



Australian Apples In-Store Sampling 2023 Report

March 2023 – September 2023



Overview

1. Objective

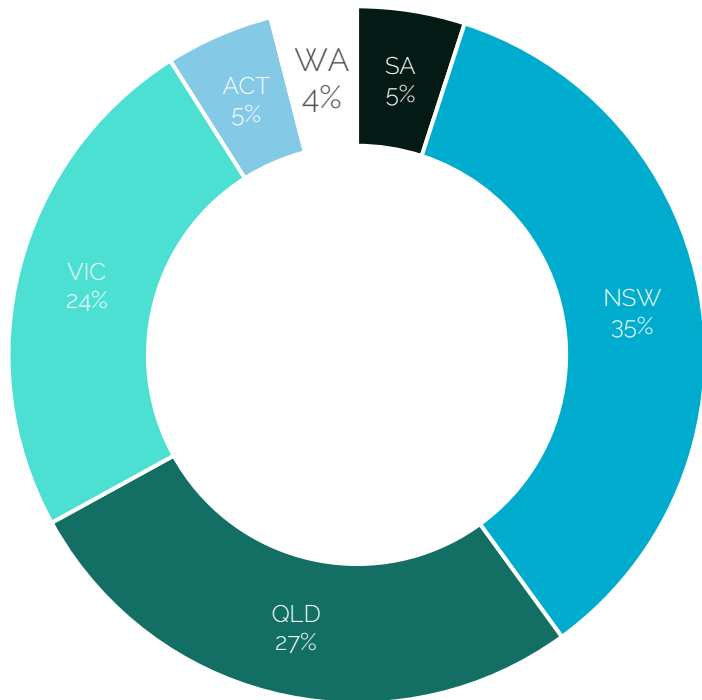
- Increase awareness of the different varieties of apples
- Educate customers about the flavour and texture of each of the different varieties
- Communicate key selling messages
- Highlight where the products can be located in store
- Encourage customers to buy directly from your table
- Leave customers with a positive brand experience

2. Activation plan

- To implement a static instore sampling campaign that invites shoppers to trial different varieties of apples. Varieties of apples to trial Granny Smith, Jazz, Royal Gala, Kanzi, Pink Lady, Envy and Bravo.
- To target a total of 906 sessions in Woolworths and Coles across ACT, NSW, QLD, SA, VIC, and WA.
- To capitalise on the busiest retailer days of the week and timeframes for greatest impact.



State Split



■ SA ■ NSW ■ QLD ■ VIC ■ ACT ■ WA

3. Retail Coverage

906 total sessions have been visited in Woolworths and Coles stores across ACT, NSW, QLD, SA, VIC, and WA.

4. Campaign period

The campaign was activated on the March 2023 and completed on the September 2023.

	ACT	NSW	QLD	SA	VIC	WA	Total
Coles	24	151	155	43	142	16	531 (58%)

	ACT	NSW	QLD	SA	VIC	WA	Total
Woolworths	20	161	89	14	73	18	375 (42%)



Highlights

Engagement:

A total of 98,410 samples were consumed and an estimated 111,370 shoppers exposed to the brand/product. This was an average of 108 samples per session.

Sales:

Sales of Australian apples during the sample sessions totaled, approximately 127,872 apples or 19,181 kgs. The average quantity of apples sold during the sampling session was 141.

****Sales data are anecdotally estimated through the field staff's manual count****

Conversion:

88% of shoppers interacted with were converted into trying a sample.

130% sales conversion, based on number of apples purchases divided by total samples.

Or 32% sales conversion, based on number of purchases done, We estimate that the av. purchase for apples is approx. 4 apples per customer.

Top sampling stores:

Coles Belconnen (ACT), Woolworths Parramatta (NSW) and Coles Jamison (ACT) were amongst the highest sampled stores.

