



him!

What you
DON'T KNOW
could hurt you

What WE
know could
help you

him! – the UK's best insight provider & retail consultancy*

* B2B customer satisfaction study, October 2008,
conducted on behalf of him!



him!

www.him.uk.com

turning answers into action

Introducing him!

For the second year running, our clients named him! as the best customer insights provider & consultancy in the industry.

Our clients say these are our biggest strengths:

- Our people
- The quality of our insights
- Our market and customer knowledge
- Our responsiveness

We work with over 100 of the best retailers, suppliers, wholesalers and service-providers in the UK. See page 10.

We want to help your business grow sales and profits in 2009 and beyond by putting the customer (whether it be a shopper, a retailer, a publican, a caterer) at the heart of your strategy.

So we speak to customers. Thousands of them. Almost 100,000 in 2008 alone, mostly face-to-face, while they are shopping, at the moment-of-truth.

Our "currency" is shopper or customer insights, not consumer data.

The insights come from one of 14 tracking programmes we run in retail, route-to-market and foodservice. and we're launching 2 more in 2009 - CTN's and small supermarkets.

The programmes are always syndicated, meaning you only pay a fraction of the cost but receive all of the value.

Our client service team provides unparalleled levels of customer service (confirmed in our annual customer satisfaction study), embracing him!'s core values of:



Turning answers into action

...is our strapline.

How does working with him! make a difference?

- 1 Foodservice sales at **Somerfield** doubled after the introduction of a new hot-food unit designed directly as a result of our shopper insights.
- 2 Pernod **Ricard** enjoyed a double digit increase in distribution at **Tesco Express**, directly as a result of our shopper insights.
- 3 **Netto** has started selling newspapers as a direct result of our Discounter Tracking Programme.
- 4 **David Sands Ltd**, working with **Warburtons** and **Robert Wiseman Dairies**, has introduced a bread and milk availability guarantee to increase sales and customer loyalty as a direct result of our insights.
- 5 **Enterprise Inns** has reviewed the support package for their publicans to make them more customer-focused to increase footfall and trip spend.
- 6 **Landmark Wholesale** now communicates "must stock" lines to retailers to help them grow sales to their customers.

For more information, contact Carly Bashford on +44 (0)207 611 0420 or carly.bashford@him.uk.com

Why do our clients work with him!?

(their words, not ours)*

- Invaluable customer insights
- Benchmarking within our industry
- Credibility in the marketplace
- Quality and accuracy of the insights
- Retailer buy-in leading to an industry "common-language"

* B2B 2008 clients satisfaction study

But our clients also work with us because:

- **we are fact-based (our opinions are based on customer insights, not gut feel)**

"We are just one step away from an informed opinion" **PepsiCo**

- **we challenge the norm**

"him! showed us that price is not the only thing our customers are interested in." **David Sands Ltd**

- **our insights are crucial in strategy development and validation**

"We use the information within the strategy team to understand our performance. We then disseminate it to the management team to devise strategies and tactics to improve performance." **Brakes**

- **suppliers understand their accounts' businesses better**

"We share the knowledge with the customer insight team, category team, shopper team, and the Director of the Customer Team. It gives us a greater understanding of shoppers' needs. It enables us to review and refine our channel and customer strategies" **Nestle UK**

- **we recommend initiatives to exploit sales opportunities**

"From CTP we develop immediate action plans and implement initiatives to grow sales. For instance shopper insights about lottery could mean changing it's location in the shop." **BP**

People buy things. Epos scans things. We scan People.

Our Programmes

him! gathers customer insights via full-disclosure, multi-client syndicated tracking programmes.

