



Merchandising Case Study

The Hoover Candy Group

Overview:

The Hoover Candy Group recently launched their new Vacuum Cleaner range, but needed to ensure retailers were implementing their promotional ends to maximise consumer awareness. They employed our merchandisers to visit stores nationwide to check store compliance and where necessary implement on the stores behalf. Our merchandisers reported the results to give Hoover Candy a vital insight into store activity.

Client Benefits:

Hoover Candy have no field personnel and therefore no visibility of store compliance. Our merchandisers gave them valuable knowledge and ensured the money invested in the promotion gained maximum return.

Key Learnings:

The investment in promotional equipment and advertising must be followed up with ground level merchandising support to ensure compliance and return on investment.

Why RRS?:

Our nationwide coverage and reporting capability enabled the client to have immediate sight of promotional end status and knowledge that our experienced merchandisers would rectify any non-compliance issues.

"The reporting and implementation RRS provided was invaluable to our new product launch."
Product Manager, Hoover Candy



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