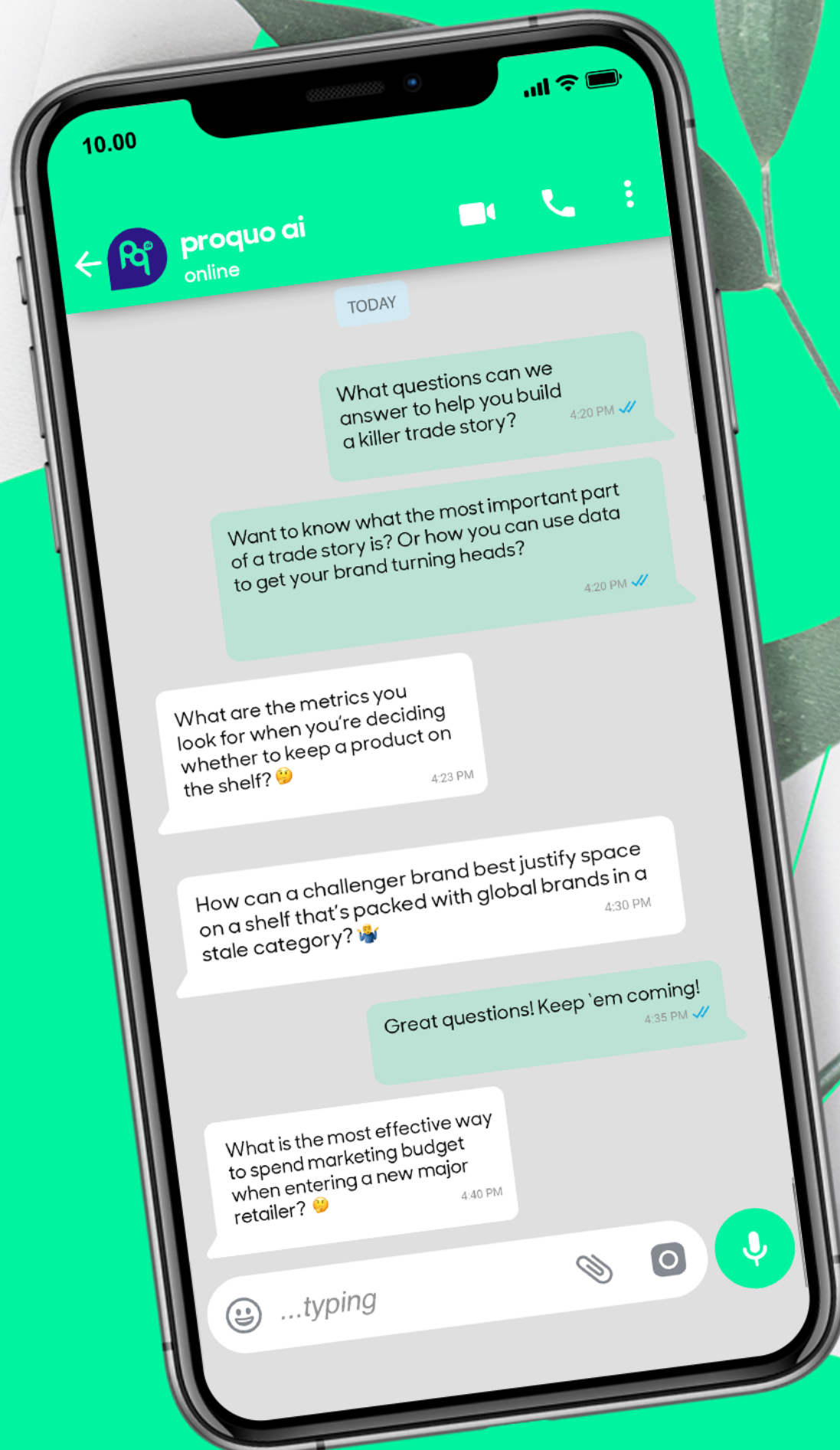
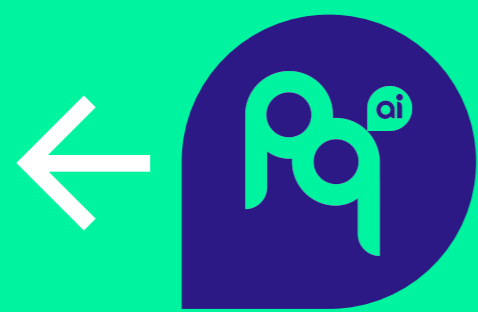


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FAQ

5 Steps To Crafting A Killer Trade Story





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online



TODAY

What are the metrics a buyer often looks for when deciding whether to keep a product on the shelf? 🤔

4:02 PM

Use metrics that best articulate your brand's unique selling proposition and accurately show the true value of your brand to the retail buyer. Consider things like rate of sale, profitability of product and product reviews, as these can be particularly compelling. Show a buyer that you understand how people shop their category, how your brand is disruptive within it and how you can drive their overall category value.

