

**Convenience
Store**

**GUIDE TO PRODUCING
CATEGORY
MANAGEMENT
FEATURES**

GUIDELINES FOR ARTICLE CREATION

A category management feature on www.conveniencestore.co.uk is an opportunity to raise awareness through sharing your expertise and knowledge on in-store range selection and shelf management around a chosen category.

We have outlined some best practice advice to ensure your article performs well and achieves your objectives.

- The article **should not read as a 'press release'** or 'news piece'.
- Use insightful, educational and thought-provoking content to ensure reader engagement and positive association with your brand
- The article should **advisory in tone** and should **not be blatantly self-promotional**.
- Your aim should be to **educate and inform**, to demonstrate how retailers can best benefit from better shelf management and category deployment.
- The content **must be completely unique** and not published anywhere else online.
- Your company name/product name should not dominate the article – remember that your company name is already clearly associated with the content.
- The article **must not be derogatory towards competitors** or other parties.

We reserve the right to remove, refuse, or re-write content that we feel does not meet this requirement.



ARTICLE REQUIREMENTS

Main body

The article is split into several sections, including:

- A 200-250-word introductory overview of the category, using infographics and/or images to highlight key statistics
- Top tips (150-200 words) to inspire shoppers and help influence purchasing decisions
- Shelf planning, featuring at least 2 planograms for different sizes of store (e.g. 1-bay/2-bay/3-bay) in either product (**Must include other brands within the category**) or block category format – **include reasoning for positioning and layout of the planograms**
- Retailer testimonial to illustrate how a review of in-store merchandising techniques, using your advice, has helped them transform a category and boost sales
- Product gallery – provide images of up to 4 products in your range and **argue the case as to why a retailer should stock these** – e.g. performance figures, growth, penetration in the market, with sourced statistics to back this up
- **For gold packages**, you will also need to agree and schedule video content in association with the C-Store team.
- Finally, you should include a concise Call To Action and provide a URL for this.

Image requirements

- Infographic or image for your lead section; 2 planograms; retailer image; up to 4 product images for your gallery
- Image Format and size: JPG, PNG or non animated GIF. Aspect ratio 3:2 with a minimum width of 1000 pixels
- Video Format: YouTube/Vimeo embed code
- Two high resolution versions of your logo for a white and black background

Top tips for submitting content for convenience store

Retailers want actionable, in-depth, easy to implement advice.

What to keep in mind when writing the article

- **Expert knowledge:** Brands should have lots of research on trends and category infrastructure that can be used to give retailers valuable insight. Backing up claims and illustrating improvement with statistics is convincing.
- **Category specific not brand specific:** Focusing on the trend, topic or category rather than the brand or a specific product will be seen as more authentic and more engaging for readers. For example, why stocking health & wellbeing products are key to driving snacking sales.
- **Get granular:** Illustrate to retailers clearly how adapting their range and shelf positioning in a particular category will boost their sales and encourage impulse purchase, additional basket spend and repeat visits to a store. Tips can include top merchandising principles, store layout and space optimisation, assortment planning and stock replenishment, taking advantage of seasonal occasions and trends, and the use of technology and automation to improve visibility and productivity.
- **Trusted voices:** Quoting and including retailer testimonials will boost the authenticity of your article.
- **Video content:** this should illustrate 'before' and 'after' scenarios of category improvement on-shelf and give examples of the resulting benefits of change – for example, improvements in spend and category penetration, upselling or boosts in average basket spend.

**Convenience
store**

CONVENIENCE STORE
COMMERCIAL CONTENT CONTACTS:
CHLOE.ALBASINI@WRBM.COM
ELLIE.WOOLLVEN@WRBM.COM
CHARLOTTE.CLAUDIUS@WRBM.COM