



BRANDS & SHOPPER **INSIGHTS** & MEDIA **GUIDE**

RETAIL
ENGAGE
Brands. Stores. People.

bonsella[®]
your shopping **your reward**

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I. INTRODUCTION

The independent retail market services an estimated **13 MILLION SOUTH AFRICAN SHOPPERS** as part of their repertoire how well do you engage this audience?

Retail Engage is the largest aggregator of the independent retail sector providing unique digital and physical engagement opportunities to brands targeting the large economically-active consumer base in traditionally hard to reach peri-urban areas. With a network of over 100 independent retail stores in South Africa, Retail Engage logs in excess of 500,000 FMCG transactions a day.

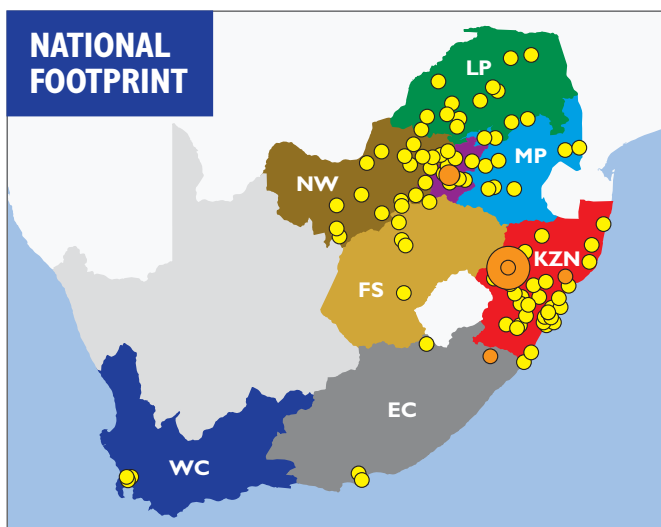
Leveraging the bonsella® shopper rewards network, Retail Engage offers brands direct access to aggregated, uncluttered in-store and direct media channels, access to proprietary and real-time branded consumer purchase data, category analyses and market insights, and cost effective face-to-face consumer engagement.

Retail Engage offers holistic market engagement services, including brand awareness opportunities, product differentiation and push-to-sell, in-field research and market insights and delivers unique end-to-end data analytics to accurately track and report on campaign ROI.

bonsella® SHOPPER REWARDS

The largest shopper rewards and loyalty programme targeting shoppers, retailers and brands in the independent main market in Africa.

- **1,8 million+ members** growing at an average of 2,000 new members daily
- **100+ stores across South Africa** including direct POS integrations and access to sales-out data
- **200+ in-store agents** promoting and signing-up new members via mobile devices
- **Over 500,000 transactions daily** across 300,000+ different SKU s - that s 11,6 tps



Increase category share and presence, communicate directly with customers, reward loyal customers, gain detailed insights on the main market, all against **MEASURABLE SALES-BASED ROI.**

2. SHOPPER JOURNEY & IN-STORE MEDIA

1. Airtime campaign wobblers
2. Targeted SMS campaigns
3. Spin & Win activations
4. In-store Promoters
5. Competition
6. Washline Banners
7. Category Banners
8. Freezer Dividers
9. Tillpole Branding
10. Ceiling Cards
11. bonsella® Agent / Researcher (including leaflet handouts)
12. POS (data-out reporting)



3. SHOPPER MARKETING

Exclusive in-store branding and exposure, face-to-face consumer engagement opportunities and targeted, direct communications to the largest aggregated shopper base in the independent retail sector across South Africa.

PUSH-TO-PURCHASE

Conversion to sale is the last and most critical step in the customer journey. Retail Engage offers powerful last-mile customer engagement opportunities and tested campaign mechanics which encourage and reward consumers for their purchasing decisions at final point of sale.

• **bonsella® Airtime Campaign:**

Drive uplift in product sales through instant airtime rewards delivered direct to customers mobile phones upon checkout at any participating store. Product-specific media in-store highlights products on campaign, further amplifying awareness at point of sale.

