

Navigating The Challenges Of Launching Genuine Innovation Within Established Categories



Jack Edwards

Business Development Director
VST



Edward Sykes

Customer Category & Shopper Activation Lead – Nestlé Coffee
Nestlé

VST

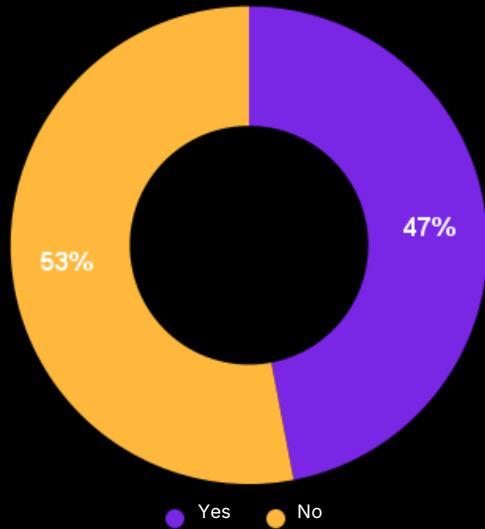
Hello,
we're

VST.



We come bearing good news...

% of shoppers buying a new product in the past month



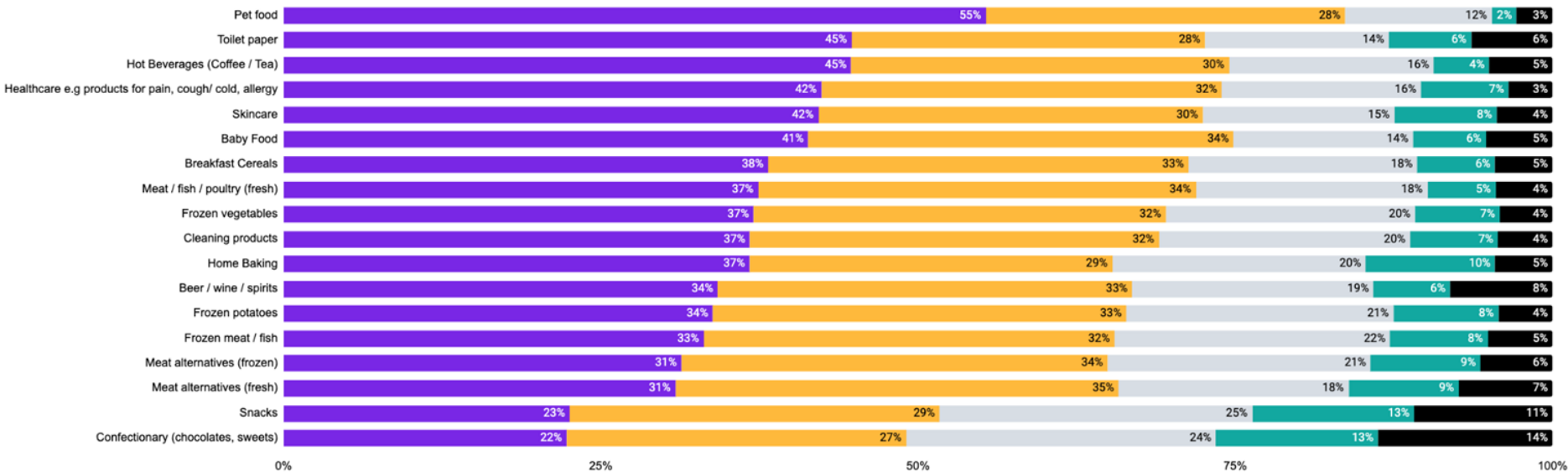
Why?

1. Looked interesting
2. Better value
3. On promotion
4. Treat
5. Sampling

Even in the most planned categories there is room to influence nearly half of shoppers

Level of planning / subcategory

■ Completely planned
 ■ Mostly planned
 ■ Somewhat planned
 ■ Slightly planned
 ■ Not planned



The Rise of New Sub-categories

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How Shopper Demand Has Evolved The Fixture in Established Categories

Soft
Drinks



Low & No



Yoghurts



Air Fryer



The Practical Challenges

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When categories evolve, the hard work starts at-shelf



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**How Nestlé
Brought
Ambient Iced
Coffee to Market**



HACK

iced coffee with
3 easy steps



NESCAFÉ

RETRO PARTY

1. MINDSET

£50m

category in

3 years



60's 70's 80's

ONLY THE BEST MUSIC

ALCOHOL FREE
& LOW ALCOHOL

2. BUILD



- More people
- Bigger baskets
- Higher spend



Incremental growth

3. EXECUTE



HACK

iced coffee with
3 easy steps



RESULTS

NESCAFÉ

Questions?

VST



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Thank you!

Get in touch at hello@storetrials.com