A NEW MEMBERSHIP BENEFIT FOR CONVENIENCE SUPPLIERS AND RETAILERS

NACS and The Nielsen Company have joined forces to launch a new Syndicated Data Program for qualifying NACS members.

This new benefit (a $1,500–$2,000 value) will provide syndicated data to help NACS consumer product goods (CPG) and convenience retailers in gaining a better understanding of the competitive marketplace in order to increase profitability.

The NACS-The Nielsen Company Syndicated Data Program is available to NACS retail or supplier members, whose combined annual sales are under $200 million. As an added bonus, those retailers that are members of both NACS and a state convenience or petroleum marketing association are eligible to receive an additional $500 coupon, bringing the combined value to $2,000.

The Syndicated Data Program is designed to assist small- and medium-sized manufacturers and retailers better understand and position their products for market through the use of market and product related syndicated data.

• Do you know the size and importance of the category you serve?
• Do you know how to maximize store assortment for increased profitability?
• Are you aware of the number of SKUs in your category?
• Do you know the various product differentiations within the category?
• Do you know what items have the fastest turns in convenience stores?
• Do you know average price points for your market?
• Are you staying current and responding to pricing opportunities?

These are just some of the many questions that can be answered by syndicated data. Information like this will help you understand where your products fit in the market, the competition you face, the price points you need to hit, and the volume you can expect. It also leads you to perform necessary due diligence about things like how truly differentiated your product is versus that of your competition. Have information to speak knowledgeably about what's going on in the category and what your product can do for category sales.

Reports can help you;
• Make preparations for market launch
• Position your products for your sales force
• Strengthen your partnership with retailers and vendors
The Nielsen Company provides services for this program. To participate, you must be:

- A NACS member in good standing.
- A CPG manufacturer with less than $200 million annual sales.
- A convenience retailer with no more than 50 stores.

Participation is annual and lasts as long as the program is in force. The program is not available to brokers, consultants, or other service members. Contact The Nielsen Company at 800-553-3727 for more information or to participate.

The Nielsen Company's data program is a critical resource and a membership benefit. It includes brand ranking reports and other services to help you:

- Position your product
- Understand assortment pricing and profitability
- Know your competition
- Up to $2,000 value—FREE to NACS Members

Reports can include:

- Cross Banner Report: Helps you quickly see which trade areas/corporate banners have the best opportunity for your products.
- Item Ranking Report: Shows you where Brand's items are positioned within a category, the size of your market, and units' importance to the category.

The category sales volume trend is the benchmark for brand performance, and %ACV shows your product scanned in stores that represent X% of all store sales within the category.

Who can I contact with more questions on this program?
You may contact the Nielsen Company directly at 800-553-3727. Please refer to The NACS-the Nielsen Company syndicated data program. www.convenience.org/nielsen