



Outlet Index



Refine sales targeting strategy, listings, and increase market share drive with Outlet Index

A comprehensive and robust database of all On Premise outlets, providing name, address, segment, Outlet Index can help you to:

- + Develop better brand distribution profiling
- + More efficiently target distribution gaps
- + Enrich CRM and maintain accurate records
- + Ensure sales teams are optimising time in field and driving sales

ATTRIBUTES INCLUDED IN THE OUTLET INDEX FILE DELIVERABLE:

- + CGA segmentation
- + Address
- + Town/City
- + County/Region
- + Post/Area/CAP code
- + Telephone number
- + Lat/Long Co-ordinates
- + License indicator

CGA Global Outlet Index On Premise segmentation



Bars/Pubs/Clubs

- Bar
- Pub
- Nightclub
- Other club



Hotels

- Star rated Hotels
- Other Hotels



Leisure

- Bowling alley
- Casino
- Cinema
- Sports Centre
- Theatre



Restaurants

- Casual Dining
- Fine Dining
- Cafe Bar
- Bar Restaurant



Venue

- Arena
- Event Hall
- Music Venue
- Stadium



Sports/Social

- Social Clubs

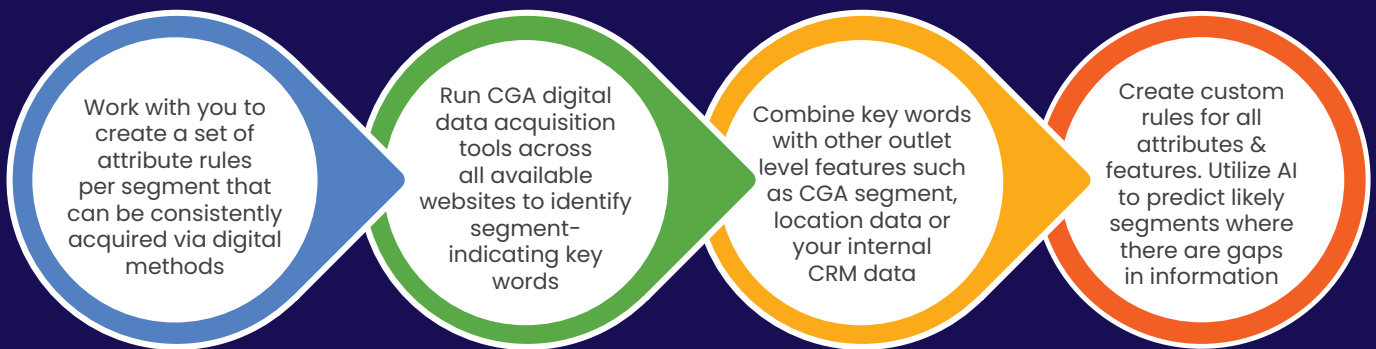
*This is the core On Premise segmentation. It can be extended to OOH with additional research and investment.

Mapping the On Premise to your view: Customised segmentation

CGA'S CUSTOMISED SEGMENTATION ENABLES YOU TO:

- + Align Outlet Index to outlet categorisations that already exist within your CRM
- + Target outlets with specific features or attributes that align to your brand strategies

Our approach:



On Premise **mapping and opportunity** toolkit:

STAGE 1 SHAPE OF THE MARKET

Assess and understand market size and shape at a macro level, building strong foundations for On Premise strategy

STAGE 2 SIZE OF THE PRIZE

Utilizing CGA's consumer research, a full understanding of consumption will be built by location and sub-channel to add approximate valuation by outlet type for location and segment targeting

STAGE 3 PENETRATION & GAP ANALYSIS

Combining Outlet Index with calls lists to understand your current market penetration, gaps in your distribution footprint and opportunities within the On Premise

STAGE 4 CURRENT COMMERCIAL ASSESSMENT

Directly update and enrich your data with the full universe to effectively target outlets based on analysis of your On Premise opportunity



For more information, please contact:

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