

inside

Summer 2014

ADVANTAGE



LTE Group

IN Marketing's award-winning
experiential and shopper
agency makes new connections

Also in This Issue Interview with CIO, David Cortese The Power of Pet The Benefits of Recognition Big Data—Big Results ▶

welcome

inside
ADVANTAGE

Inside Advantage is a publication of
Advantage Sales & Marketing, LLC

Editors

Will Minton
Victoria McCarthy
Bruce Crilly

Contributors

Mitch Brown
Jason Cohen
David Cortese
Andrea Espy
Darrin Kleinman
Bryan Linville
Buck Thomas
Chris Thomas
Ron Woolsey
Artie Zimbalist

Art Director

Bruce Crilly

Please send ideas, feedback,
editorial and advertising inquiries to:
inside.advantage@asmnet.com



Corporate Headquarters
18100 Von Karman Ave
Suite 1000
Irvine, CA 92612
949.794.2228
www.asmnet.com



Igniting Our Mission

Our mission at
Advantage is to
be an undisputed
leader of business

services, providing insight-based, mission-critical solutions for our client and retailer partners. As our industry continues to evolve, we continue to find more ways to build efficient and effective solutions for those we serve, from expanding coverage in brick-and-mortar and online formats, to finding new ways to analyze and apply the increasing wealth of data available, to creating engaging marketing campaigns that come to life wherever our target is, be it in person, online, or through media. We continue to succeed at our mission on account of our having vast scale, the industry's best talent and technology, and practical innovation as a core component of our organizational DNA.

This success is widely apparent throughout this issue of Inside Advantage. Our cover speaks to our acquisition of LTE Group, a shopper and experiential agency dedicated to serving the growing U.S. multicultural demographic (see page 10, ASM & LTE Winning Together). We have also expanded our reach into the Pet Channel, bringing the capabilities of a national sales agency to this specialized and growing space (see page 3, Succeeding in Pet). In addition, ASM is making strides in our business

“As our industry continues to evolve, we continue to find more ways to build efficient and effective solutions for those we serve”

intelligence capabilities, leveraging retailer shopper loyalty card data to gain actionable shopper insights that drive results for clients (see page 4, Shopper Loyalty Programs). And in the midst of a major shift to online retail, David Cortese, CIO, explains how ASM is staying competitive through in-store innovations such as high-tech sample carts (see page 8, Interview with David Cortese, CIO).

At ASM, nothing is status quo for long. Our focus continues to be on making decisions based on what is best for our clients and customers. We can't wait to share these changes with you as we move forward into this next stage of our history.

Winning Together,

Tanya Domier

Tanya

Succeeding in the Pet Channel

**‘Pet parents’
are driving
unprecedented
growth in a
mature category**



The Pet Specialty Channel has seen continued growth in recent years, even throughout the economic downturn. The humanization of pets and recent surge of devout “pet parents” have caused expenditures per pet to increase an astonishing 80% over the last 10 years, and additional studies project that the number of pets will increase an average of 2.1% over the next five years. Understanding the importance of winning in this channel, ASM is investing heavily in a growing Pet Specialty Division that provides clients with the comprehensive services needed to succeed in this ever-evolving space, including a strategic and data-driven Pet sales team, analytical support, marketing and retail solutions, and strategic partnerships with leading industry retailers.

Comprised of Pet industry professionals with extensive channel experience, ASM’s Pet Specialty team provides the unique solution of large, national company resources with the

individualized attention and channel expertise required for manufacturers to succeed in this specialized space. With the combined resources of category management experts and an experienced sales team, ASM provides the analytical insights and compelling selling stories to help Pet retailers and manufacturers achieve the right product mix at shelf.

