

Smart United Group

Агентство Маркетинговых Коммуникаций



About Company

Marketing Communication Agency Smart United Group (first name was Smart Advertising) have been providing marketing and advertising services since 2006 year.

In 2007 we made rebranding and the agency got is current name Smart United Group.

Having had rich experience in development and implementation of federal and local projects we're aimed to long-term partnership with our clients. Our main competence is to provide high quality marketing, event and creative services all across Russian Federation and in some countries of Commonwealth of Independent States.

We are ready to realize projects from scratch - from brainstorming the idea to implementation and finishing with the analysis of project effectiveness. We are flexible and always use individual approach to our clients which is essential for fruitful cooperation.



Merchandising. Goal and aims.

Actually merchandising is the last key step in trade chain and it is really essential because proper laying out of your brand influences directly on customer decision.

- Supporting and enforcing brand position of our clients at the point of sales all across Russia
- Reduction of out of stock situation
- Displaying the product at the best places (eye and hand level, first place according to the main consumer flow)
- Creating effective system among all the link including distributors and retailers
- Effective interaction with retailers' staff and influence on them purposely to improve positions of your brand
- Operative feed back from the fields
- Information about promo activities from competitors



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FEDERAL RETAILER CHAINS WHERE WE PROVIDE MERCHANDISING



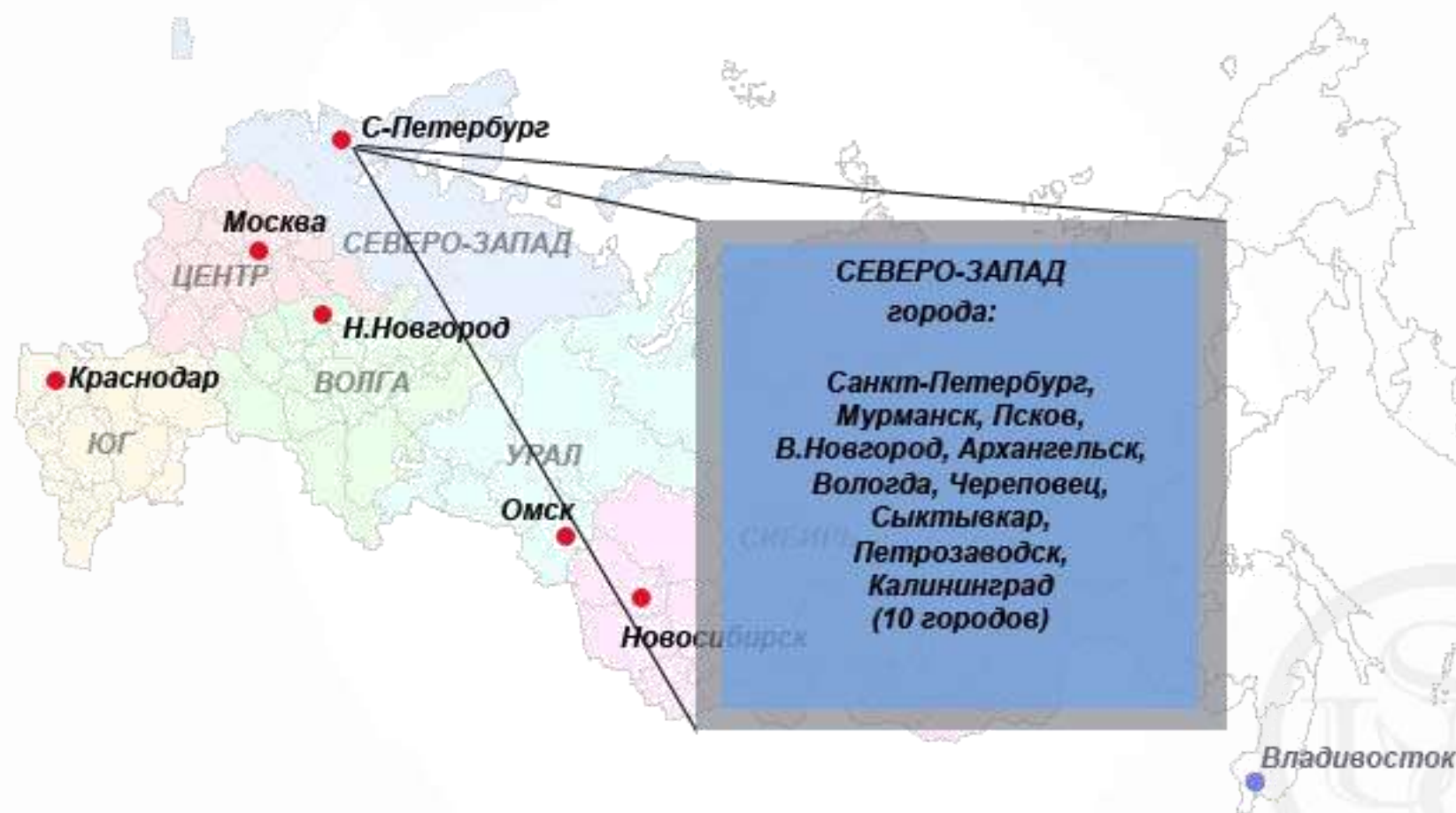


THE COVERAGE. CLUSTER SYSTEM





‘NORTH-WEST’ CLUSTER





CLUSTER “CENTRE”





CLUSTER 'VOLGA REGION'





‘SOUTH’ CLUSTER (NOW INCLUDING CRIMEA)





CLUSTER 'URAL AND WESTERN SIBERIA'





SIBERIA CLUSTER





Merchandising tools

Improve product visibility so customers can engage with your brand.
Proper effect of merchandising can be achieved by using complex approach and with implementing the next aims :

- Displaying the product according to corporate planogram
- Reducing out of stock situations
- Occupying of 'golden' shelves (eye level, hand level)
- Laying out of goods in corporate (brand) block
- Enlarging share on shelves (increasing number of faces)
- Organizing additional point of sales
- FIFO Rule (first in first out)
- POS materials placement
- Weekly report and daily hot line
- Price and promo activity monitoring



Preparation and launch merchandising projects

Stages

What we need to calculate cost for merchandising service:

- address program of retailers
- quantity of sku
- quantity of working days per week
- timing per day

