

How to make your brand stand out in store

Issued by [TLC Worldwide Africa](#) 2 Sep 2014

"Differentiate. Don't discount, add value", this was the advice given by Derek Miller, Africa MD of TLC Marketing Worldwide at the POPAI SA Retail Leaders Shopper Marketing Conference held on 21 August in Sandton, Johannesburg.



Derek Miller

The informative conference was attended by brand custodians, retailers and category specialists within the retail marketing industry. Topics discussed consisted of various point of purchase and shopper marketing associated research and development.

Miller discussed the current state of retail in South Africa - which is saturated with price led promotions. He showed the audience images of supermarkets a wash with red and yellow discount banners, and not just in South Africa, he tapped in TLC's international intelligence to show that this is a challenge we're facing globally.

How to stand out? Miller spoke in depth about using insight-led reward campaigns to tap into consumers emotions for memorable brand experiences instead of just focusing on traditional forgettable price discounts - and that a balance of the two is essential for the marketing mix.

He explained that this is a solution TLC Marketing uses worldwide for their clients "to get the stand out needed, the campaign has to come to life in-store. Brand's need to invest in their shopper's journey - it's crucial to analyse the shopper's path to purchase and use strategic media in and out of store to reinforce the message at the campaign."

TLC Marketing did just that when they recently worked with Carrefour in Italy, the world's second largest retailer, where they increased sales by 60% through a reward promotion in store.

TLC Marketing has over 20 years of experience in delivering successful campaigns for 54 of the world's top 100 brands. TLC Marketing specializes in added value consumer incentives by using intelligence from 15 international offices as part of the TLC Marketing Worldwide Group.

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