



2011 Media Highlights

RetailWorld

Subscription: March 14, 2011

PepsiCo Australia and Creative Instore Solutions roll-out 'Golden Triangle' units

PepsiCo Australia and Creative Instore Solutions have rolled out innovative new 'Golden Triangle' display units targeting the petrol station and convenience route front-of-store location.

In the petrol station and convenience route, the 'Golden Triangle' represents the area from the entrance of a store to each end of the counter. Designed as small footprint displays that take up as much space as a piece of A4 paper, the Golden Triangle units have been developed to help retailers increase sales of salty snacks and packs from the PepsiCo Snackfood range that include Red Rock Deli and Smith's potato chips.

The units were developed after extensive research indicated that 46 per cent of snacks are bought on impulse and that 30 per cent of snacks were bought away from the main home

location," PepsiCo Australia Trade Marketing Manager Debbie Schubert said.

"We wanted a unit that would help retailers with minimal distraction, would be easy to navigate and manage, not to mention last through seasonal and promotional changes.

"Most importantly, the stocked display needed to engage with shoppers walking in to the store and that is exactly what we got with the Golden Triangle units. They help the retailer by putting highly impulsive snacks in the golden triangle where the shopper is most likely to purchase on impulse, thus increasing basket size for the retailer."

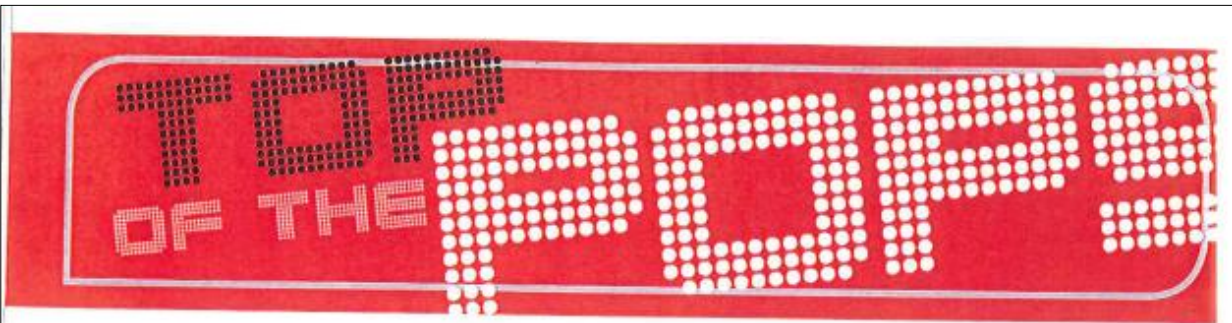
"For Creative Instore Solutions, this was all about working with the client to understand their business objectives and develop systems that would create new revenue pathways," Creative Instore Solutions Managing Director Steve

Howell said.

"The premise for the design of the Golden Triangle units is that retailers are often short on space and looking to maximise profits from products they stock and sell. By designing a unit that requires just an A4 paper-sized space that is strong on brand and 'call outs' to the shopper, we've given retailers the tool required to increase their sales throughout the year."

The Golden Triangle units are currently being deployed at independent grocery and impulse stores across Australia. ■





Company: Creative Instore Solutions (Europe)
Client: Kellogg's UK
Display title: Single serve portion and loose cereal tubs displays
Sector: Food
Locations: Education centres, hotels, quick service restaurants and universities throughout UK
The brief: Creative Instore Solutions (CIS) and Kellogg's rolled out a range of premium point-of-purchase displays selling single serve portion and loose cereal tubs across multiple target routes. CIS was briefed to capitalise on the drive for quick access to nutritious and healthy snacks on-the-go through premium and modular POP display units. The modular units would house some of Kellogg's most iconic brands, including Crunchy Nut, Cornflakes, Special K and Coco Pops.



CIS' team focused on developing premium units that catered for both counter top and shelf opportunities in the singular tray and tub design. Designed to reflect the premium positioning of the brand, the display also took into consideration easy access to a wide variety of boxed cereals and the communication of freshness messages for the loose cereals displayed.

The primary objective of the units was to help retailers increase sales for self consumption single serve and loose breakfast cereal at different consumer purchase points.