Cost calculation

Confirmation from the client side

Planogram development according to different trade channels

Working schedule of merchandisers

Training of merchandisers and supervisors

Documentation for entry provision for merchandisers



1. Weekly report with the info about quantity of facing of every clients sku
2. Out of stock report
3. Hot line
4. Report about competitive activity
5. Photo report –once a month
6. Price monitoring (1 outlet from the chain- free)

[illegible]



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PROMO TECHNIQUES

Degustation

Sampling

Gift for purchase

Consulting

Interviewing

Cross-mechanics

Leafleting

Buzz marketing

Non standard techniques





Stages of preparation and implementation of promo activity

- Concept and promo technique development
- Elaborate timing plan of the project implementation
- Production of promo stand and promo uniform
- Preparation of all working documents (brief for promo personnel, report forms, all the instructions)
- Booking (rent promo place payment for retailers)
- Negotiation with retailers staff about proper stock of promoted product
- Training for field personnel
- Casting for field personnel
- Final training for the field team
- Logistics (delivering of promo equipment and all promo stuff to outlets)
- Project implementation
- Reporting and effectiveness analysis of the project
- Final presentation

Промо мероприятия (HoReCa)



Промо мероприятия





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EVENT MARKETING

We can develop and run the event exclusively for your company or to offer you to present your brand in other event depending on your needs and wishes.
We will manage the entire event from conception to completion and result evaluation.





STAGES

- Brainstorming the Idea
- Name creating
- Scenario and slogan copywriting
- Choosing the proper place for the event
- Booking (payment for the place owner)
- Casting of actors, narrators, animators, promo-models and others
- Rehearsal
- Personnel training
- Delivering invitations to the guest (in case of closed party)
- Logistic all the stuff to the event
- Decoration design
- Stage and equipment installation (including light and sound setting)
- Event implementation
- Report and final presentation

Ивент мероприятия





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SERVICES

Merchandising

Retail audit/ Store Checking

Consumer Promotion/BTL

Event Marketing

Creative solutions. Marketing Conception

Trade promotion/Mystery Shopping

Flash Mob. Buzz Marketing



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CLIENTS



SONY

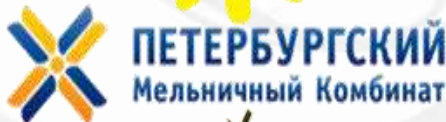
НЕВА МЕТАЛЛ ПОСУДА



БЕЕРКА
МАСТЕР ОТДЫХА



THE FAMOUS GROUSE
FINEST SCOTCH WHISKY



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**СПАСИБО!
THANK YOU!
DANKE!
GRAZIE!
KIITOS!
MERCI!
GRACIAS!**