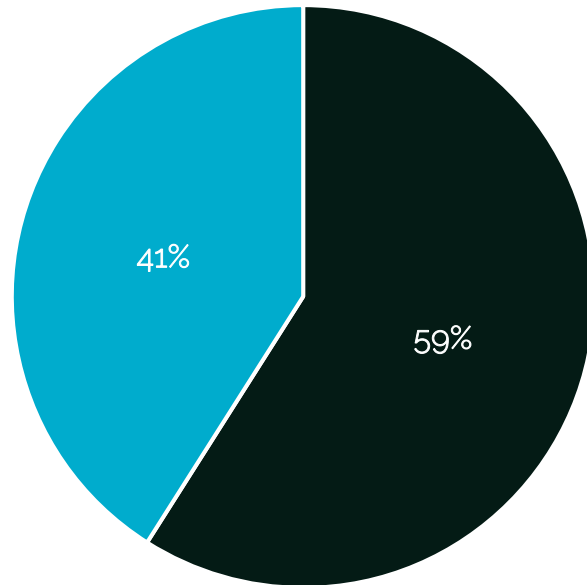
Top selling stores:

Coles Belconnen (ACT), Coles Jamison (ACT) and Coles Churchill Centre (SA) recorded the highest sales.



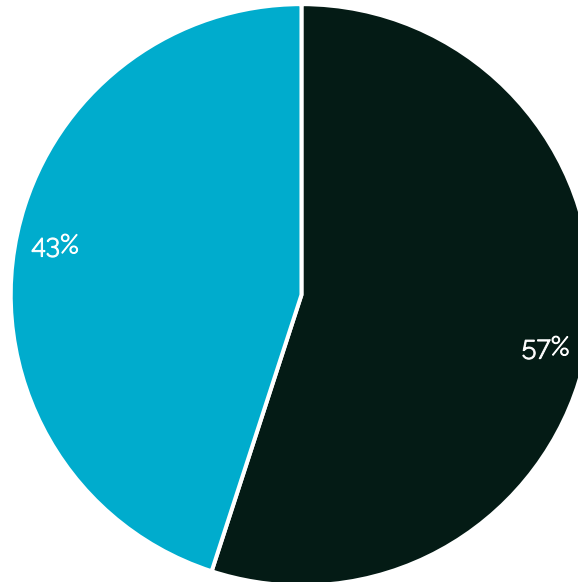
Insights

Gender Split



■ Female ■ Male

What was the percentage of customers that intend to purchase the Apples after trial?



■ Intention to purchase ■ No intention to purchase



Highlights

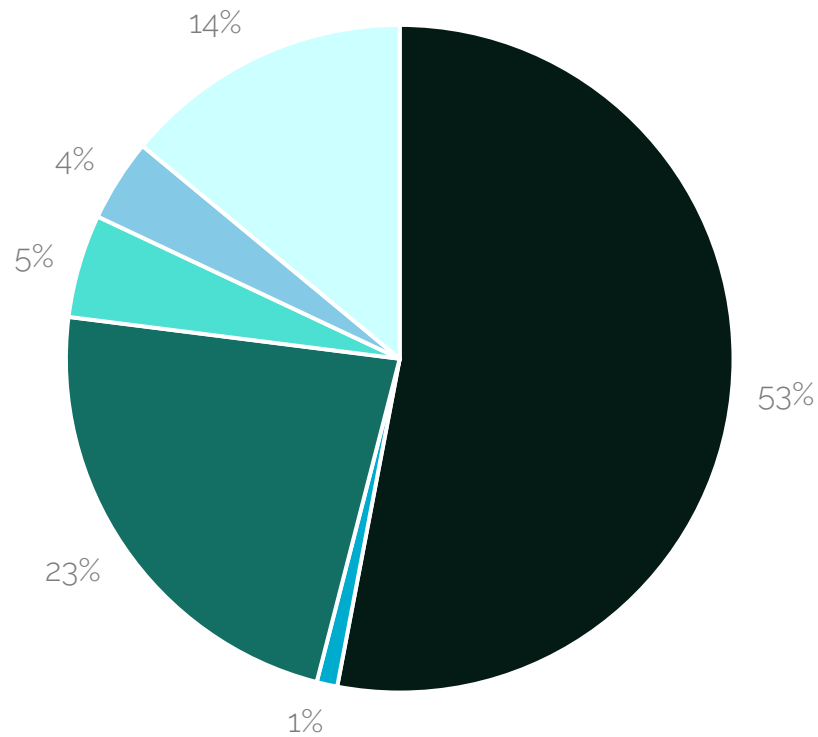


Top Line Results	Brand Exposure		Samples		Sales
State (sessions)	Total	Average	Total	Average	
ACT (45)	5,195	118	4,752	108	155 ACT average per store
NSW (310)	41,011	131	32,893	105	144 NSW average per store
QLD (246)	28,534	117	26,705	109	120 QLD average per store
SA (58)	6,797	119	6,580	115	153 SA average per store
VIC (213)	25,893	121	23,920	111	152 VIC average per store
WA (34)	3,830	116	3,560	108	152 WA average per store
Total (906)	111,370	123	98,410	109	



