



Outlet Index



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

Outlet Index is 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
- Sports/Social Clubs



Hotels

- Star rated Hotels
- Other Hotels



Leisure

- Bowling alley
- Casino
- Cinema
- Sports Centre



Restaurants

- Casual Dining
- Fine Dining
- Cafe Bar



Venue

- Arena
- Event Hall
- Music Venue
- Stadium

*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

MIX AND MATCH MARKETS AND SEGMENTS TO CREATE A CUSTOM VIEW OF THE MARKET, WHICH ENABLES:

- + Flexibility to create a focused and customised strategy
- + Create value through a solution that is tailored to your budget
- + Give your business the competitive edge
- + Unlock venues outside your current sales universe

1. Define your Outlet targets

2. Select your markets
(state, city, suburb, postcode)

3. Select your On Premise channels

On Premise **mapping and opportunity** toolkit:

STAGE 1 SHAPE AND SIZE OF THE MARKET

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

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 2 CUSTOM SEGMENTATION (OPTIONAL ADD ON)

Custom segmentation aims to provide a view of venues by specific client needs and build the shape within the outlet universe and support a strategy to build distribution growth

STAGE 4 CURRENT COMMERCIAL ASSESSMENT

Combining stage 2 with your internal sales data to create an accurate assessment of your commercial opportunity in the market



For more information, please contact:

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