



Data Collection

The Field Marketing & Consultancy Group provided a 'Live Reporting' data solution that exceeded expectations, capable of recording information regarding multiple in store activities including

merchandising, point of sale implementation and stock levels. A specific client tailored portal to instantly capture and report information recorded in the field by a dedicated merchandising team.



One of the world's leading film studios required a retail intelligence system that provides live data in order to monitor and respond to the fast moving home entertainment retail sector.

Challenge & Objective

- Set up and activation of the hand held data and photographic capture and reporting system
- Training of field staff to record data effectively
- Deliver clear, concise reports to client to be used in key strategic direct negotiation with retailers

Want to know more?

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Results

By utilising the FM&CG 'Live Reporting' system the client has been able to increase the amount of data captured from the field whilst retaining a consistent investment figure and not increasing the time staffs' spend in store.

The increase in store intelligence results in an ROI of 103% over the 18 month period of operation.

The Field Marketing & Consultancy Group is a leading provider of field marketing services to the grocery and FMCG sectors. The solutions provided include Sampling, Demonstration Days, Training, Market Research, Mystery Shopping, Roadshows, Merchandising and Compliance & Data Capture.