Strong relationships with these retailers are more critical than ever, as increased pressure from the supermarket channel has prompted Pet Specialty retailers to differentiate through selection, rather than price point. To navigate the nuances of these industry dynamics and promote constructive discussions around win-win industry solutions, ASM provides clients with unparalleled (continued on page 15)

**Expenditures
per pet
increased
80% over the
last 10 years**



[illegible]

Shopper Loyalty Programs:

Big data is often broadly defined as information collected from various traditional and digital sources that represent a source for ongoing discovery and analysis. For CPG retailers and manufacturers, one game-changing source of Big Data comes from retailer shopper loyalty programs, which provides very detailed information about shoppers and consumers that can be leveraged to uncover powerful insights.

Retailer shopper loyalty programs began in the mid 1990's with the European supermarket chain Tesco. Over the next ten years only two US retailers followed suit; CVS launched the Extra Care program in the late 1990's and Kroger implemented their Kroger Plus Card

in 2003. However, with the economic downturn in 2009 many retailers recognized that their best hope for sustained growth was not necessarily following the traditional (and costly) approach of acquiring competitors. Retailers realized they could maximize profit potential by optimizing an asset that they already owned: their current customers. This shift in strategy ushered in a new era of Big Data for the CPG industry and introduced a new paradigm: truly understand what your customers want and they will reward you with their loyalty.

Since then, many major U.S. retailers have developed shopper loyalty-card programs, with some chains seeing up to 90% of a chain's total customers partici-

participating in these programs. Strategies are based around retailer-specific shopper insights, generated by analysis of their own big data.

Having access to a massive amount of data is one thing, but uncovering valuable and actionable insights from it is quite another. The fast pace of innovation



and the sheer volume of data available requires a core competency in Shopper Card Data analytics. At ASM, teams of shopper insights data analysis experts are grouped in local market hubs with expertise in a specific retailer and their data. The associates work closely with the retailer category buyers and provide clients with retailer-specific shopper insights that are the key to capitalizing on marketing and merchandising initiatives. ASM's shopper loyalty-card analysts also share their local learnings at a national level, allowing teams to share well-tested procedures and methodologies to ensure that clients are receiving best-in-class big data analysis at all retail touch-points. ASM provides clients with critical direction through analytical insights that are targeted, relevant, and most importantly, shopper-centric.

Shopper loyalty-card data can show actual sales for all items sold in a chain and can be segmented at a granular level, allowing manufacturers and retailers to:

- Identify specific shopper segmentations to micro-target consumer groups and maximize return on investment for marketing and merchandising initiatives. The data allows retailers to identify their best customers by purchasing behavior, pinpoint the purchasing tendencies of shoppers in a certain region, market, cluster, or individual store, and understand purchasing behaviors by age, ethnicity, or even shopping time of day.
- Evaluate shopper loyalty-card data by market basket to better understand how customers shop the entire store and where there may be opportunities to align products and categories. This can simplify the customer's in-store experience while also generating impulse sales across categories that are most frequently in the same shopping cart.
- Track shoppers' purchasing patterns over an extended period of time. This extended sales data provides insights into category purchasing behaviors and helps forecast whether there are acceptable substitutes for a brand or if it is purchased all the time. This ensures that the best and most profitable decisions can be made when creating category planograms.
- Speak in a common language when discussing issues associated with promotions, pricing and new products. Best of all, this common language is shopper-centric and puts the customer at the forefront of all in-store decisions.

Shopper Loyalty By the Numbers...

Number of participants in various shopper loyalty-card programs in millions

(Source: Kantar Retail)



Big Data Analytics in Action

National Supermarket Chain

Issue: An ASM client's brand was receiving less feature ad space than its competitor.

How did shopper loyalty-card data help answer/address the issue:

Used shopper data to show that the client's personal care brand ads had a greater dollar lift than competitor's ads, and had a larger percentage of ad buyers coming back to the category in the weeks following the promotion.

Shopper Loyalty Data Solution

Client's brand received a significantly higher number of ad-weeks during the following year, leading to increased sales of approximately \$2M per promotion and a share gain of approx. 2% in the category.

East Coast Supermarket Chain

Issue: An entire line of an ASM client's product was targeted for discontinuation.

