



Introduction

Démosthène Agency is a French field marketing company which offers a field force dedicated to sales promotion. Through a consultative approach we aim to fully understand the customer's needs and define the most effective strategy to support and fulfil an activity.

Summary of Client Service

A client launching of a new range of consumable novelties into the grocery sector required reinforcement at store level to promote sales and increase shelf space of the new lines whilst reporting compliance and stock levels.

Service Details

Démosthène recruited and trained a dedicated commercial team of 30 salesmen, overseen by 3 Sales managers.

The team was targeted to complete a total of 7000 visits to Intermarche, Super U and Champion stores over a period of 10 weeks. Each store would receive 3 visits to ensure sustained promotion and compliance.

Utilising Démosthène's online reporting facility the client was updated daily regarding stock and compliance levels. Additional stock was ordered by the field staff directly whilst in store to increase display space.

Results

On average, share of voice increased by 60% across the whole estate during the activity.

Contact

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