All of our programmes in principle: ...meaning our clients:

- Are full disclosure "open book"
- Are syndicated
- Interview thousands of customers face-to-face (MRS accredited)
- Conduct entry and exit customer interviews
- Covering all categories bought by customers
- Cover missions in great detail
- Includes feedback from those working in the branches of the chains, where possible
- Have him! executive time and analysis built in
- Can benchmark customer feedback from chain to chain, identifying best-performance, and performance gaps
- Pay a fraction of the costs, but benefit from all of the value
- Receive robust, independent and credible customer moment-of-truth insights
- Contrast intended spend, purchases and behaviours in-store with what actually happens while in-store
- Understand how one category interacts with others
- Get help with space planning strategies
- Understand why things happen in-store, or don't – and how to fix it

How do we turn answers into actions?

Our team of client directors, managers and executives analyse, interpret and develop action plans for our clients based on the opportunities highlighted in the insights.

In 2009, our programmes will cover...

- Customer or shopper profiles
- Customer or shopper missions
- Visit frequency
- Intended vs. actual spend
- Intended vs. actual purchases
- Failed purchases, and why?
- Promotion insights (importances, preferred)
- Changing shopping habits, in light of the recession
- Insights on brands vs own-label product
- Lost sales – causes, effects...what to do about it?

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ctp

Convenience stores

30 retailers/retail groups. 20,000+ shoppers. CTP is the authority on c-shopper knowledge and insights. Will the convenience market continue to grow at twice the grocery average, in 2009? Will the recession encourage shoppers to shop more locally? CTP will tell us.



discounter tracking programme

Discounters

Will customer numbers and sales continue to grow? How much of the media hype surrounding the discounters is factually correct, based on robust face-to-face shopper insights? Thousands of discounter shoppers will be interviewed in 2009 (trended against 2008) at Aldi, Lidl and Netto.



soltrack

Off-licences

"In-tertainment" (entertaining at home) is predicted to grow in 2009. Off-licences are developing a broader convenience offer. him! will be talking to thousands of shoppers at First Quench Retailing brands, Bargain Booze and Wine Cellar in 2009.



ontrack

Pubs and Bars

How can pubs and bars get more spend and increase visit frequency from their existing customers, and re-attract customers lost to the off-trade? What principles can on-trade pubcos and suppliers replicate from retail and implement in pubs and bars? 5,000+ pub customers will be interviewed as they enter or depart pubs around Great Britain.



proprietor ontrack

Publicans

Understand what publicans are doing – or not doing – to ensure their business is in the best possible state to meet customers' changing drinking, eating and living habits.



coffee chain tracking programme

Coffee Chains

Will consumers reduce their spend on lattes and cappuccinos? Or will a developing food-offer encourage consumers to trade down from restaurants and use coffee chains more? Costa and Starbucks' customers will be interviewed in 2009 – as will shoppers at other chains.



Our Programmes

food-to-go tracking programme

Food-to-go chains

McDonalds UK is recruiting thousands of new members of staff to meet increased sales and shopper numbers. him! will interview shoppers at 4 food-to-go chains in 2009 to help retailers and suppliers tailor ranges and promotion strategies based on robust customer insights.



pharmacy tracking programme

Pharmacy chains

...offer significantly more than H&B and pharmaceuticals. They have a credible foodservice and drinks-to-go offer....great brand loyalty... excellent locations... generate huge weekly footfall... and could do well in a recession. We'll be speaking to Boots and Superdrug shoppers in 2009.



variety shop tracking programme

Variety shops

10 million shoppers visit variety stores each week, accounting for a large percentage of sales in key categories like confectionery, soft drinks, crisps and snacks, news and magazines. Woolworths has gone. Will this present opportunities for chains like Poundland and Wilkinsons? him! will have all the answers.



cash&carry retailer tracking programme

Independent retailers

There are still over 22,000 unaffiliated independent convenience retailers in the UK. Cash and carries remain a primary source of goods and expertise for many of these retailers. How can suppliers help wholesalers to help retailers to help their customers, shoppers, in order to maintain a healthy independent sector?