How did shopper loyalty-card data help answer/address the issue: ASM was able to show that their brand outpaced category performance

- Growing Loyalty-card Dollars and increasing Household Penetration rates.
- Growing Brand Households and interaction among chain's most important consumer segments.

Shopper Loyalty Data Solution

The analysis showed that it was important to keep the line of products, saving \$4M in brand dollar sales.



The 2014 Pillar Award Winners (top row: Sarah Bell, Jennifer Kwon, Coral Rose bottom row: Bonnie Morgan, Ted Rhee) with ASM's Executive Leadership Team

Rewarding and Recognizing Excellence through ASM's Pillar Awards

It's certainly no surprise that higher associate engagement equates to higher productivity in organizations. Especially at ASM, where associates' skills and services are the only products, a highly engaged and driven workforce is critical to delivering best-in-class services for clients and customers. Countless studies have found that engagement drives greater productivity, lower turnover, and higher quality of work. In fact, organizations with an average of 9.3 engaged employees for every actively disengaged employee experienced 147% higher earnings per share compared with their competition. However, research shows that only 30% of the nation's working population is fully engaged at work. With such a compelling case for engage-

ment, why do the nation's overall scores remain so low? According to Dr. Jim Harter of Gallup, it is primarily because associates feel their contributions and efforts are overlooked. Harter advises leaders to "over-appreciate their people, and to devote greater attention to praising good outcomes" to address lack of recognition, which is cited by a staggering 88% of employees as their top work issue.

Since 2010, ASM has been able to sustain favorable engagement two times greater than the average U.S. organization, due to a laser focus on rewarding excellence. Recognizing the critical connection between recognition, engagement, productivity, and the bottom line, ASM continues to maintain these

high scores through a new Rewards & Recognition Program, launched in July 2013. The program is structured to connect an individual's successes to the broader company mission of Winning Together with clients and customers. The program includes formal quarterly and annual awards, as well as ongoing communications and forums that provide opportunities for leaders and peers alike to acknowledge, celebrate, and reward (continued on page 9)

Organizations with an average of **9.3** engaged employees for every actively disengaged employee experienced **147%** higher earnings per share compared with their competition



perishables

Introducing the Advantage **FRESH** Team



Program Sales Inc.
..... **Perishable Specialists**



LONGHORN FOOD BROKERS

In 2014, ASM completed the acquisition of Program Sales, Tri Venture Marketing, and Longhorn Food Brokers, three companies specializing in meat, seafood, deli, and bakery products in the grocery class of trade. Together with previously acquired Action West Group and Priority Food Marketing, these groups round out Advantage Sales and Marketing's Fresh Team, a business unit dedicated to providing headquarter sales, category management, retail services,

and administrative solutions across the fresh and perishable categories. This newly unified team offers a unique agency solution for perishable manufacturers, providing regional category expertise while leveraging the national client relationships, business intelligence, and retail technology services of the broader ASM organization.

The launch of this national platform has opened the door for clients to create cross-functional partnerships across

perishable and center store categories and provides opportunities for strategic promotions. Rapidly evolving consumer needs have increased the demand for convenient and healthy meal solutions from grocery stores, and by creating highly targeted promotion opportunities across complementary fresh and center store categories, ASM's Fresh Team is helping clients meet this demand while increasing basket size for retailers..

"The addition of Program Sales, Tri-Venture, and Longhorn to the ASM Fresh Team will provide complementary resources and broader support for our clients in fresh and perishable categories, as well as opportunities for our extensive array of center-store clients," said Tanya Domier, CEO. "With these latest acquisitions ASM has established a national footprint in perishable-focused retail and headquarter services by partnering with the regional leaders in these categories."

The Program Sales, Tri-Venture, and Longhorn teams will continue to be led by Buck Thomas, Eugene Giddens and Jeff White, and Steve Jewasko respectively, reporting into Michael O'Keefe, EVP Client Services.

Rapidly evolving consumer needs have increased the demand for convenient and healthy meal solutions from grocery stores...