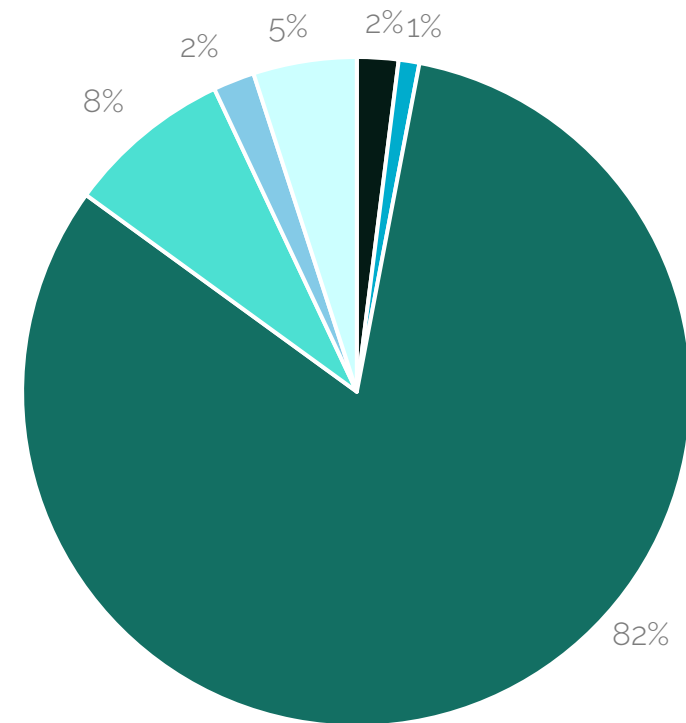
Insights

Was there any factors deterring customers from purchasing the Apples?



■ Price ■ Brand ■ Taste ■ Texture ■ Versatility ■ Other

What was the most perceived value to customers?

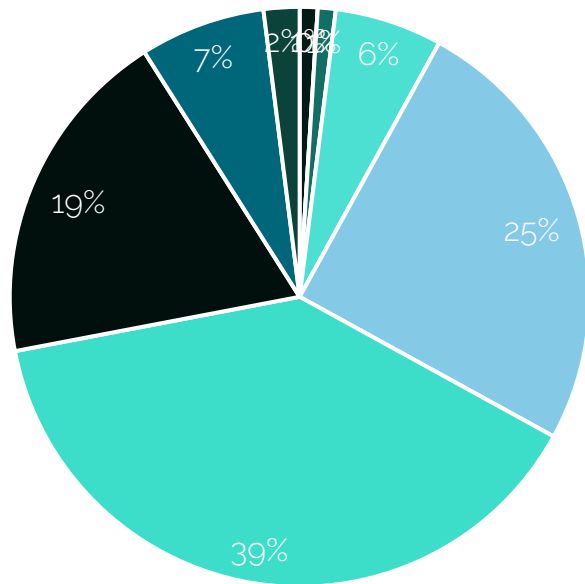


■ Price ■ Brand ■ Taste ■ Texture ■ Versatility ■ Other



Insights

Age distribution of customer's trialing a sample



- 0-20%
- 21-30%
- 31-40%
- 41-50%
- 51-60%
- 61-70%
- 71-80%
- 81-90%
- 91-100%



Insights

Anecdotal Feedback

Kanzi has great flavour and texture, I will buy to take home for the grandkids
-Female 51-60

Love the look and Taste of the Bravo
-Male 60 years +

Loved the taste of the Kanzi, but for my kids I buy the boxed prepacks, better value
-Female 21-30

Loved the taste but won't pay more than \$3 kg for apples
-Male 21-30

Jazz are delicious, really juicy
-Female 41-50

Green apples are way too sour for me
-Male 21-30

Can't eat apples Get stuck in my teeth
-Female 51-60

Granny Smith has a great sweet & sour taste, really liked the flavour
-Female 21-30

"I really didn't know that the apples tasted different, I just thought all red were the same"
-Female 21-30