The result: According to Kellogg's, the small footprint combined with the progressive feel to the design gave Kellogg's a real point of difference in the trade. These factors and the flexibility of the system resulted in extremely positive reception by their customers.

www.creativeinstore.com



RetailWorld

e-newsletter september 30, 2011

Creative Instore Solutions continues global expansion with new project wins in North America, UK and Europe

Australian headquartered global point-of-purchase design and merchandise company, Creative Instore Solutions (CIS) has strengthened its global footprint with the announcement of new project wins and executions in North America and Europe and plans to expand into China and India. Global executions include design, manufacture and distribution of display units for Red Bull in the US, Nobby's (PepsiCo) in Mexico, BIC® in France and Kellogg's in the UK.

CIS's global presence already includes offices in the UK and US and an office and manufacturing facilities in China. Having

designed and developed display units that have been placed in over 54 countries, CIS is now assessing China and India as potential new markets following strong interest for CIS's innovative design capability and in store execution in these rapidly developing markets.

Since operations began in Australia in 1986, CIS' innovative and award winning point-of-purchase display units have been placed in shopping malls, supermarkets, petrol station and convenience stores, pharmacies and other retail locations in New York, Perth, London, Vienna, Paris and Budapest, to name a few.

"Our global expansion has stemmed from the fact that we deliver innovative products which work in a multitude of retail environments across the world. Clients are also realising the economies of scale that can be achieved by having a single design partner delivering to different markets – whilst maintaining the integrity of some of the most recognised brands. We look forward to helping more clients worldwide convert shoppers into purchasers at the crucial 'last few feet' of the purchase process," said Deane Hubball, Group CEO, Creative Instore Solutions. ■

Retail World Grocery Guide 2012 – It's back!

Retail World is back with the 20th edition of the Grocery Guide in 2012, Australia's premium directory and database for the \$100+ billion grocery industry.

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Christmas shopping starts early for online bargain hunters

The Christmas shopping season is already underway according to Ozsale, Australia's leading members-only online shopping club, which has more than doubled the number of purchases made in August compared to the same period last year.

"Our sales in August were what we had forecasted for November – Christmas has certainly come early," said Jamie Jackson, Founder and Chairman of Ozsale.

Although visitors to bricks and mortar stores may be down, online retailers are enjoying record numbers.

During August, ozsale.com.au attracted 4.3 million shoppers – on average that's more than 129,000 shoppers each day.

"Australians consumers are still spending – they are just doing it differently," said Jackson. "There's so much doom and gloom about retail sales. Aussies are spending – they are just choosing to go online to get the best deals on international and Australian brands."

"We are expecting September and October to be bumper months as Australians get their Christmas shopping out of the way," said Jackson. "These are extremely organised and budget savvy shoppers. They will have finished all their Christmas shopping by the end of October and have it delivered by November – while saving themselves lots of money and stress along the way."

"It's time for retailers to catch up with the consumer," warned Jackson. "Australian consumers are streaks ahead of traditional retailers. By the time shopfronts are ready for Christmas – many Aussies will have already done their shopping." ■

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CONVENIENCEWORLD

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e-newsletter October 7, 2011

Creative Instore Solutions continues global expansion

In the competitive world of POP solutions one Australian-owned business is continuing to expand as well as take out key industry awards. Creative Instore Solutions takes on projects in the US and Europe as well managing its China expansion.

Creative Instore Solutions (CIS) has strengthened its global footprint with the announcement of new project wins and executions in the US and Europe and plans

to expand into China and India. Global executions include design, manufacture and distribution of display units for Red Bull in the US, Nobby's (PepsiCo) in Mexico, BIC in France and Kellogg's in the UK.

CIS's global presence already includes offices in the UK and US and an office and manufacturing facilities in China. Having designed and developed display units that have been placed in more than 54 countries, CIS is now assessing China and India as potential new markets following strong interest for

CIS's innovative design capability and in-store execution in these rapidly developing markets.

Since operations began in Australia in 1995, CIS' innovative and award-winning point-of-purchase display units have been placed in shopping malls, supermarkets, P&C stores, pharmacies and other retail locations in New York, Perth, London, Vienna, Paris and Budapest, to name a few places.

CIS' core philosophy through the years has been to produce

sustainable solutions that help clients maximise on their investments. Their POP units are renowned for innovative conversion of previously unused retail spaces for clients.