David Cortese, CIO: Developing Innovation in Information Technology



Online retailing continues to be an area of disruption for the industry, with U.S. retail e-commerce sales expected to double by

2017. What trends do you predict we will see in the next 5-10 years in terms of moving the traditional shopping experience online?

While the shift to online grocery shopping is certainly an area of focus and discussion for our industry, we still have a ways to go before this becomes the norm. The logistics and customer service are there, but a move to online food shopping requires a fundamental paradigm shift in consumers' mind-set and habits which we haven't seen yet.

However, traditional online shopping, which includes home goods, consumer electronics, and other big ticket items, is seeing a couple of key trends. The first is increasingly aggressive delivery windows pushing towards "next-day" and even "same-day" delivery. In addition, retailers are gaining a greater awareness and understanding of their consumers' needs based on the information they are getting from social media platforms like Facebook, Twitter, and Foursquare. We are consequently seeing the social/online and physical worlds merging, as retailers leverage social media to encourage purchases, such as Nordstrom's

"Popular on Pinterest" in-store campaign. Finally, dynamic pricing is a game-changer. Online retailers are using technology to wage a price war by assessing other retailers' online prices and adjusting them to match.

What do brick and mortar stores have to do remain competitive amidst this shift to online retailing?

With trends like the online dynamic pricing I mentioned, it is critical for brick and mortar retailers to focus on competitive pricing or have some sort of price matching program to compete with the pure play online retailers. But more importantly, brick and mortar stores have to take advantage of their experiential capabilities, particularly with items that are susceptible to "showrooming," where consumers scope out products in a store and then buy them online.

The main way that ASM is playing in this space is through our in-store brand

ambassadorship, educating and engaging consumers by demonstrating products while shoppers are in a physical store. Our latest partnership to enhance the unique in-store experience is with KitchenAid and small appliance demos, where we are able to create an experiential demonstration that is so compelling, people are willing to purchase these bigger ticket items in a store rather than online. Brick and mortars must continue to embrace the ability to create a real, live connection in stores like these to compete with the online retailers to differentiate themselves and find success with the format.

Since joining ASM in 2012, you've launched a formal Innovation Program within the IT division. What sort of innovations are coming out of this program?

The Innovation Program is a unique feature of ASM's IT department, with funded R&D and multiple work streams that we take from concept to store. One of the innovations we've recently tested and rolled out is our eCart market research platform.

eCart provides clients with a new way to conduct proactive, personal market research in the store, right at our demo carts. A client-developed consumer survey, which would usually be conducted by traditional cold calling, is loaded on a tablet directly on the cart in the store. After sampling a product, the consumer is encouraged to answer the survey questions on the tablet. This allows clients to engage an active shopper in the store while they

"...dynamic pricing is a game-changer. Online retailers are using technology to wage a price war by assessing other retailers' online prices and adjusting them to match."

are shopping and immediately after sampling a product. There is no other market research that can offer that level of 'closeness' to the shopper.

Another innovation from the IT department is Smart Sensor, a proprietary "smart" sample tray outfitted with sensors that tracks when a certain product is lifted from the tray. With this technology we are able to get our Event Specialists out in front of the cart, interacting with shoppers with a tray of various samples that intelligently collects passive data about which samples consumers choose. We can then share this data with clients to measure, analyze, and improve sampling strategies.

A final avenue that we are exploring is the ability to leverage beacon technology for clients and customers. Beacons are a low-cost hardware item that use Bluetooth connections to provide push notifications directly to a shopper's smartphone or tablet when they enter certain areas of the store. This provides retailers creative micro-targeting capabilities with-

in the store for a customized and compelling shopping experience.

In a large and growing organization like ASM, what is your team doing to drive efficient and effective processes?