I found the Bravo apple too sweet
-Female 21-30

The Granny Smith does not taste like they used too years ago
-Male 31-40

Wow! Envy is a beautiful apple will be buying these
-Female 31-40

Tried a Bravo. I was here to buy apples so bought what was left. Great flavour
-Male 41-50

Some of the Jazz apples are so big, I would throw half of it away
-Female 41-50



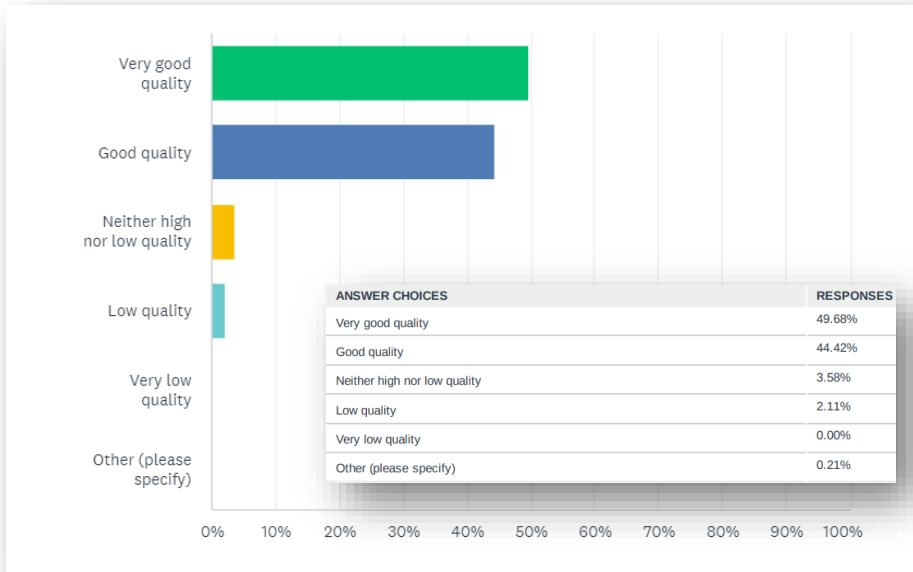
Summary

- ❖ Customers were very receptive to trailing new varieties of apples and interested on their different taste profiles and characteristics.
- ❖ The 7 apple types available drew customers attention to the different apple types available in the market.
- ❖ The strut cards highlighted the different varieties of apples available. Varieties of apples trialed were Granny Smith, Royal Gala, Jazz, Kanzi, Pink Lady, Envy and Bravo. Majority of the customers loved participating in the trial of the different variety of apples on display on the countertops.
- ❖ Some customers were interested in seeing how apples could be served differently or paired with other ingredients.
- ❖ In terms of negative feedback, the most common barrier to sample were customers who did not like apples.
- ❖ The best-selling State was VIC.