Campaign includes:

POS support, printing for on-shelf, distribution, installation and reporting.

Airtime value guideline:

10% of product value (min. R2).



• **bonsella® Airtime Campaign Report:**

- Total sales during campaign period (volumes & value), incl. 8 weeks pre-campaign report.
 - Campaign take-up and total airtime issued.
 - Customer insights (demographics)
- + Add-on's: see Campaign / ROI Analysis



• **Targeted SMS Campaigns:**

Direct SMS campaigns to POPIA-compliant shoppers, targeted based on demographic profile, location and purchase behaviour. Inform, promote and incentivise engagement through digital or in-store channels.



• **bonsella® Spin & Win Activations:**

Create excitement in store to drive sales uplift through in-store competition engagement.

Activation includes: promoters, promotional wheel and POS support. Competition linked to purchase.



• **In-Store Promoters:**

Dedicated, in-store and roaming promoters, providing the opportunity to showcase, demonstrate and sample products, and drive campaign awareness at point of sale. Optional extras: branded clothing, stand branding, etc.



• **Competitions:**

Bespoke in-store competitions including branding, promoters, sales tracking & reporting, winner notification, announcement, prize hand-over, etc.

• **Washline Banners:**

Eye-catching double-sided hanging A4 flags / bunting to highlight product or promotion in feature areas within store.



BRAND EXPOSURE

Awareness campaigns often use mass reach media such as TV, radio and digital, but neglect to ensure continuity right down to the last-mile where consumers are making their purchase decisions. Retail Engage offers purpose-designed branded media spaces that deliver relevance through location as well as in-store impact, and giving that final push at point of sale decision-making.

- **Category Banners:**

Double-sided vertical in-aisle print media attached to shelf to highlight product amongst category competitors at point of purchase decision-making.



- **Freezer Dividers:**

Increase exposure and highlight product in flatbed freezers as shoppers walk through the aisle.



- **POS Impact Branding:**

Ideal exposure to queuing shoppers on double-sided print media, fixed to every second till pole at checkout.



- **Hanging Impact Branding:**

Large A1 ceiling cards to increase product and campaign exposure in-store and in-aisle.



- **Leaflets:**

Single or double-sided A5 take-away leaflets in holder; for handout by promoter; or inserted into shopping bag at checkout.

**All branding negotiated on a store-by-store basis.*



STORE DOMINANCE PACKAGES

Exclusive in-store media packages that provide brand dominance for the duration of the campaign period. Retail Engage offers tailored and bespoke branding opportunities, negotiated and implemented across a selection of independent retail stores on behalf of the brand to ensure last-mile continuity at point of decision-making.

SHOPPER MARKETING: STORE DOMINANCE PACKAGES		STORE SIZE		
		SMALL	MEDIUM	LARGE
Category Banners (on-shelf, in-aisle) / Freezer Dividers	Double-sided vertical in-aisle media attached to shelf OR flatbed freezer media to highlight product at point of purchase decision-making.	1	2	2
Impact Branding - Ceiling Cards (in aisle & main areas in store)	Large AI hanging signage to increase exposure in-store and in-aisle.	6 - 8	9 - 12	13 - 20
Impact Branding - POS (every second tillpole)	Ideal exposure to queuing shoppers on double-sided print media fixed to every second till pole at checkout.	2 - 3*	4 - 5*	6 - 10*

*Additional branding spaces available on request.

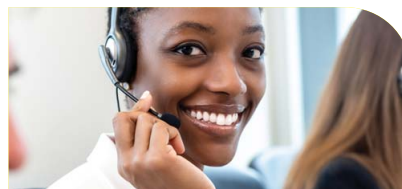
4. MARKET RESEARCH

Rapid execution of large-scale qualitative and quantitative research surveys conducted through targeted, face-to-face or digital intercepts. With in depth understanding of this market, our BI team offers guidance on research design and targeting to ensure extraction of accurate and reliable data.