CIS' client base includes Red Bull GmbH, PepsiCo, Smith's Snack Food Co, Cadbury, Schweppes, Woolworths, Microsoft, Lion Nathan, Pernod Ricard, Panasonic, Wrigley's, Twinings Tea, Lenovo, Garmin, Dyson and Kraft. To date, CIS has won 49 global and Australian POPAI Awards.

Food and grocery manufacturing jobs under pressure

Safeguarding more than 312,000 jobs in Australia's largest manufacturing sector – food and grocery – must be a key focus of the Federal Government's Future Jobs Forum, according to the Australian Food and Grocery Council (AFGC).

As the peak industry body supporting the \$108 billion food and grocery manufacturing sector, which currently employs more than 312,000 people across Australia, including half in rural and regional areas, is vitally concerned with the outcomes from the Forum.

The latest figures show industry employment declined as a share of the Australian workforce from 3.2 per cent in 2005 to 2.8 per cent in 2010

– a 10 per cent decline over this period. In 2009, industry represented 30,104 businesses and paid \$14.7 billion in wages.

AFGC Chief Executive Kate Carnell said the Future Jobs Forum must explore new ways to safeguard industry jobs to ensure the long-term sustainability and future growth of the food and grocery manufacturing and agri-foods sector.

"Australians want a local, value-adding food and grocery manufacturing sector," Ms Carnell said.

"They also want to be able to buy brands they 'know and trust'. These issues must be discussed.

"Consumers need to be confident about the quality and safety of food and

grocery products, underpinned by Australia's world-class regulatory system, rather than be increasingly reliant on cheaper imports and private label products for our food supply."

Ms Carnell said some food and grocery manufacturing operations are already moving offshore because of the challenges faced by industry across the supply chain, especially labour costs and pressure on industry from the highly-concentrated retail sector.

In recent months, hundreds of job cuts have been announced due to the intense pressures on the sector. These cutbacks have included 150 jobs at SPC Ardmona by the middle of next year and 148 jobs at Heinz

following closure of its Gargarro factory in north-east Victoria.

"Industry's competitiveness is being heavily impacted by a surge of cheaper imports due to the high Australian dollar," Ms Carnell said.

"The weak retail sector is causing more discounting, affecting company margins. This spells danger for manufacturing, jobs and regional communities.

"Options the Federal Government must consider include fast-tracking the National Food Plan, reducing regulation and red tape, providing a better environment for capital expenditure and innovation and creating a supermarket ombudsman to ensure a level playing field in the retail and supermarket industry."

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Getting into the Christmas spirit
Published on Thu, 27/10/2011, 01:00:39

Gearing up for Christmas, Treasury Wines has appointed Creative Instore Solutions to produce its Christmas display to capitalise on the demand for premium wine gift boxes during the pre-Christmas sale period.

To engage shoppers while keeping with Christmas traditions, the displays will be tactically placed off location throughout their independent retailers to drive full-price impulse sales.

"Sales of bottled red wine increase by 25 per cent and sparkling wine by 120 per cent during the Christmas trading period and in each of these segments shoppers buy more premium wine with average \$/bottle increasing by 5 to 15 per cent," Steve Howell, managing director, Creative Instore Solutions, said.



"Our goal is to create high impact display units for Treasury Wines which connect with consumers and leverage this seasonal sales opportunity."

The brief was to drive impulse purchasing for Christmas gifts by creating a display stand that is easy-to-assemble, attention grabbing to shoppers and premium in look and feel to support Treasury wines products. Additionally, attractive display units receive preferential positioning and visibility towards front of store against a wall/gondola end by retailers.

Creative Instore Solutions responded with a highly visual design, that was cost effective and quick to assemble. Creating instant theatre in bright bold Christmas colours and shaped as a "Christmas tree", the stand houses various gift pack options and effectively uses floor space to maximise return on investment.

Tags: [christmas-displays](#) [creative-instore-solutions](#) [treasury-wines](#)

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OPINION

The Monkeys: Mumbrella Creative Agency Review - No longer 'drunk', the attractive indie had a good year

The newly published Mumbrella Creative Agency Review

*examines Australia's top 30 ad agencies. Today **Robin Hicks** examines how The Monkeys has fared over the last 12 months.*

Triple-digit revenue and profit growth on the back of new business including Ikea, Google, Diageo and Sydney Opera House. One of the best pieces of branded content of the year in The Ship Song Project. It is probably fair that The Monkeys – formerly The Three Drunk Monkeys – tops our survey in the most exciting category: momentum.