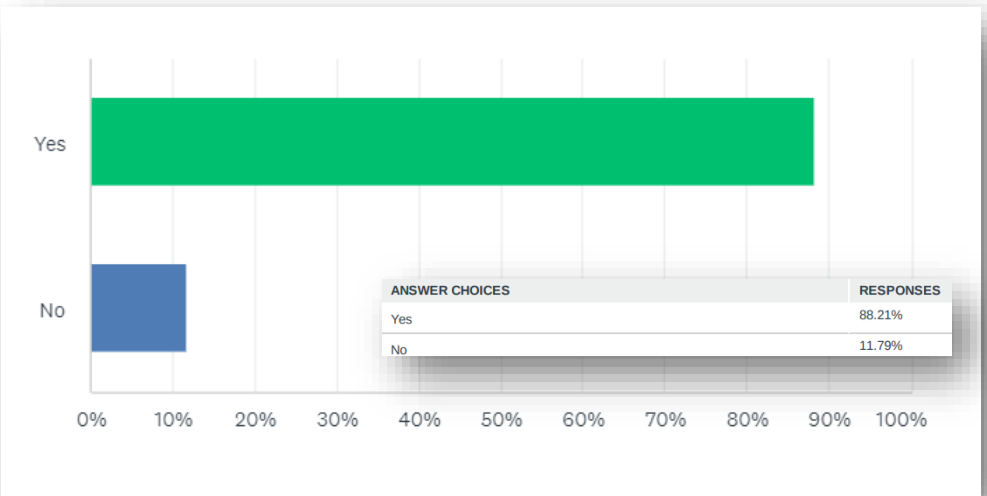


Shopper Insights

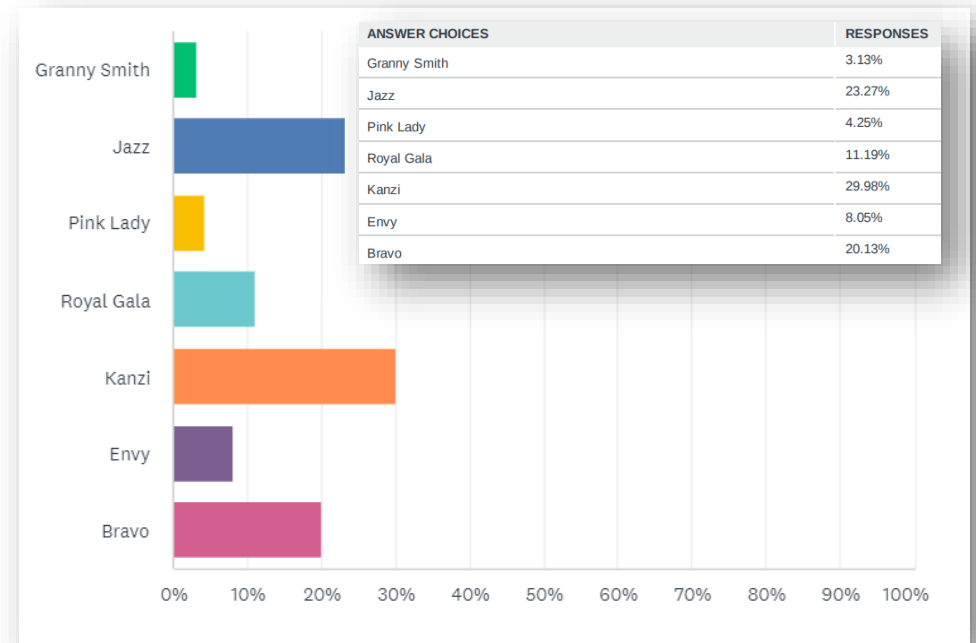
How would you rate the quality of apples available?



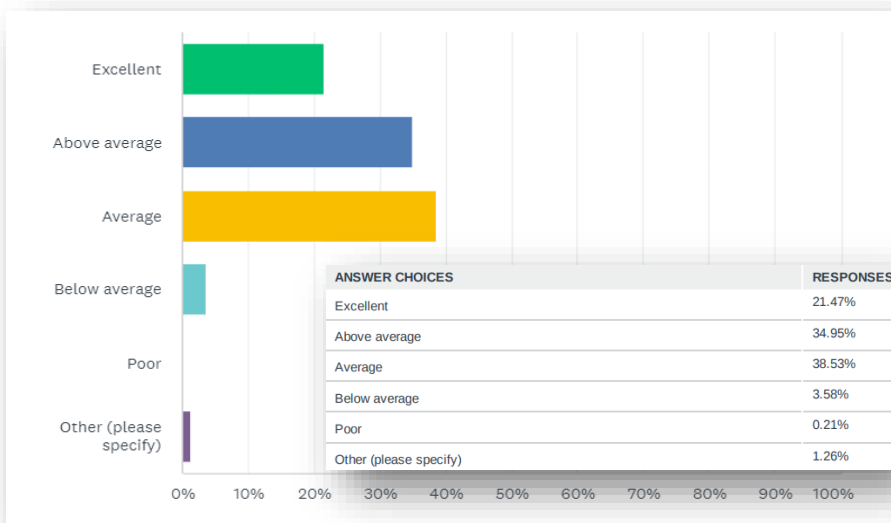
Did you try a new variety today?