One of ASM's latest initiatives to drive efficiencies is through iCIMS, our new recruiting and onboarding system. The IT team supported Lawrel Aufmuth, VP Talent Acquisition, who drove the strategy and the vision on this project. This was a total business process re-engineering effort for us; the team analyzed every step of the recruiting process and streamlined the steps to apply for a job with ASM. This included extending the recruiting process to mobile, and incorporating social recruiting capabilities through LinkedIn, Google +, and Facebook. These allow candidates to easily connect with iCIMS and apply for a job. We are now able to hire from a larger, and consequently higher quality, candidate pool. This, among other efficiency



and effectiveness initiatives, ensures that we are passing along additional value to our clients and customers.

Rewarding and Recognizing Excellence

(continued from page 6)

associate accomplishments. By actively rewarding and recognizing everyday positive behaviors, ASM's Rewards & Recognition program continues to increase associate engagement and provide clients with highly productive and motivated business partners.

This year ASM recognized the winners of the inaugural Pillar Awards, the capstone achievement of ASM's Rewards & Recognition program, honoring the top five associates who embodied ASM's Key Pillars of People, Culture, Creating Raving Fans, Operational Excellence, and Growth. These associates were honored for developing an outstanding team to manage an ASM client call center (People), driving exceptional community outreach programs (Culture), leading the charge for an enterprise-wide sampling platform (Raving Fans), developing and implementing a retail logistics tool that realized huge cost savings (Operations), and expanding ASM's presence in the ethnic foods category (Growth). Each of these associates exhibited true dedication to delivering exceptional service for clients and customers, and the Rewards & Recognition program effectively rewarded them while encouraging others to be inspired and strive for excellence.

It's not impossible to imagine a highly engaged workforce. With a focus on developing a culture that rewards excellence and a commitment to recognition, companies can achieve incredible things. ASM's Rewards & Recognition program provides an example of the possibilities; by celebrating associates and their success through formalized awards and daily recognition, ASM lives out the mission of Winning Together with clients and customers.



marketing



ASM and LTE Winning Together

LTE is a recognized leader in the multicultural marketing space. As a new member of the ASM family, LTE is proud to drive value for ASM's roster of clients with its award winning multicultural experiential and shopper marketing, as well as sports and entertainment marketing strategies and solutions.



LTE Group



Multicultural consumers, particularly Hispanics, provide a significant opportunity for marketers as the "mainstream" continues to evolve. Hispanic marketing is a billion dollar business in the U.S. and leading corporations are focusing more than ever on this consumer as Hispanics are one of the nation's fastest growing segments. While success in this discipline has historically

been met with a business approach based on culture and language, the demographic landscape has rapidly evolved, forcing marketers to reevaluate their strategic approach.

LTE Group—Connecting brands with consumers through unique experiences

Winning with multicultural consumers is about developing brand loyalty through emotional connections and LTE's insights and broad suite of capabilities allow clients to reach consumers through culturally relevant experiences like sponsorship activations, mobile tours and promotions, grassroots initiatives, and retailtainment.

The Next Chapter— Winning Together with ASM!

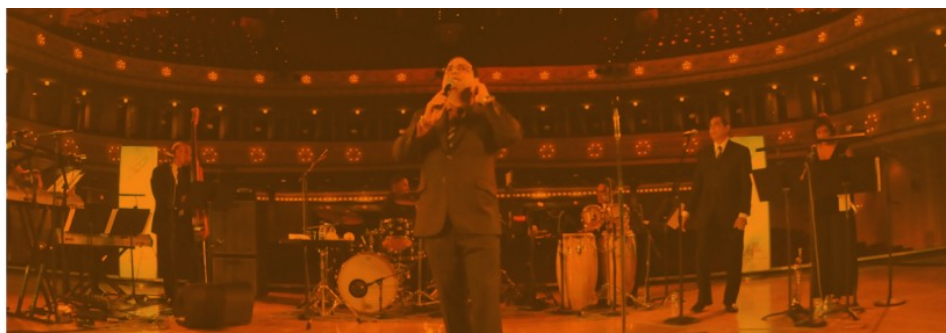
As an independent holding company, LTE has been tremendously successful as pioneers and leaders in the multicultural space, garnering numerous industry accolades and awards. LTE now looks forward to leveraging its union with ASM to offer a unique value proposition to the collective roster of clients, while achieving an advantage over competitors.

