

DISCOVER HOW:

Adcock Solutions Make Food To Go (FTG) Irresistible by Optimising Shopper Satisfaction, Loyalty & Value.

FACTS:

FTG market worth £21.2bn

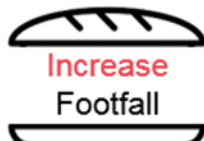
Average spend on FTG
£6.84

70% of FTG purchases
include a drink

Discover how to tap into shoppers
implicit and emotional needs in-store
to drive loyalty & growth

FTG isn't just any category, it defines
the entire personality and brand
positioning for many retail organisations.

GOALS



PRIMARY GOAL: optimise awareness, engagement and sales from within this critical retail category.

RESULTS:

Average visits
per week

3.2



Weight of sale
up by

40%



Conversion rate
increased to

91%

*To understand
what shoppers
really want, means
going beyond just
talking to them.
True competitive
advantage comes
from tapping into
human psychology*