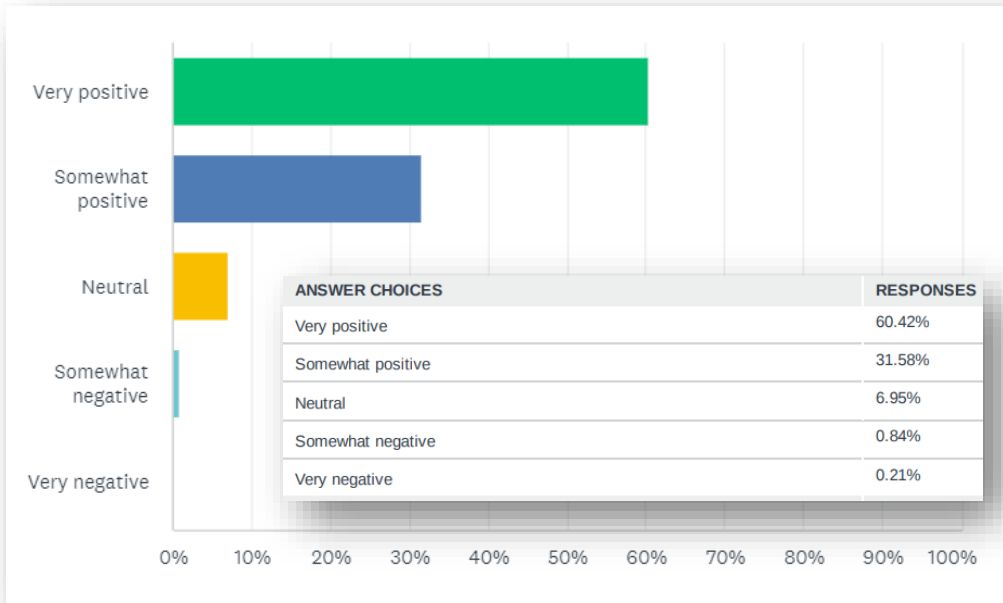
If yes, what variety?



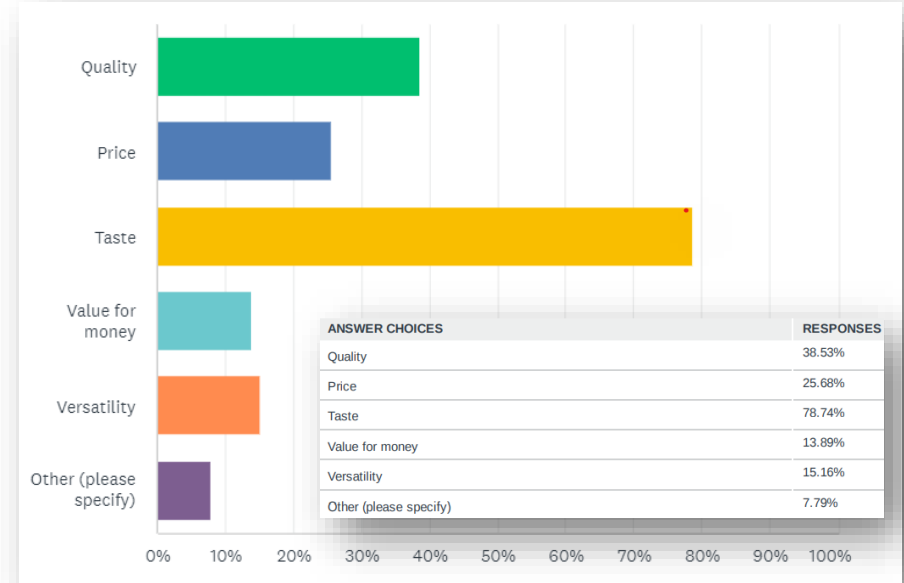
How would you rate value for money for apples?



