

# DRIVE SALES THROUGH RETAIL BRAND ADVOCACY

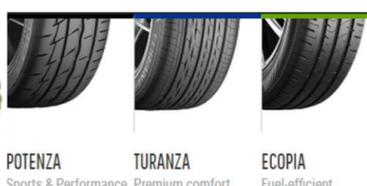
## THE BATTLEGROUND

**70% OF PURCHASE DECISIONS ARE MADE AT POINT OF PURCHASE**



**Customer:**  
"I want to change my car tyres, which is the best?"

**Mechanic:**  
"Bridgestone is The BEST!"



POTENZA Sports & Performance  
TURANZA Premium comfort  
ECOPIA Fuel-efficient

**Say It**

**Show It**



Just over 15 years ago, Renoir Avanza pioneered an implementation model. We call this model *"Retail Brand Advocacy"*. After considerable analysis we were able to agree with many of the world's leading companies, a common 'gap' in the sales and distribution channel. It was agreed that companies have very effective and sophisticated product and service distribution strategies. This means companies do a great job of getting their products on the shelves at retail [the **SELL IN**]. Conversely, It was also agreed that companies do not have an equal or effective strategy to drive the **SELL OUT** at retail, at the front line. This 'gap' acknowledges that you cannot drive sales, by stopping at the product on the shelf. Retail Brand Advocacy was born to attack this 'gap' at the front line and effectively uses the front line as a powerful sales tool. By implementing Retail Brand Advocacy our clients see their Sales grow and we know everyone wants more Sales!

## INSIGHT



**YOUR BOTTOM LINE STARTS WITH YOUR FRONT LINE**

## CURRENT FOCUS?



**MOST COMPANIES SELL OUT FOCUSES ONLY ON RETAIL OWNERS AND NOT CUSTOMER FACING FRONT LINERS**

## WHO SELLS?

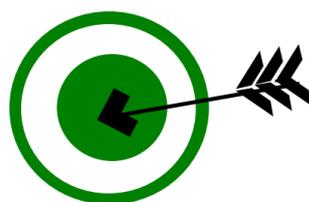
**9 OUT OF 10 FRONT LINERS**

**CURRENTLY HAVE NO REASON TO SELL YOUR PRODUCT OVER YOUR COMPETITORS**



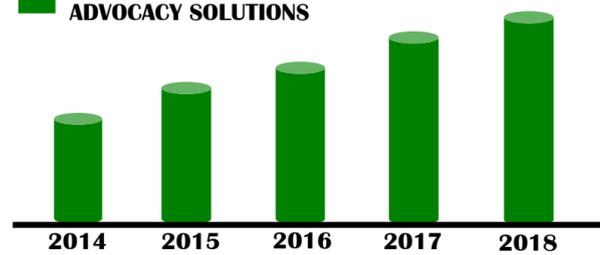
## SUCCESS

**100% COMPANIES WHO HAVE IMPLEMENTED BRAND ADVOCACY, MEASURE POSITIVE SALES BENEFITS**



## IMPLEMENTATION

**COMPANIES IMPLEMENTING BRAND ADVOCACY SOLUTIONS**



## WIN - WIN



**OWNERS & FRONT LINERS LOVE BRAND ADVOCACY AND FEEL APPRECIATED THAT COMPANIES INVEST IN THEM**

Renoir Avanza is proud to have worked with some of the largest companies in the world. Together we have designed and developed front line sales solutions, that are both practical and real. Most importantly they deliver measurable sales results. Renoir Avanza is today recognised as the leading expert in *Trade & Sales Channel Solutions*, through our esteemed Retail Brand Advocacy work.



**PROUD TO PARTNER**

**RENOIR AVANZA CLIENTS INCLUDING**



Our clients are our front line and your partnership is important. Contact us directly now.



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