The Campaign Palace Sydney: Mumbrella Creative Agency Review - Cycle needs to change for flailing 'industry icon'

The newly published Mumbrella Creative Agency Review

*examines Australia's top 30 ad agencies. Today **Robin Hicks***



Treasury Wines call on Creative Instore Solutions

Wine company Treasury Wines has appointed Creative Instore Solutions to promote their wine gift boxes in the approach to Christmas to drive impulse purchasing.

The announcement:

“ Treasury Wines appoint Creative Instore Solutions to inspire shoppers and drive Christmas sales Sydney, 27 October 2011 – Treasury Wines have appointed Creative Instore Solutions to produce an occasion based display to capitalise on the demand for premium wine gift boxes during the pre-Christmas sale period. Engaging shoppers by evoking an iconic Christmas tradition, the Christmas tree, the displays will be tactically placed off location throughout their independent retailers to drive full price impulse sales.

“Sales of bottled red wine increase by 25% and sparkling wine by 120% during the Christmas trading period and in each of these segments shoppers buy more premium wine with average \$/bottle increasing by 5-15%. Our goal is to create high impact display units for Treasury Wines which connect with consumers and leverage this seasonal sales opportunity.” said Steve Howell, Managing Director, Creative Instore Solutions.

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Treasury Wines roll out this new display by Creative Instore Solutions late October.

Source: Tsuki press release

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RetailWorld

e-newsletter october 28, 2011

CIS to produce occasion-based display for premium wine gift boxes pre-Christmas

Treasury Wines has appointed Creative Instore Solutions to produce an occasion based display to capitalise on the demand for premium wine gift boxes during the pre-Christmas sale period.

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"Sales of bottled red wine increase by 25 per cent and sparkling wine by 120 per cent during the Christmas trading period and in each of these segments shoppers buy more premium wine with average \$/bottle increasing by five-15 per cent. Our goal is to create high impact display units for Treasury Wines which connect with consumers and leverage this seasonal sales opportunity," said Steve Howell,

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Lenard's expands into Asia

Major deal struck with iconic Asian supermarket chain

Australian speciality chicken retailer, Lenard's, is announcing major expansion plans into Asia.

Lenard's has taken a major equity interest in The Butcher, a respected Singaporean retail, wholesale and online meat provider that sees the famous Lenard's brand sold in Singapore through Asia's iconic supermarket operator, Cold Storage.

Known in Singapore as the Fresh Food People, Cold Storage is the premier player in food retailing in Singapore and is its oldest supermarket operator. Cold Storage and Lenard's share the same brand philosophy of guaranteed freshness and commitment to quality.

Lenard's Founder, Lenard Poultier, and CEO, Bruce Myers, have been appointed to the Board of The Butcher.

Announcing the strategic partnership, Lenard Poultier said Lenard's products will initially be sold over the counter in 18 Cold Storage supermarkets in prime locations in Singapore, with a further 25-30 supermarkets earmarked for self-service, pre-packed Lenard's products. The most popular Lenard's products will be available, including an extensive range of value-added chicken as well as a selection of red meat products.

"This is an exciting new stage in the history of Lenard's," Mr Poultier said. "We have sourced the best quality fresh chicken meat in Singapore and we are confident that our very high standards will be maintained. We are also using export grade beef, lamb and pork from Australia.

"We are confident that once the Lenard's brand, product range and philosophy is established broadly in Singapore, we will be in a position to expand into other Asian markets such as Hong Kong, Malaysia and Thailand.

"We plan to continue introducing more delicious and convenient chicken and red meat products and will adapt to the Asian market accordingly," Mr Poultier added. "There is a strong synergy between Lenard's and Cold Storage. We both have a vision for selling only premium, freshness-guaranteed products and providing a level of service that ensures our customers return."

With almost 200 Lenard's franchises in Australia, this landmark deal will be a launch pad for Lenard's into the rest of Asia. ■

"Australian specialty chicken retailer, Lenard's, is announcing major expansion plans into Asia."

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e-newsletter November 4, 2011

Foodbank recognises four special companies

Foodbank does great work and is well supported by food companies and retailers. Four companies picked up special mentions this month at the AFGC Leaders' Forum.

The nation's largest food relief organisation, Foodbank Australia, has recognised the exceptional contribution of four companies in tackling the pressing problem of hunger in Australia.