Remember to be ambitious but realistic with your expectations.

4:02 PM ✓✓

How can a challenger brand best justify space on a shelf that's packed with global brands in a stale category? 🙋

4:04 PM

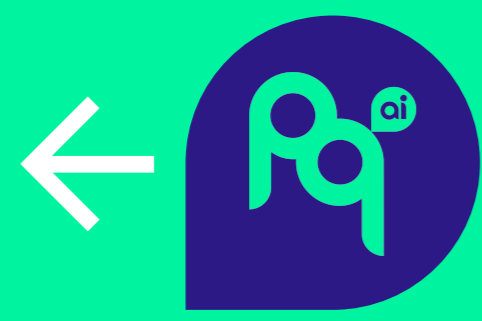
If your category feels stale - perhaps it's had a lack of innovation in recent years - are you able to pinpoint exactly why? Is your brand able to breathe new life into the category and disrupt it in some way? In your retail presentation you'll want to persuade a buyer that there's an untapped opportunity in the marketplace which your brand can fill. Show a buyer that you can deliver something different and bring either more users, more usage or more trade up to the category.

4:04 PM ✓✓



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TODAY

How can brands adapt to the current environment where the majority of growth is being driven online 📱? Especially for categories which were previously driven by in-store experiences 🏪👤?

4:11 PM

Think about all of the positives of an online experience – you can show ratings ⭐⭐⭐⭐, reviews ✅, present more contextual information about your products, even show sell-out data!

You have so much more room to celebrate 🥳 your brand online. And simply showing buyers that you've given real thought to how your presence translates online is important – now, more than ever before.

4:12 PM ✓✓

What's the single most compelling criteria a small brand can show a buyer to convince a buyer to purchase it?

4:15 PM

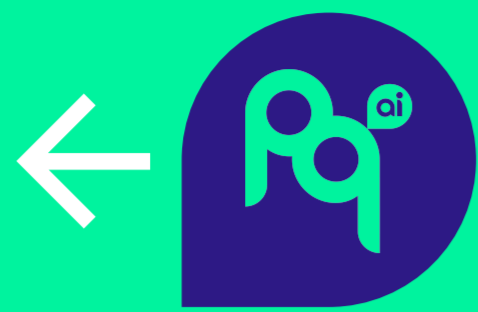
Most of the time, it's the product itself! Having a strong brand with a well-developed product that meets a real shopper need is important. Understanding how your brand relates to people and how people relate to your brand versus the competition is key. On top of this, compelling marketing campaigns, ratings and customer reviews are important for smaller, challenger brands when they're first starting out.

4:16 PM ✓✓



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TODAY

What's the best way to build a relationship with a buyer 🧑🧑 ?

4:20 PM

It's truly all about the relationship. The first step is to present yourself, as well as your brand, as confident and knowledgeable about the category.

The second step is showing your flexibility and your willingness to include the buyer in your decision-making and development process.

4:20 PM ✓✓

Be authentic, and always present your brand openly and honestly 😊 .

4:20 PM ✓✓

How do you condense a trade story into two slides if a buyer doesn't have time to listen? 🚫🕒💡

4:22 PM

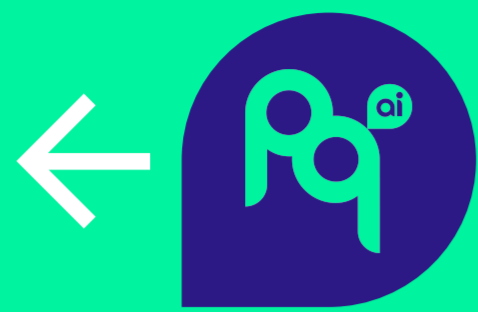
Focus on your brand, and its unique selling proposition versus all the other products in a buyer's category. Show one slide demonstrating how people feel about your brand and how it is best positioned for disruption in the category. Then, show another slide positioning how your brand will drive more users, more usage and/or more trade up to the buyer's category.

4:23 PM ✓✓



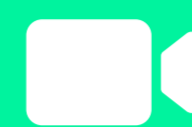
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TODAY

How important is sustainability and provenance to the decision-making process? How important is sustainability to buyers right now? 🤔

4:30 PM

It's hugely important – in fact, sustainability measures are expected. For a lot of retailers nowadays, it's simply a hygiene factor. Come prepared to discuss why and how sustainability is part of your brand ethos, from your supply chain and production to your packaging and consumer-facing messaging.

4:31 PM ✓✓

What motivates a buyer in a trade story? What makes a retail sales deck exciting? 🤩

4:34 PM

True passion is crucial when you present your product to a buyer. Boast your knowledge of your product, your passion for how people feel towards it versus your competition and the market you're entering it into – why is it critical now?