cash&carry caterer tracking programme

Independent caterers

50% of visits to a cash and carry is by a caterer. Are caterers going to engage with the trade more in 2009? How can suppliers work more closely with foodservice operators? him!'s cash & carry programme will interview caterers at Booker, Bestway/Batleys, Today's and Landmark in 2009.



delivered wholesale retailer tracking programme

delivered wholesale caterer tracking programme

Independent retailers and caterers

Launched in 2008 our Delivered Wholesale Tracking Programme gained insights from 2,000 retailers and caterers. Will delivered continue to close the gap on C&Cs in terms of sales? What do wholesalers need to do to secure their customers' business? What do suppliers need to know to build credible wholesale strategies? Our programme has the answers.



New for 2009

small supermarkets tracking programme

Small supermarkets

In 2009, him! will launch a syndicated shopper tracking programme for supermarkets (small to medium sized). Moment-of-truth customer interviews will provide shopper insights...across all day-parts and week-parts. ...enabling you to build shopper-centric strategies with key accounts.



ctn tracking programme

CTN

The channel currently does not have robust, syndicated, moment-of-truth shopper insights. Confectionery, Tobacco and News remain core categories for CTNs. How will CTNs retain customers in an increasingly "total solution" UK retail channel?



Bespoke research and consultancy projects

him! works exclusively for individual companies on bespoke ad-hoc research-based investigations. We have recently conducted bespoke studies for;

Arval	Britvic	Red Bull
Bargain Booze	Esso	Robert Wiseman
Bacardi	Gallagher	Dairies
Booker	Kelloggs	Southern Co-op
Bord Bia	Kepak	Wells and Youngs
BP	Londis	
Brakes	Nisa	

Client List 2009

Allied Bakeries	Esso	News International
Arla Foods	First Quench Retailing (The Thresher Group)	NISA
Arval	Fosters EMEA	One Stop
Bacardi	Gallaher	O2
Bargain Booze	Ginsters	Palmer & Harvey McLane
Beam Global Spirits & Wines	Greene King	PayPoint
Bestway & Batleys	GSK	PepsiCo
Birds Eye	Heineken	Pernod Ricard
Booker Premier Stores	Heinz	Post Office
Bord Bia	Imperial Tobacco	Premier Foods
BP	InBev	Procter & Gamble
Brakes	J Sainsbury's Local	Punch Taverns
British American Tobacco	Kelloggs	Red Bull
Britvic	Kepak Convenience Foods	Robert Wiseman Dairies
Cadbury	Kraft	Scotmid
Camelot	Landmark Wholesale	Shepherd Neame
Cardpoint	Mars	Somerfield
Carlsberg	Marstons - Pitcher & Piano	Southern Co-op
Coca Cola Enterprises	Mid Counties Co-op	Spar National
Comag	Mills Group	Tate & Lyle Sugars
Constellation Europe	Muller	Tesco Express
Coors	Musgrave Retail Partners	Tetley
Cuisine De France	Nestle Beverages	Today's Group
Dairy Crest	Nestle Cereals	Total Oil
Danone	Nestle Purina	Unilever UK
David Sands Ltd	Nestle Rowntree	United Biscuits
Diageo	Nestle Waters	Warburtons
E&J Gallo	Netto	Wells & Young's
Enterprise Inns		Wine Cellar
		Wrigley

What our clients say about



him!

"him! delivers quality data which is easy to access and interpret. The industry as a whole views him!'s information as credible and we find that the strength of data enables us to have a genuine consumer insight view that we otherwise would not have." Nisa-Today's

"We have a first class account handler, with the ability to provide us with extensive insight into increasing sales and the best ways to use that knowledge." Red Bull

"him! is well respected in the convenience sector." PayPoint

"The account team has fantastic knowledge of the industry and excellent presentation skills. Our customers also buy into the programmes so the information forms a common language." Pernod Ricard

"They have fantastic credibility within the industry." Tate and Lyle

"They provide us with excellent and actionable insights on our customers" Booker

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