From multifaceted experiential and shopper marketing programs, to the development of sponsorship-driven sports and entertainment platforms and celebrity endorsement services, to the production of large scale events across the country, LTE Group brings best-in-class, in-culture strategy and marketing leadership for ASM clients seeking to enhance relevancy and preference with multicultural shoppers and consumers.

LTE and ASM Winning Together!



“Latino influence on mainstream society is growing far beyond the consumption of tacos and salsa music. This has important consequences for marketing by multicultural and general market professionals alike.” Advertising Age



The Hispanic Market By the Numbers

50 million+

Hispanics living in the U.S.
with a population growing by
1 million each year.

Though **experiential marketing** was **ranked #1** among **Hispanics**, **78%** of Hispanic respondents **revealed never before participating** in a live marketing event.

(Source: Jack Morton White Paper)

95%

Hispanics contribution to total
teen population growth in the
U.S. through 2020.

50% of winning CPG manufacturers (those with higher-than-average sales

growth and market penetration among Hispanic consumers) say that more than half of their retail accounts have strategies specifically aimed at reaching the Hispanic market. **90% of the same group** plan to increase spend in focused initiatives and in-store activities.

(Source: GMA, McKinsey & Company and Nielsen)

ASM Expands In-Store Media with FreshSpace and StoreBoard Media

Over the past few months ASM has expanded its portfolio of in-store media assets with the acquisitions of FreshSpace Media and StoreBoard Media. These strategic additions, together with ASM's current in-store merchandising network including Superfridge and PromoPoint, offer CPG companies and retailers a suite of highly impactful solutions to connect with shoppers and drive sales.

ASM acquired FreshSpace Media in December 2013. FreshSpace provides blue-chip advertisers with exclusive access to advertising space on high velocity consumer products sold at leading retailers, including Wal-Mart and Safeway. FreshSpace's media products include advertisements, coupons, and promotions affixed to milk, bread, fresh produce, meat, eggs, and bottled water in more than 50,000 stores in every state across the U.S. These products are brought into the consumer's household and used daily, resulting in significant physical interaction and a high frequency of media impressions. FreshSpace currently manages over 800 million milk container units annually and is rapidly expanding their other perimeter product networks. FreshSpace's media is proven to not only drive strong incremental sales lift but also to generate an impressive ROI for advertisers. The business unit is headquartered in New York and run by Chris Barley and Geoff Jackson who report to Mike Salzberg, ASM President and Chief Operating Officer.

ASM acquired StoreBoard Media in April 2014. The company provides advertising placement on security pedestals located at the entrances and exits of major retailers, including Walgreens and CVS. StoreBoard's five-foot high, full-color advertising panels greet shoppers as they enter and exit the store and have been proven to provide advertisers with significant increases in ad awareness and sales lift. The company's advertising network currently consists of approximately 27,000 retail stores nationwide and is utilized by blue-chip advertisers such as Unilever and American Express. The StoreBoard Team is based in New York and led by Rick Sirvaitis. The team will be joining offices with FreshSpace later this year.



FreshSpace's media products include advertisements, coupons, and promotions affixed to milk, bread, fresh produce, meat, eggs, and bottled water in more than 50,000 stores in every state across the U.S.



ACE Program Five Year Anniversary: Where Are They Now?

In 2009, ASM launched the Accelerated Career Experience (ACE) Program to create a pipeline of top-notch sales associates armed with a general management mindset and an evolved, strategic skillset. From the first class of just 11 Leadership Development Associates (LDAs) in 2009, the ACE Program has expanded massively, with 290s LDAs having graduated from the ACE program to date.

ASM's first ACE associates continue to make the ACE vision a reality by taking leadership roles with the company. We recently caught up with three ACE graduates to reflect on the impact the ACE program has made to their career and see how far they have come.



Bethany Slentz

Client Team Leader

ACE Class of 2009

Current Responsibilities:

Oversees the national relationship between ASM and Abbott Nutrition.