4:35 PM ✓✓

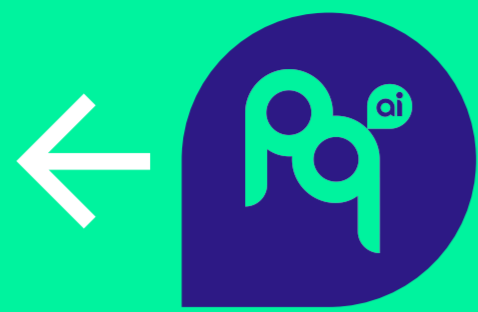
And lastly, creativity in visuals and a detailed marketing plan will tie it all together.

4:35 PM ✓✓



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TODAY

What is the most effective way to spend marketing budget when entering a new major retailer? 🤔

4:40 PM

Make sure you build a relationship with the buyer and agree on the marketing plan which you will execute in their stores.

When entering a new major retailer for the first time, invest in the in-store experience of your brand in that outlet and invest in trial to make sure your product hits the ground running.

You'll want to get out of the gates - and grabbed off the shelves - quickly.

4:43 PM ✓✓

When a buyer is introduced to a new product, do they do their own research and look at a brand's social presence, online presence, etc.?

4:45 PM

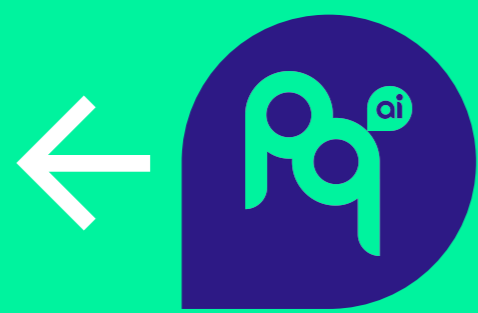
Yes, buyers will always look at the complete picture 📺. They will research things like where the brand is in the market, their website, consumer sentiment, social media accounts, word of mouth and if the brand has been searched for on the retailer's website before.

4:46 PM ✓✓



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TODAY

Are there any top tips to drive shelf presence and to drive consumer pull-through from shelf to basket? 🤔

4:50 PM

Clear, engaging and attractive packaging that makes products look premium or aspirational is a great place to start, but if it's appropriate, let your product do the talking. Are there simply basic shelves? Prongs?

4:54 PM ✓✓

Make sure you know the retailer's fixture types and make sure your packaging will work on them. You could even take it a step further and support the visual merchandising of the product with the staff!

4:55 PM ✓✓

How can a brand approach a buyer with no previous relationship?

5:00 PM

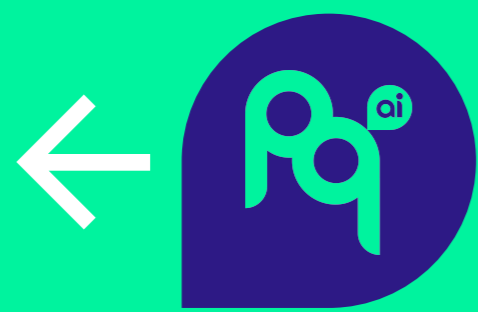
Be sure to do a bit of research to make your cold outreach both personal and creative! It may seem obvious, but always address your emails to the buyer and demonstrate your knowledge of the retailer. Tailor your trade story to the retailer and its customers, and paint a clear picture of how your product fits.

5:02 PM ✓✓



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TODAY

What do buyers look for in a boutique brand? What can a brand owner do to support a buyer in carrying an emerging brand?

5:16 PM

When it comes to smaller, challenger brands a buyer will look for innovation and category disruption. What does your brand deliver which the other brands in the category don't?

5:20 PM ✓✓

How does your brand meet an emerging shopper need? Importantly, by stocking your brand on shelf how is it going to drive category value through more users, more usage or trade up?

5:20 PM ✓✓

Given SMEs have smaller marketing budgets than large brands, what would make a buyer take a risk to list a pioneering small brand?

5:24 PM

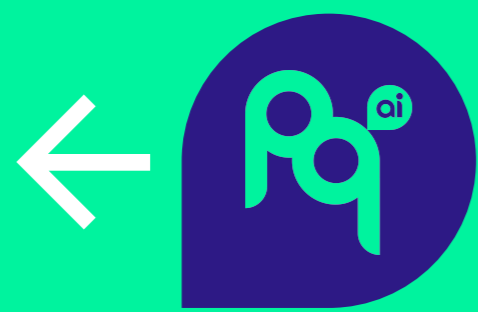
Exclusivity or being the first to market is always a home run. If you can offer something truly unique to a buyer, you have the potential to set up long-term growth. Be prepared to discuss an active, comprehensive marketing plan that you're driving yourself to build consumer awareness.

5:27 PM ✓✓



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TODAY

As stores open back up, what are the three biggest challenges a buyer faces?

5:20 PM

Mostly, buyers and retailers are thinking about unknown footfall levels, the fluctuation in stock availability, and how to deliver a potentially socially distanced holiday peak period.

5:20 PM ✓✓

That has all been super helpful!
Thank you so much!

5:20 PM



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