

Tradeway drives switching at shelf

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Leading experiential activation agency, Tradeway, executed a back-to-school campaign that drove switching to Staedtler. Staedtler is one of the world's leading manufacturers and suppliers of writing, colouring, drawing and creative products.

The Challenge

The retail channel has become an increasingly important channel during the back-to-school period. Time-pressed moms and dads find it convenient that there is a one-stop destination for most of their children's back-to-school needs. However, with the proliferation of brands and many shoppers being deal-seekers, it is important that Staedtler drive the quality and value features of its offerings, which deliver more cost efficiencies for the shoppers in the long term.



The Solution



Staedtler and Tradeway took a category approach, driving more revenue for the retailer and delivering added value for their shoppers. The activation centered on delighting shoppers. The brand ambassadors received extensive training on Staedtler products and category in addition to the stationery requirements that students need from Grade R right through to Grade 7. Focusing on 50 Checkers, Checkers Hyper and Shoprite Checkers Stores in January and February 2013, the brand ambassadors assisted shoppers with navigation, finding products on their shopping list and advising them on the value and quality offering that Staedtler provides. This culminated into a unique shopping experience which also maximised the cross and upsell for the retailer. Another component of the campaign was a 'dictate your prize' competition to drive purchasing. Shoppers had to spend over R70 and they were automatically entered into a prize draw of R110,000 for their choice of a new car, an overseas trip, a bursary or cash.

The Results

The majority of shoppers that purchased stated that they switched from another brand and chose to purchase Staedtler products as a result of the activation. Over 58,000 shoppers were approached over the six week promotional period which lead to over 320,000 units purchased for Staedtler.

About Tradeway:

Tradeway are specialists at recruiting, training and managing resources for experiential activations, direct consumer engagement and field services.

Tradeway provides reliable resources that will consistently represent your brand delivering the highest levels of compliance and return. Driven by our continued investment in proprietary technology, the latest training and testing methods in addition to people development, we are able to streamline representation, automate activation schedules, track our resources and monitor campaign performance in real time.

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