The Australian Dairy Industry, SPC Aramona, Patties Foods and Lotterywest received the 2011 Foodbank Awards at the Australian Food and Grocery Council's (AFGC) Annual Industry Leaders' Gala Dinner held at the National Gallery of Australia in Canberra.

"Every year we look to acknowledge and celebrate the companies that embody the attributes we need if, together, we're going to achieve the audacious goal of eliminating hunger in Australia," Foodbank Australia Chairman Enzo Alara said.

"It's always a difficult decision to single out winners, but this year it was even tougher when all of our industry partners have risen to the challenge of escalating demand from welfare agencies in the face of economic woes and a series of natural disasters.

"However, I'm pleased to say that the recipients of the 2011 Awards are truly worthy of accolades for their respective contributions."

AFGC Chief Executive Kate Carmel said the coveted awards were vital in celebrating the outstanding achievements of the food and grocery manufacturers reducing food waste and helping those in desperate need.

"Almost 25 per cent of household food is wasted every year," Ms Carmel said.

"As a result, the food manufacturing sector is committed to minimising food waste and helping the hungry through donating large volumes of food and groceries to Foodbank Australia."

Australia's largest manufacturing industry – food and grocery – is a major supporter of Foodbank Australia and donates and produces food that is passed on to the nation's leading charities.

This year Foodbank's Leadership Award was presented to the Australian Dairy Industry for a new initiative that will provide one million litres of milk annually to Foodbank. This is the first time an entire industry has come together to support Foodbank, and the ongoing donation will be greatly valued as milk is rightly sought after by welfare agencies across the country.

The Collaboration Award was presented to SPC Aramona for being a pivotal partner in the proactive provision of staple food so essential to welfare agencies trying to provide balanced meals on a daily basis.

SPC Aramona has devised a number of creative supply solutions to provide Foodbank with a

range of canned products, including baked beans, spaghetti, soup, fruit and vegetables. In addition to this, SPC Aramona has shown outstanding commitment to the food rescue program and is always looking for creative ways to utilise redundant ingredients or packaging.

Foodbank's Innovation Award went to Patties Foods for providing a total solution to generating food by arranging the manufacture of 138,000 of its iconic FourN Twenty meat pies especially for Foodbank.

Patties Foods negotiated with all its suppliers to provide their materials and services free of charge and more than 70 staff and management volunteered their time on a Saturday to produce the pies at the Baimsdale bakery. The staff worked in shifts while the management provided a barbecue and entertainment with prizes donated by the Baimsdale community.

The Partnership Award was presented to Lotterywest for its ongoing support of Foodbank Western Australia. Lotterywest recently provided \$4,275,000 for the land and lease of Foodbank WA's new central warehouse facility, it has also provided \$700,000 towards the infrastructure of a new warehouse to serve the Kalgoorlie-Boulder region.

This is the first purpose-built Foodbank facility in Australia and will bring food relief to some of the most remote communities in the country. ■

Another award for Creative Instore Solutions

Creative Instore Solutions provides POS solution across many channels. It has now scooped another award this time from POPAI UK and Ireland.

Creative Instore Solutions was awarded Silver at the recent POPAI UK & Ireland Awards in the category Grocery & General Merchandise – Permanent Display for their point-of-purchase display for Kellogg's

Marketing & Sales Co (UK) Ltd.

The display housed single-serve portions and loose cereal tubs for sale across multiple target routes, including education centres, hotels, quick service restaurants and universities.

Capitalising on the drive for quick access to nutritious and healthy snacks on-the-go, the modular units were designed to help retailers increase sales for self consumption, single-serve and

loose breakfast cereal at different consumer purchase points.

The modular units housed some of Kellogg's most iconic brands, including Crunchy Nut, Fruit 'n Fibre, Cornflakes, Special K and Coco Pops. The units catered for both counter top and shelf opportunities within the singular tray and tub design.

"The small footprint, combined with the progressive feel to the design, gave us a real point of

difference in the trade," Kellogg's Company Category Operations Executive Caitlin Alsop said.

"These factors and the flexibility of the system resulted in an extremely positive reception by our customers."

"This award win is testament to the excellent work of our team at Creative Instore and to our collaborative working relationship with Kellogg's," Creative Instore Solutions MD Steve Howell said. ■

RetailWorld

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Woolworths aiming to double own brand sales with more products and lower prices

Woolworths Supermarkets has outlined a five-year plan to double its customer take-up of own brand products, reflecting a growing demand for value and quality.