Creates "Raving Fans" by:

Proactively identifying solutions, driving the entire team to deliver on commitments and expectations, and nourishing a team environment across both organizations.

Skills Developed During ACE Program:

- Basic sales training, including development and delivery of effective presentations, data analytics, etc.
- Developing soft skills that are critical to success like quickly and effectively following up, listening and responding to a client's specific needs, and having integrity in every situation.

Positions held after the ACE Program:

- Associate Business Development Manager
- Customer Development Manager
- Corporate Communications Specialist
- Corporate Marketing Specialist
- Manager, Business Development
- Client Team Leader

Chris Brown

Retail Operations

Manager

ACE Class of 2009

Current Responsibilities:

Manages a regional retail selling team for Wrigley, with oversight of 6 retail supervisors and 73 retail sales merchandisers in 16 states and 8,500+ stores.



Creates "Raving Fans" by:

Executing against client retail KPIs, having open and honest conversations with clients about identifying and addressing opportunities, and developing internal talent for future business needs.

Skills Developed During ACE Program:

- General business acumen and networking skills
- Ability to adapt and learn across cross-functional roles
- Presentation and public speaking skills through sales workshops and mock presentations

Positions held after the ACE Program:

- Associate Business Development Manager
- Business Development Manager
- Retail Operations Manager

Stephen Layman

Business Development

Manager

ACE Class of 2009

Current Responsibilities:

Makes headquarter sales calls to Harris Teeter and other retailers on behalf of clients including Dial/Henkel, Ocean Spray, Barilla, Mt Olive, and others.



Creates "Raving Fans" by:

Listening to and identifying solutions for client and customer needs, proactively developing business solutions to ensure growth and exceeding expectations by always going above and beyond to make the sale or close the deal.

Skills Developed During ACE Program:

- Learning to be flexible and adapt to client needs
- Exposure to sales leaders and guidance to develop my own selling style
- Workshops and education opportunities

Positions held after the ACE Program:

- Customer Development Manager
- Business Development Manager



retail

Customized Retail Deployment Model

For many years, retail outsourcing was straightforward. The retail execution mentality of “stack it high, watch it fly” meant that the work was simple and the same in every store. Manufacturers had limited options for retail coverage, and the industry lacked the technology and data required to drive fact-based decisions.

Today, the retail landscape is very different. Big data sources like shopper loyalty programs and an increasingly localized approach to reaching consumers have led retailers to hyper-customize their offerings

to differentiate themselves in the marketplace. With the war in the store becoming increasingly complex, ASM offers customized retail models, including syndicated, dedicated, and hybrid approaches, to meet each client’s individual needs and gain this competitive edge at retail.

ASM collaborates with clients to develop strategic retail solutions that optimize in-store selling and merchandising. By assessing the industry landscape, a client’s strategies and objectives, and their most

For one client, the decision to deploy a customized retail solution that combined syndicated and dedicated forces led to an incremental **\$3.7M** in annual sales with an investment of just **\$336,000.**

influential accounts, ASM is able to flex retail resources to build robust teams that maximize efficiency and effectiveness in retail execution. In addition to dedicated and syndicated retail options, ASM offers multiple hybrid approaches, which balance efficiency and effectiveness by deploying

dedicated reps in high-impact areas with syndicated overlay coverage. A separate project and surge team is used for all resets, in-store execution, and special projects, allowing the continuity teams to operate with limited disruption. A customized approach like a hybrid team can yield big returns; for one client, the decision to deploy a customized retail solution that combined syndicated and dedicated forces led to an incremental \$3.7M in annual sales with an investment of just \$336,000.

Ron Woolsey, EVP Retail Operations, commented on the impact of ASM's specialized solutions, saying "ASM's flexible approach to retail deployment demonstrates ASM's unique ability to offer clients customized solutions that allow their brands to thrive in this competitive environment. Coupled with our industry-leading retail technology, ASM's tailored continuity coverage options and high-impact in-store selling capabilities deliver an unbeatable advantage."

