



**Category:** STEM Campaign

**Company:** Fieldworks and ShopperTrak

**Entry title:** Capitalising on peak trading footfall

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**Brief and objectives:**

ShopperTrak, a global retail intelligence specialist, asked Fieldworks to drive brand awareness of its shopper traffic and counting tool in the UK through PR, during the peak Christmas trading period.

ShopperTrak's primary objective was to beat its competitor, Springboard, in media share of voice (SOV). With an ongoing PR strategy in place, Springboard dominated media conversations around retail footfall, regularly securing sizeable press coverage in national, broadcast, online and retail trade media. In contrast, ShopperTrak had no ongoing PR activity or spend.

ShopperTrak challenged Fieldworks to deliver an impactful and cost effective campaign over a 6-week time period that would:

- generate brand awareness via delivery of x10 pieces of PR coverage in national, trade, online and broadcast media read by their prospects
- gain SoV for ShopperTrak vs its competitors, with a specific aim of taking away SoV from Springboard during the key trading period – achieved by ShopperTrak receiving a higher volume of coverage than Springboard
  - support lead generation via x50 web referrals from PR coverage.

**Rationale behind campaign, including research and planning:**

By using ShopperTrak's footfall data – putting it solution at the heart of the story – Fieldworks identified and manufactured a series of key retail dates over the peak trading period around which ShopperTrak would put out its data alongside commentary from a senior figure.

Working with ShopperTrak's global insights team, Fieldworks analysed shopper traffic data from previous years and collaboratively developed predictions for each key date.

This was matched with insightful commentary developed by Fieldworks, which pooled wider explanations around the predictions in an industry context, positioning ShopperTrak as a thought-leader whose insight and consultancy service are rooted a deep understanding of the wider retail eco-system – a key sales message they wanted to get into the market.

To deliver a cost effective programme, which would provide the flexibility to remain reactive to the news agenda, Fieldworks set up a dedicated press office - a high intensity six week campaign encompassing key dates in the peak trading period.

### **Strategy and tactics, including creativity and innovation:**

ShopperTrak generates its own unique consumer ShopperTrak data, and therefore Fieldworks created a head-to-head strategy, preparing data-based predictions for key shopping dates - Black Friday (BF) and Boxing Day (BD) – on which Springboard would also be looking to place commentary. This allowed us to tactically compete directly for ‘column inches’.

Fieldworks leveraged both ShopperTrak’s data and the expertise of its in-house analytics team to build a series of news generation stories around seasonal shopping peaks:

- Super Saturday (SS) – the predicted busiest Saturday of the festive shopping season
- Panic Monday (PT) – the day festive shopping switches from online to in-store
- Busiest ShopperTrak Day (BFD) – the day pre-Christmas offline retail peaks

As Springboard was not operating the same proactive tactics, enabling Fieldworks to launch a ‘two pronged attack’; taking share of voice from Springboard on days when they were pitching for media coverage, and leveraging further opportunities on days where they were silent.

Our news generation approach created additional coverage opportunities and allowed ShopperTrak to own the discussion around these events, securing standalone comment and drive greater brand awareness.

### **Implementation of tactics:**

To maximise coverage during the campaign as a whole, we operated a two phase approach: selling in predictions ahead of each date, then selling in actual figures after the date. This approach also validated ShopperTrak’s predictions, demonstrating the accuracy of its shopper traffic solution.

BF predictions: Align BF footfall numbers prediction to news agenda, as retailers including Asda announced scaled down BF events. Provide insight into why footfall might decline e.g. ‘BF fatigue’ amongst shoppers who expect discounts over an extended period

BF actuals: ‘The BF Flop’. Provide rationale: many retailers starting discounting ahead of BF / extended promotion over several weeks. Also huge increase in online activity. Extend the story’s media value by providing further predictions across the BF weekend, forecasting further declines in shopper traffic. Cyber Monday predictions and actuals also trailed and placed.

SS; Respond to increasing media interest in Super Saturday with predictions and actual results

PT: Date on which online shoppers switch from online to bricks-and-mortar retail predictions and actuals sold in. Provide rationale for shift – previously the last Monday before Christmas, due to fears of deliveries not arriving in time and families/friends missing out on gifts, the date moved later in the week as shoppers felt more confident in retailers’ fulfilment promises

BFD: Date on which in-store shoppers will peak. Provide rationale for shift: the day Christmas falls on / historical ShopperTrak stats. Fears of gift deliveries not arriving in time.

BD: Traditional BD sales normally creates bumper footfall but due to it falling on Monday (and an extra bank holiday in lieu on the Tuesday), shopper traffic expected to be down. Provided predictions and actual ShopperTrak figures.

Expert insight: Shifting footfall patterns spurred more shoppers to seek out sale bargains, spend Christmas vouchers or return or exchange unwanted gifts later than usual.

### **Measurement and evaluation:**

KPI: 10 pieces of PR coverage over 6-week period (of which x3 would be national)  
Achieved: 288 pieces of PR coverage over a 6-week period (KPI exceeded by 2780%) Total opportunities to see >1.76 billion globally. 36 pieces of national coverage (KPI exceeded by 1100%). Coverage highlights included: Sky News, The Times, i, Daily Mirror, Daily Mail, Daily Express

KPI: 500 social media shares of online press coverage achieved  
Achieved: 2,984 social media shares (KPI exceeded by 496%)

KPI: Take share of voice from Springboard – achieve more press coverage in the peak trading period than Springboard  
Achieved: ShopperTrak secured 59% more national coverage than Springboard.  
ShopperTrak achieved over x2 as much coverage vs. Springboard over the campaign period (288 vs. 118)

KPI: Support lead generation via web referrals (x50)  
Achieved: PR drove 150 web referrals to the ShopperTrak website during the campaign.

### **Budget and cost effectiveness:**

6-week campaign budget: £3,700 (excluding VAT, all aspects of activity and execution).  
The campaign delivered cost effective ROI: Cost Per Thousand was just 0.0021 pence.