DIGITAL / SMS SURVEY

Design and facilitation of targeted outbound SMS survey, including link to reverse-charged webpage for capture.



CATI TELEPHONIC

Design and facilitation of targeted, outbound CATI telephonic interviews conducted by trained call centre agents.



FACE-TO-FACE

Design and facilitation of targeted, face-to-face interviews conducted by trained agents in-store.

5. DATA, INSIGHTS & ROI

Reporting and real time insights into shopper buying behavior; sales volume and competitive activity

REPORTING & INSIGHTS

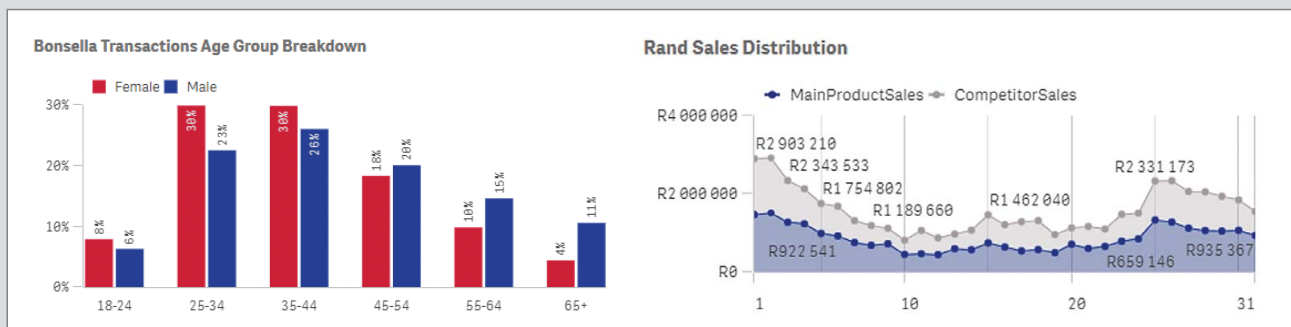
With access to real-time sales data across a network of selected bonsella® stores, as well as behavioural insights on over 1.8 million loyalty members, Retail Engage offers branded data coupled with geo-demographic shopper buying behaviour allowing for unique insights into category performance, sales review, consumer insights and detailed tracking and reporting on campaign ROI.

Category Analysis

12-month historic branded sales report on performance within category, including:

- 12-month sales volumes (units) and sales value (ZAR)
- Regional sales breakdown
- Total category sales and per product within category (category share %)
- Top 5 products in category

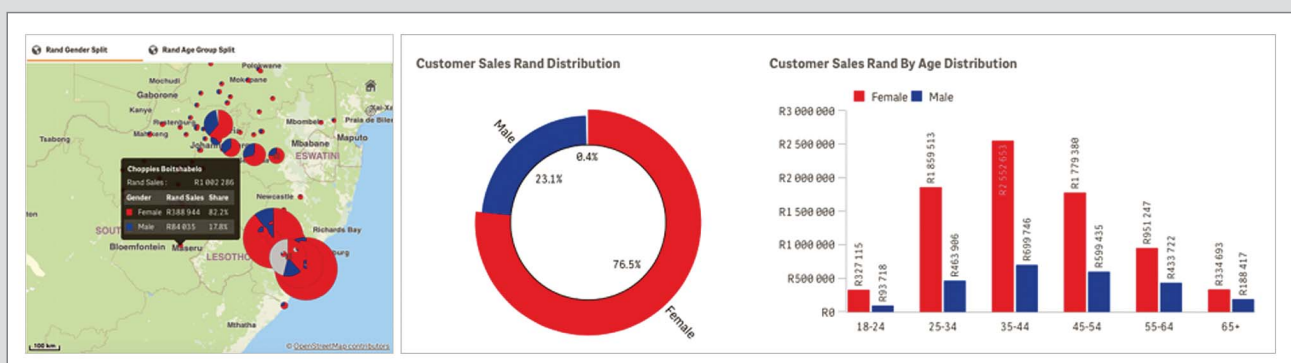
Up to 50 product barcodes per category



Consumer Insights

Overview of average consumer profile & behaviour, including:

- Geo-demographic profile (average age, gender, language, income)
- Shopper behaviour analysis (avg. monthly spend, avg. visits, trending days of the week and hourly sales analysis)
- Basket Insights (products and categories most frequently purchased with selected brand)



ROI Analysis

Pre- and during campaign period analysis, reporting ROI over monthly buying cycle, including:

- Month-on-month regional sales review and breakdown (% uplift in volume & value)
- Year-on-year (YOY) analysis against previous year, same period
- Consumer insights report including geo-demographics profile and shopper behaviour
- Customer response survey (up to 5 questions)

Based on 2 - 4 week campaign period across national store footprint.

Price & Stock Review

Ad hoc analysis on regional product stock and average price over previous 3-month period.

- Regional stock availability check by store
- Average sales price per product per region and comparison against top 5 competitors

+ Manual assessment of shelf presence, in store media and branding across 1 or more stores

REAL-TIME DASHBOARDS

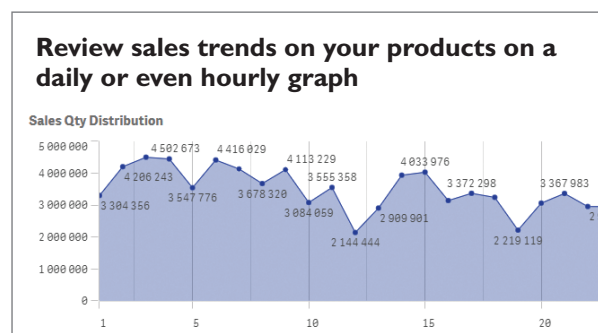
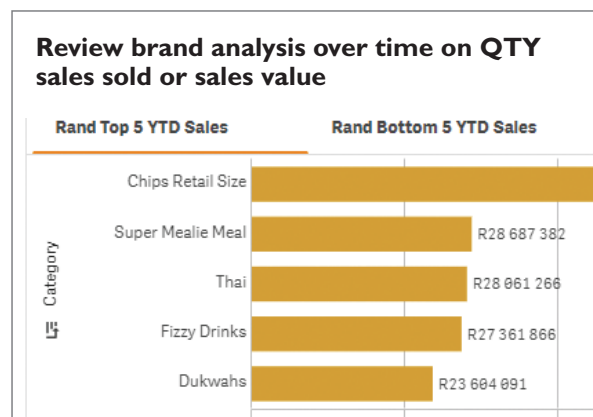
Retail Engage aggregates sales data for many independent retail stores across South Africa to provide insights on more than 1.8 million main market shoppers. Retail Engage provides unique, real-time data analytics on individual brand performance in South Africa's majority market.

Retail Engage offers brands in-depth market and customer insights through live, interactive brand dashboards, enabling:

- Benchmarking of category, brand and product performance
- Regional market penetration, product distribution and pricing insights
- Customer demographics, behaviour and trends
- Shopper insights to guide future planning and optimize spend and ROI

What this means for brands?

- Accurate review and reporting of your brand and product performance in the independent market over a maximum of 2 years historic data
- Near real-time dashboards showing current activity in stores allows for agile strategic decision-making based on historic and realtime data to assist business with:
 - Marketing activity, timing and ROI
 - Product distribution, positioning and pricing
 - New product launches and activations
- Enables informed, proactive decision-making based on current data, as opposed to retrospective responses



Smart data-driven decision-making with real-time, valuable customer insights and trends.

