



December 2009

Do some retailers try to make it difficult to identify and clear deductions?

Last week we discussed deduction practices and asked our readers: “Do some retailers try to make it difficult to identify and clear deductions?”

- **31%:** Most retailers do so
- **38%:** It's common, but most don't
- **31%:** Only a few do it

So most of our respondents think it's at least fairly common, but there was no real consensus on the subject.

Will the 'boost zones' strategy result in significant share gains for Coca-Cola in 2010?

Last week, we discussed Coca-Cola's 'boost zones' strategy – intensive marketing efforts to inundate key urban centers as a counter to declining market share, and asked, "Will the 'boost zones' strategy result in significant share gains for Coca-Cola in 2010?"

- **23%:** Yes – large gains
- **46%:** Yes – some gains
- **15%:** No – but it will stop their share losses
- **15%:** No – they'll continue to lose share

There's a strong consensus that the strategy will pay off, but most think the gains will be relatively small.

How effective can co-op ads and in-store promotions be in building a supplier's brand image?

Our main topic last week was Wal-Mart's partnership with leading brands to create co-op advertising with the look of national ads. In our poll, we asked, "How effective can co-op ads and in-store promotions be in building a supplier's brand image?"

- 29% More effective than traditional national advertising
- 29% About as effective as traditional national advertising
- 33% It can be done, but it's less effective than traditional national advertising
- 8% Not effective at all

Only one in twelve respondents said brand-building can't be done through joint promotions with retailers. But while there was a big consensus that such promotions can be effective in brand-building, there was no agreement at all on how effective, with an almost even split among less effective than national ads, as effective, and more effective.



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Will brand marketers soon begin offering co-branded private label products with their key retailers?

In the last edition of Outlook, we discussed the idea of co-branded private label, and asked "Will brand marketers soon begin offering co-branded private label products with their key retailers?"

- 14% Yes – and it will become a significant share of sales for those who do
- 38% Yes – but it will be limited in the next few years
- 48% It's not going to happen to any meaningful extent

It seems that our readers think co-branded private label is unlikely to have much impact in the short term.