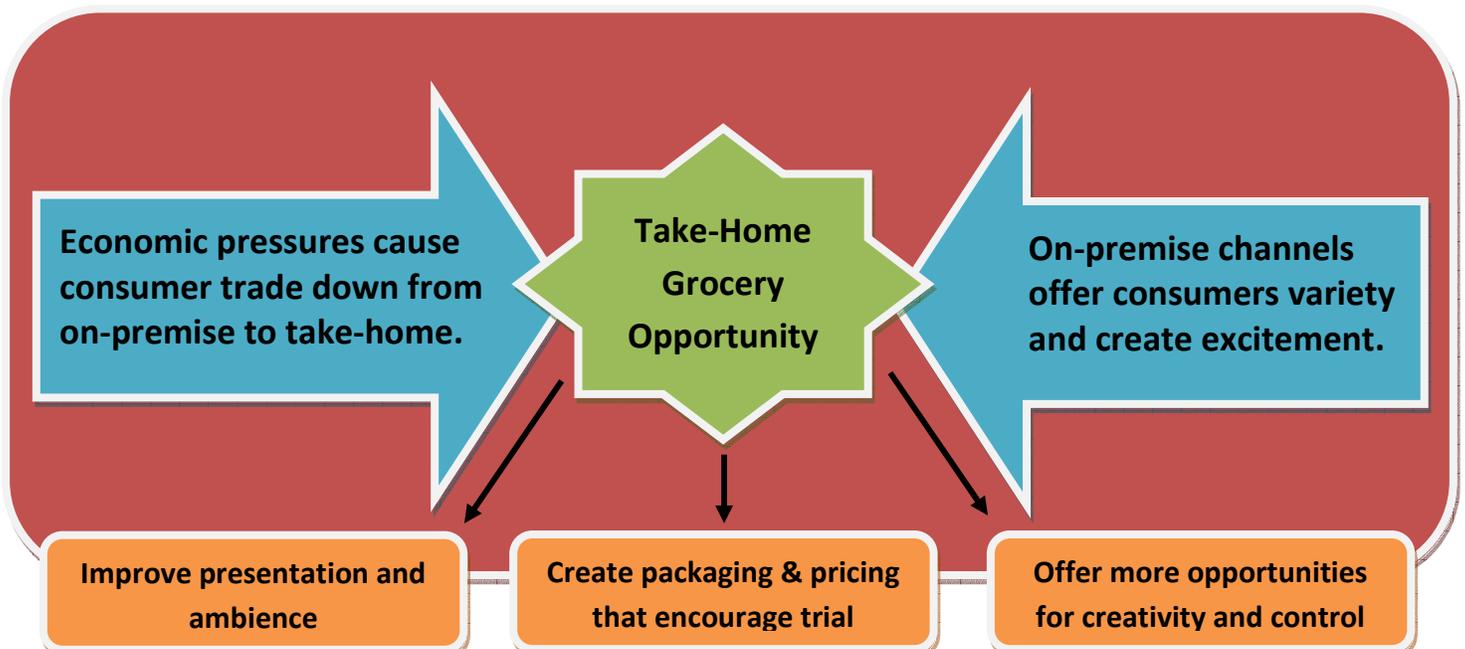


Discovery and trial is shifting to Take-Home channels as consumers go out less to bars and restaurants as a result of the recession.

- ❖ Historically, On-Premise channels have tended to be where consumers experimented with new products, and Take-Home accounts were where consumers made repeat purchases of items they already knew and liked.
- ❖ Differences between the On-Premise and Take-Home were blurring even before the current recession. Supermarkets in search of higher margins were stocking more single-serve and take-out items.
 - This was originally directed primarily at taking share from fast-food and other limited service restaurants.
 - As consumers trade down from fine dining and sit-down restaurants, grocers are now positioned to gain more business.
- ❖ Trading down should not mean sacrificing the ambience, excitement, and stimulation that consumers experienced in On-Premise accounts.



Successful brand-owners will drive enhanced discovery and trial by leveraging On-Premise experience with consumers in a Take-Home environment.

Presentation & Ambience

- ❖ Move from uniform to distinctive
- ❖ Optimize serving for attractiveness and convenience
- ❖ Create brand-specific atmosphere

Packaging & Price

- ❖ Smaller pack-sizes and lower price points
- ❖ Sample sizes and demonstrations
- ❖ Tempt trial and experimentation

Creativity & Control

- ❖ Increasing demand for customization
- ❖ Choice to omit or add ingredients
- ❖ Moving from uniformity to customization and personalization

Challenges

Our Experience

Presentation & Ambience

- ❖ Auctive investigated how retail packaging innovation could be used to attract new sets of consumers by encouraging the kinds of interaction and play that occur in On-Premise accounts.

Packaging & Price

- ❖ Auctive determined how to optimize package sizes and price points for an established brand that needed to attract fresh consumer attention and stand out from the crowd of similar products on retailers' shelves.

Creativity & Control

- ❖ Auctive developed retail concepts that brought to Take-Home accounts some of the sensory experiences associated with On-Premise environments, including aromas and discovery through taste and touch.

- ❖ Auctive has extensive experience in On-Premise environments that can be leveraged to open the shopping process so that consumers interact, learn and play with brands and products in ways that build from initial interest to genuine excitement to actual sales.