With retail seasonality considerations, geographic disparities, and increasing economic pressures, ditching the "one size fits all" mentality is more critical than ever before. Because differing geographies and retail formats require specialized skill sets, ASM offers various teams that provide highly specialized coverage for specific projects or key demographics. These include a Dedicated Walmart Team and a fully bilingual Hispanic selling team focused on selling in key Hispanic markets. Powered by the same advanced retail technology as ASM's continuity teams, these additional resources can be deployed as supplemental overlays to any existing retail configuration.

With the rapid pace of innovation and customization in the retail environment, ASM is constantly developing new ways

to build customized approaches for even more targeted retail deployment. These include remote territory coverage, new continuity services in adult beverage, pharmacy, and dental office detailing, and dynamic routing to expand access

and utilization of retailer POS data. For more information about ASM's extensive retail deployment options and to build your custom retail team, contact Ron Woolsey, EVP Retail Operations (ron.woolsey@asmnet.com).

Succeeding in the Pet Channel

(continued from page 3)

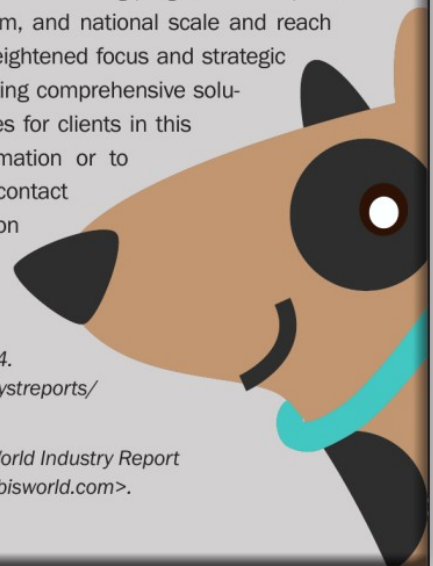
access to key retailers through representation at the Top 30 PetSmart Meeting and the Petco Vendor Summit, as well as at regular top-to-top meetings.

In addition to these key sales relationships, ASM provides customized Nielsen POS category analytics at Petco, integrated marketing programs including an in-store pet wellness ambassador program, and retail coverage. The team has also conducted supplemental shopper conversion studies in collaboration with ASM's SMARTeam to analyze retailer category penetration and customer leakage at leading Pet retailers.

ASM's Pet Specialty division has already seen promising results, gaining incremental in-line SKUs, additional display support, and increased marketing exposure for clients. Jason Cohen, Sales Manager, weighed in on the biggest areas of focus for ASM's Pet Specialty Division moving forward, commenting "there are three critical factors needed to succeed in this channel in which ASM is heavily invested: data and insights to drive effective shopper marketing programs, an experienced, analytical, and pet-focused channel team, and national scale and reach to provide extensive coverage. With a heightened focus and strategic investment in these areas, ASM is creating comprehensive solutions and smarter go-to-market strategies for clients in this high-growth segment." For more information or to inquire about representation, please contact Jason Cohen, Sales Manager Pet Division (jason.cohen@asmnet.com).

Bender, Scott. "Sales Trends in the Pet Industry." Cleveland: Cleveland Research Company, 2013. Web. 8 May. 2014. <http://www.petpoint.com/reportspage/analystreports/January 20 2013-CRC.pdf>

Brennan, Andy. "Pet Stores in the US." IBISWorld Industry Report 45391. (2014). Web. 12 May. 2014. <www.ibisworld.com>.





A SUPERIOR BLEND OF TRADITION AND INNOVATION.

Since 1987, ASM has partnered with industry leaders to improve their retail efficiencies. Over the past several years, we've successfully applied these experiences in the adult beverage industry. We've created an efficient model by partnering with distributors and blending their expertise with Advantage's adult beverage team. Together, we've leveraged our wide variety of merchandising resources, in-store reporting technology and dashboard report access. Use these services to your advantage.