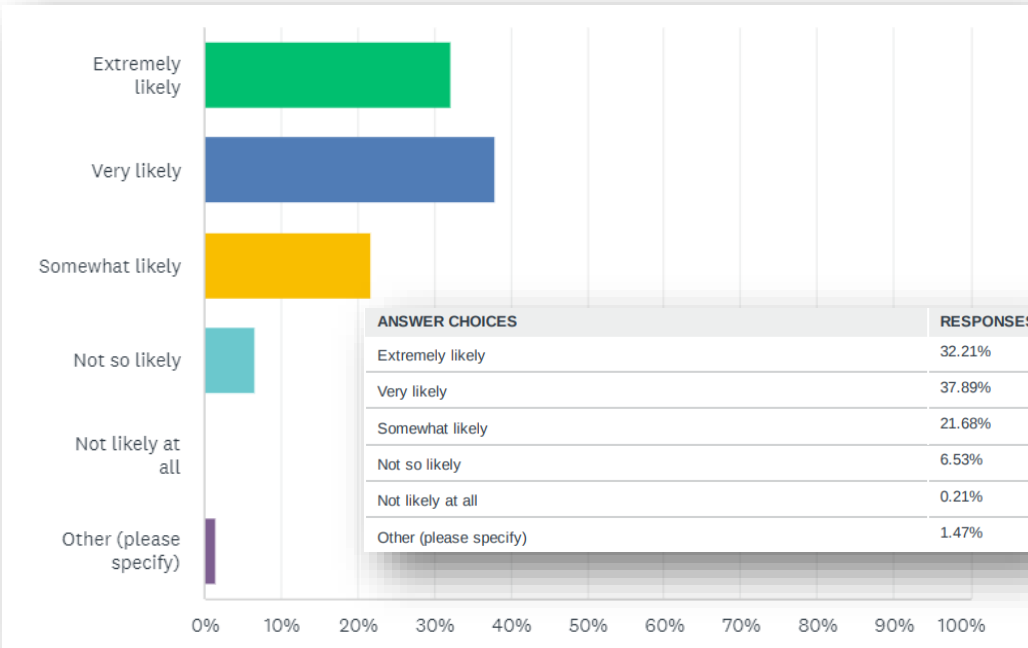
What was your first reaction to the sample?



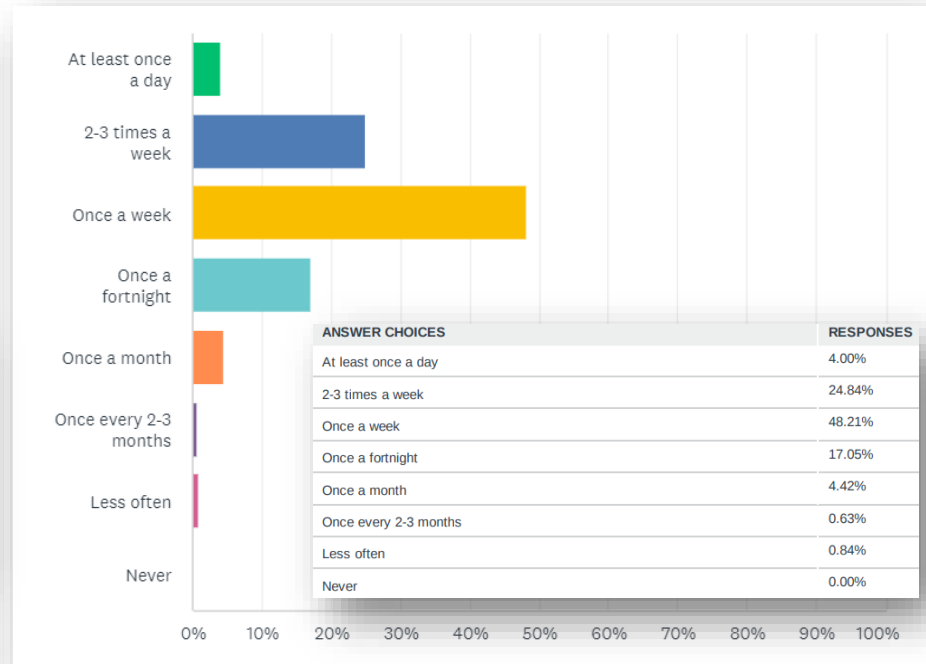
What do you like about apples?