6. RATE CARD

SHOPPER MARKETING: PUSH TO PURCHASE	CAMPAIGN FEE
bonsella® Airtime Campaign	R350 - R700 per store per month Plus, cost of Airtime (may be capped)
bonsella® Airtime Campaign Report	Included in airtime campaign fee.
Targeted SMS Campaigns	R0,20 - R0,35 per SMS
bonsella® Spin & Win Activations	R450 - R600 per 5hr activation per store. Prizes to be provided.
In-Store Promoters	R150 - R300 per hour per promoter per store (min. 3 hours) Brand to provide any marketing material and branding, stock for sampling and training material.
Competitions	Pricing based on requirements.

**Pricing based on volumes*

SHOPPER MARKETING: IN-STORE MEDIA	ESTIMATED PRODUCTION*	MEDIA RENTAL
Category Banners	R100 - R420	R350 - R450 per store per month
Freezer Dividers (A1)	R400 - R800	R450 - R600 per store per month
Impact Branding - POS	R40 - R100	Small: R2 625 - R3 500 per store per month Medium: R3 750 - R5 000 per store per month Large: R6 000 - R8 000 per store per month
Impact Branding - Ceiling Cards	R150 - R300	Small: R2 250 - R3 000 per store per month Medium: R3 375 - R4 500 per store per month Large: R4 500 - R6 000 per store per month
Leaflets (A5)	R0,50 - R1,20	Pricing based on volumes.

**Production quoted on separately based on volumes*

SHOPPER MARKETING: STORE DOMINANCE PACKAGES	STORE SIZE		
	SMALL	MEDIUM	LARGE
Category Banners (on-shelf, in-aisle) / Freezer Dividers	1	2	2
Impact Branding - Ceiling Cards (in aisle & main areas in store)	6 - 8	9 - 12	13 - 20
Impact Branding - POS (every second tillpole)	2 - 3*	4 - 5*	6 - 10*
Fee per store per month	R4 500 - R5 000	R6 800 - R8 200	R9 500 - R12 000
	*assuming 5/6 lanes	*assuming 10 lanes	*assuming 20 lanes

*Production quoted on separately based on volumes

REPORTING & INSIGHTS	REPORT FEE
Category Analysis	R 72 000 per category
Consumer Insights	Included in Category Analysis report.
ROI Analysis	R 30 000 per category
Price & Stock Review	R 15 000 per product
+ <i>Manual assessment of shelf presence, in store media and branding across 1 or more stores</i>	R 250 per store



REAL-TIME BRAND DASHBOARD	BRONZE	SILVER	GOLD
Brand Analysis Up to 50 product barcodes per category View of product performance in selected category Breakdown on sales volumes (units) and sales value (ZAR) Up to 2 years historical data	X X X X X	X X X X X	X X X X X
Total Sales & Trends Rand sales year to date (YTD) and month to date (MTD) Total category sales and per product sales Regional sales breakdown Top 5 products sales	X X X X X	X X X X X	X X X X X
Granular Sales Trends Trending days of the week and hourly sales analysis		X X	X X
Consumer Profile Average age Gender Language Location Average monthly spend		X X X X X X	X X X X X X
Category Analysis Brand performance per category Competitor brand review (anonymized)			X X X
Geo-demographic Mapping Regional sales volume heat map Average sales price per product per region Average customer profile per region (age and gender)			X X X X
User Licenses	1	3	5
Price per month - Minimum 3 months / Annual 15% discount Additional licenses Additional product barcodes Additional categories	R 7,500 per category R2,500 R150 R6,000	R 12,000 per category R4,000 R240 R10,000	R 20,000 per category R6,500 R400 R17,000

MARKET RESEARCH / SURVEYS		RESEARCH FEE
Digital / SMS Survey	Min. 100 intercepts, with 10 questions.	R120 per interview
CATI Telephonic	Min. 50 intercepts, with up to 10 questions and max. 10 minutes.	R180 per interview
	10+ questions or 10+ minutes	R220 per interview
Face-to-face	Min. 50 intercepts, with up to 10 questions and max. 10 minutes.	R150 per interview
	10+ questions or 10+ minutes	R200 per interview

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