At an investor briefing in Sydney, Managing Director of Australian Supermarkets

Tjeerd Jegen said Woolworths substantially lagged behind international retailers in terms of the proportion of own brand sales – Tesco in the UK for example has three times the penetration. He also said there is a clear opportunity to capitalise on customers' increasing level of trust in and appreciation for Woolworths' own brands Select, Homebrand and Macro.

Mr Jegen said: "Customers have told us loud and clear they love the value and quality offered by own brands. They have given us a

firm mandate to deliver more of this and we will achieve it by expanding our ranges, lowering our prices, further improving our quality and strengthening our brand presence. We have three very successful and well trusted multi-category own brands and there is a fantastic opportunity to make them better."

Woolworths maintains an Australian bias to own brand sourcing, giving preferential terms to domestic suppliers who can meet the company's benchmark quality assurance standards. This policy will continue as the ranges expand.

Also key to the own brand growth strategy is Woolworths' customer evaluation program – an in-depth sensory assessment to ensure products hit the quality mark with customers. Woolworths' sensory evaluation scheme was launched in May 2010. The scheme has been pivotal to the quality

assurance of approximately 1500 own brand product recipes.

Homebrand has been Australia's leading value brand since the early 1980s. It has approximately 850 products and sales since 2000 have increased by 180 per cent.

The mid range, mass market Select brand was introduced in 2004 and carries approximately 1,000 products. In the last quarter, new product launches such as

Frozen Crumbed Fish and Select Sauces helped drive a significant sales increase.

Macro is Woolworths' health and wellbeing brand encompassing approximately 400 organic, gluten free and 'good for you' lines. Sales for Macro have grown 43 per cent in the last year alone with highly successful new product launches such as Mini Macro Meat and Macro Soups. ■

Woolworths Supermarkets announces major review of marketing

Woolworths Supermarkets has announced a significant review of its brand marketing and communications activity.

Led by the new Director of Australia Supermarkets, Tjeerd Jegen, the review will centre on reinvigorating one of Australia's most recognisable and valuable brands, and extending an unwavering and proactive focus on the customer. Specific changes include:

- The appointment of Elizabeth Ryley to the

role of General Manager Marketing. Elizabeth was formerly head of marketing at subsidiary, Progressive Enterprises in New Zealand and has extensive experience across retail and FMCG brands.

- A creative agency review process to ensure Woolworths is receiving optimum external support. Current incumbent is M&C Saatchi.
- A review of Woolworths' main customer research provider. Current incumbent is The Leading Edge.

Mr Jegen said: "My observations are that our customer communications over the last couple of years have been somewhat inconsistent and lacking in clarity. We have an incredibly strong brand with a proud Australian heritage and we need to make sure it is achieving its full potential.

"Elizabeth is a highly accomplished marketer with a very strategic and focused approach. Under her stewardship, I am very confident our brand will clearly stand for unbeatable value and the freshest foods." ■

Creative Instore Solutions takes Silver for Kellogg's at POPAI UK & Ireland 2011

Creative Instore Solutions was awarded Silver at the recent POPAI UK & Ireland Awards in the category 'Grocery & General Merchandise – Permanent Display' for its point of purchase display for Kellogg Marketing & Sales Co (UK) Ltd.

The display housed Single Serve Portion and Loose cereal tubs for sale across multiple target routes including education centres, hotels, quick service restaurants and universities.

Capitalising on the drive for quick access to

nutritious and healthy snacks on-the-go, the modular units were designed to help retailers increase sales for self consumption, single serve and loose breakfast cereal at different consumer purchase points. The modular units housed some of Kellogg's most iconic brands including: Crunchy Nut, Fruit 'n' Fibre, Cornflakes, Special K and Coco Pops. The units catered for both counter top and shelf opportunities within the singular tray and tub design.

"The small footprint combined with the

progressive feel to the design gave us a real point of difference in the trade. These factors and the flexibility of the system resulted in an extremely positive reception by our customers," said Caitlin Alsop, Category Operations Executive, Kellogg Company.

"This award win is testament to the excellent work of our team at Creative Instore and to our collaborative working relationship with Kellogg's," added Steve Howell, MD, Creative Instore Solutions. ■