 working days prior to the planned activity.

DISPOSAL OF EXCESS PROMOTIONAL MATERIAL

The Supplier, at time of booking, must give disposal or retrieval instructions of any excess promotional material. If you require the return of unused coupons, the postage costs involved will be included on your invoice.

CANCELLATION & POSTPONEMENT

Should a demonstration be cancelled after the supplier has received confirmation of the booking, you may choose to switch to another product within your range; otherwise Astra will try to substitute an alternative demonstration to ensure no charges apply. If such a substitution is not possible, then the following will apply:

NOTICE GIVEN	CHARGE
1 month or greater	Costs incurred only
3-4 week's notice	50% of standard charge plus all costs incurred
2 – 3 week's notice	75% of standard charge plus all costs incurred
7 days or less	Full Price and all other costs incurred

MONITORING DEMONSTRATION QUALITY

Astra are responsible for the quality of all demonstrations and demonstrators. We do this through the work of our office-based team working in conjunction with our regional supervisors and in-store team leaders. The Supervisors are also responsible for the recruitment and training of all demonstration staff.

All demonstration staff are recruited for their communication skills, friendly manner and ability to engage with customers. They are given full training before their first activity, including HACCP training for all hot food demonstrations.

The use of personnel from any agency other than Astra is not allowed. If you feel it is absolutely necessary to use a representative directly employed by your company or a person who is specifically trained on a product that falls outside the parameters of a normal demonstration, you must bring this to our attention in advance.

DEMONSTRATOR UNAVAILABILITY

Unfortunately, as with any service business, people can become unavailable for a variety of reasons, such as illness, family circumstances, etc. Any absentees / sicknesses will be notified to you as soon as we are made aware of them. We will then work to find substitute demonstrators as soon as possible, hopefully for that day, or for subsequent days, if this suits your requirements. You will not be charged for any store days we are unable to rebook.

WHAT TO EXPECT DURING A DEMONSTRATION

While your demonstration is taking place, Astra will keep you informed of any issues that may arise as soon as is possible (e.g. stock problems, store issues, etc.)

If you plan on visiting some of the stores you have chosen during the demonstration activity, please be aware of some factors that could affect what you see:

- ✓ Demonstrator lunch and break times are in many instances set by the local store management, not head office.
- ✓ Some stores require stands to be pushed-back or even removed when unmanned, which will look as though there is no sign of activity
- ✓ Demonstrators may try to save time by purchasing additional materials necessary for the promotion when returning from their breaks. This will minimize their time away from the stand, but could add a few minutes to their break time
- ✓ Whilst we inform staff that they need to be ready to commence sampling at the agreed start time, on occasion, they may experience difficulty in locating stock in the back stores, thus delaying their start time

If you feel that your activity is not proceeding as you requested, please contact Astra immediately and we will work to correct anything amiss. Please do not leave the matter until the end of the activity, as mistakes cannot be addressed at that stage.

REPORTS

Astra provide two levels of reporting to our clients following any demonstration activity:

Top Line Sales Figures - These will be provided approximately 7-10 days after the demonstration activity takes place.

Store by Store Report – Approximately three weeks after each demonstration has been completed, you will receive an individual report from the Demonstrator in each store where your activity took place. This report will include the following information:

- ✓ Stock details (opening and closing stock, sample stock, sales)
- ✓ Number of customers sampled
- ✓ Location in store
- ✓ Customer reaction (packaging, promotion, appearance, compared to competitors, overall, etc.)
- ✓ Competitor activity
- ✓ Overall comments and feedback

If you require any additional information, this needs to be advised prior to any booking confirmation. At that stage, we will look to include your specific request in the kit sent to the demonstrator, but feedback on this may take a little longer to complete.

DEMONSTRATIONS RATES

Please refer to the rate card enclosed with this guide for the latest pricing.

These costs include:

- ✓ Demonstrator's Fee
- ✓ Stand Hire
- ✓ Supply and distribution of cups, foils, spoons, standard POS and briefing document
- ✓ Supply and distribution of skillet/microwave/oven (where applicable)
- ✓ Sundries – kitchen towel, oil, etc.
- ✓ Reporting
- ✓ Office-based management and in-store supervision
- ✓ Public and Employers Insurance Liability

The costs do not include:

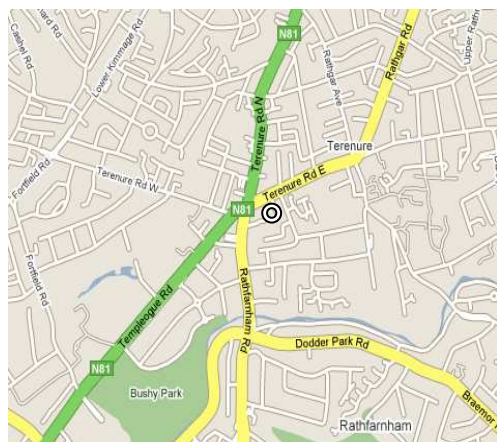
- ✓ Courier costs of point of sale material to country outlets.
- ✓ Courier costs of any non-standard POS material
- ✓ Delivery of any late promotional material received by Astra after the agreed cut-off date
- ✓ Demonstrator mileage to and from the store
- ✓ Sample stock for the demonstration (invoiced to suppliers by Dunnes Stores via Credit Note)
- ✓ Additional cooking ingredients i.e. meat, chicken, pasta etc. These will also be charged as per the SR Credit Note.

INVOICING

The booking request form asks if your company operates a Purchase Order number system. If this is the case, you must supply this number before any booking is confirmed, or clearly mark that you do not operate such a system. Astra are unable to confirm bookings without this part of the form being completed.

Demonstrations are invoiced weekly with 30 days credit terms from date of invoice. If these terms are not followed, Astra will be forced to refuse any further activity on behalf of your company.

MAP / CONTACT DETAILS



ASTRA SALES PROMOTIONS

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