

EMBARGOED UNTIL THURSDAY 17/9/09

RETAILING REVOLUTION LOOMS FOR MARKETERS AND SHOPPERS

Groundbreaking shopper research set to transform retail and advertising performance

Sydney, September 15 – Computerised shopping trolleys, set to revolutionise the supermarket shopping experience, will boost retailer yield and transform product branding and communications effectiveness when they launch in November, according to Chris Kirby, director of consumer research at TNS.

Announcing TNS' partnership with computerised shopping trolley pioneers, Media Cart, Kirby revealed that the interactive trolleys increased the value of the supermarket basket by 8-10% and product sales for brands involved by 30-40% in trials conducted in the U.S.



“The Media Cart Australia-TNS partnership will deliver groundbreaking shopper research which will go beyond the sales data currently available to deliver a complete understanding of shopper behaviour,” Kirby said.

“The insights have the potential to turn the retailing world upside down, by enabling retailers to improve performance and streamline operations, and brands to transform the effectiveness of their product communication.”

Several high profile FMCG brands have already signed as foundation partners for the launch showcase which will occur at two leading independent supermarkets; one in Canberra and another in Sydney.

Foundation partnerships are still available in a number of categories with partners receiving category exclusivity and dynamic advertising delivered at the point of purchase every time a shopper approaches their product.

Managing Director of Media Cart Australia, Brian Paterson said: “We’ve chosen independent supermarkets as our first showcase to give category partners maximum flexibility to test and trial their marketing campaigns on a weekly basis over a six month duration.”

“The immediacy and flexibility of the Media Cart platform will empower marketers and researchers like never before – for the first time, marketers will receive definitive ROI data on their branding, promotions and product activity.”



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Media Cart's unique path tracking and targeted communications capabilities will enable marketers to test messages, concepts and offer effectiveness in a live 'retail laboratory' and adjust to adopt the most effective mix for their products.

The shopper research insights will be supported by real time data collected on unprecedented sample sizes – approximately 30,000 shoppers will use the trolley per week in the showcase stores.

Developed in conjunction with Microsoft, Cisco and Intel, the computerised Media Cart trolley uses path tracking technology and an interactive visual display to collect step-by-step data on in-store behaviour and deliver targeted communications at the point of purchase.

The trolleys experienced 88% repeat usage from participants in the U.S. trial and have been designed to accurately anticipate and respond to the shopper's needs – helping them locate products, check prices and product information, and effortlessly manage their shopping lists.

Participants in the U.S. trial included Pepsi, Kraft, Lipton, Pantene, People magazine, Oreo, Proctor & Gamble, Philadelphia Cream Cheese and Birdseye, amongst others.

Ends

For more information or to request interviews with Chris Kirby please contact: Chris Byrne – phone 02 9563 4232 or email chris.byrne@tns-global.com

For more information or to request interviews with Brian Paterson at Media Cart Australia please contact: Robyn Cubis – Phone 0488 100 038 or email robyn@cubemarketing.com.au

About TNS Retail and Shopper Insights

TNS, the world's largest custom research agency, has been the leader in custom research and analysis for over 40 years, combining global resources with local understanding of consumer, finance and business, social and government, technology, healthcare, and travel and leisure sectors. Our Retail and Shopper Insights team provides consumer insight and understanding to companies in the FMCG, packaged goods and consumer markets. We have a long track record of providing research-based insight to many of the well-known marketers and manufacturers of food and beverages, health, personal care and household products. We provide strategic tools and innovative approaches to help our clients develop and maintain successful brands. Delivering best-in-class service across more than 70 countries, TNS is part of Kantar, the world's largest research, insight and consultancy network. Please visit www.tnsglobal.com/australia for more information.

About Media Cart Australia

Media Cart Australia is a retail marketing media company that has the exclusive rights in Australia to the Media Cart system. Media Cart was conceptualised by two Australians (David Brice, Chairman Media Cart Holdings Inc and Geoff Brown) who were inspired to create an effective and beneficial way to advertise to supermarket shoppers. They also wanted to pioneer the technology to generate real time



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data to measure and improve sales results. Brian Paterson, Managing Director, has a background in media and marketing, working at Channel 10 and running his own successful marketing agency for 14 years.