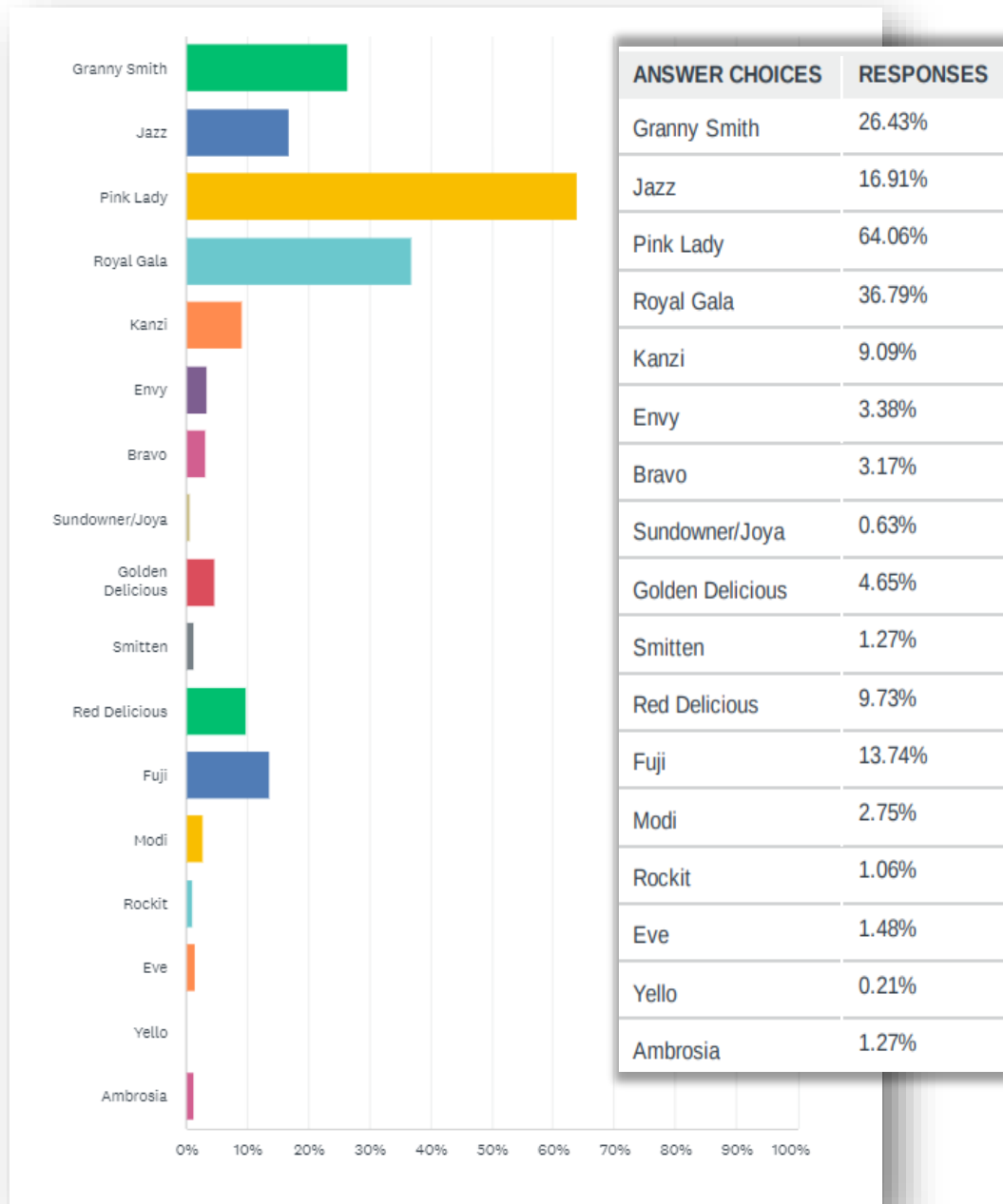
How likely are you to buy a new apple variety after trying the sample?



How frequently do you usually purchase apples?



Which of these apple varieties do you usually purchase?



Insights

- ❖ Majority of customers rated the quality of the apples on display highly – 50% highly and 4% good quality
- ❖ In terms of value for money, apples were rated excellent (21%) and above average (35%).
- ❖ 88% of customers trailed a new variety of apples. Kanzi apples for the majority of these customers was the new variety (30%).
- ❖ The likelihood of purchasing the new variety after the trial was extremely likely (32%) and very likely (38%).
- ❖ 48% of customers said they purchased apples at least once a week.
- ❖ Pink Ladys (64%) and Royal Gala (37%) apples were the most common varieties of apples purchased by customers.



Recommendations

Roaming Sampling

Roaming sampling to be explored, as it's not a cooking execution, to increase sample numbers.
Characteristics of roaming sampling:

1. A brand ambassador located in the aisle or roaming the store
 2. Most common sampling device is an usherette tray
 3. Others include branded shopping trolleys
 4. Allows us to take the brand to the shopper directly in the health snacks aisle at the POP
 5. High number of samples versus traditional – in the vicinity of 200-300
 6. Higher number of sales vs traditional
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Events & Activations

Out-of-store activations including in-mall and trade shows. Trade shows, in particular, provide an opportunity to expose millions of people to trialing different varieties of apples. The Easter Show has 800,000 visitors over 12 days. There is more dwell time with people at shows (vs in-store) and more real estate for branding and messaging.









Thank You!

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