

SHAWS OF HUDDERSFIELD

Overview

This case study highlights the importance of shopper insight and its ability to inform businesses of key performance indicators crucial to their success in Tesco Stores. In this case study we highlight how insight has helped to turn around the performance of Shaws of Huddersfield, from a business with below average key measures to a business with now above average performance, thanks to successful sampling events in Tesco Stores.

The Company

Established in 1889, Shaws has been producing their relishes and chutneys on the same site in Huddersfield, West Yorkshire, for over 100 years. Shaws prides themselves in producing only the finest products with their strong local yorkshire heritage and family values at the heart of their business, producing 'reet tasty relishes, chutneys, sauces and salsa's!'. With an everyday range and heritage collection of traditional and new tasty products, Shaws is ranged in many retailers from farm shops to large supermarkets with a particular appeal to premium food shoppers.



Insight

Shaws received their first shopper insight report after attending a regional Tesco Supplier Event in July 2016. Michelle Heaney Firth, Commercial Category Manager, attended the event, which served to highlight the importance of shopper insight and the reasons why small food producers, in particular, need to pay special attention to shopper behaviour. The shopper insight report revealed that Shaws was under performing within the category, with below average customer penetration and purchase frequency and a declining repeat purchase rate of just 12%. In addition, the report revealed a long tail of under-performing stores, with below average customer penetration in over half of their stores.

"When I joined Shaws we didn't have a Marketing Plan or a Sales Team and we had a lot of work to do as a business. The insight did not surprise me - however it gave me the facts to work with rather than just making assumptions. It was invaluable!". Michelle Heaney Firth, Commercial Category Manager.

Action

Conscious of the need to raise their game in a fiercely competitive market, Shaws reflected on the insight and, in particular, the recommendation to focus on increasing customer penetration – raising awareness and encouraging trial purchase. As a result, a number of in-store sampling events were planned, in stores identified as top performing, as well as poorer performing stores that they thought should be doing better.

Shaws invested in this activity by employing a professional food demonstrator with a background in in-store sampling. Samples were offered to customers in store alongside free recipe cards for inspiration. Sampling commenced in the Summer of 2016 and has been on-going ever since.



"We needed to drive trial purchase and get people to try our product in order to increase customer penetration". Michelle Heaney Firth, Commercial Category Manager.

Shaws were able to use the regular feedback received from the demonstrator to inform them on marketing decisions. Collaborative relationships were built with store managers in the key stores they were targeting for growth, which helped them enormously with the introduction of 'Dual Site' positioning, on the deli counter as well as the chutney fixture. In addition, Shaws in partnership with Tesco, launched their first voucher promotion in January 2017. Vouchers were handed out alongside samples and recipe cards in all stores where sampling events took place, offering 20p of the top-selling line (Mango Chutney) with the aim of attracting customers who hadn't purchased the product before.



Shaws made extensive use of social media channels to promote their sampling events by engaging with customers via Facebook and Twitter at least twice a week ensuring that they could promote their activities and keep customers updated about their in-store activities. They interacted with the Tesco North Twitter group to raise awareness amongst Tesco customers of up-coming events in their heartland.

Outcome

Sixteen months on from their first shopper insight report, which presented a rather gloomy picture, the continuous sampling activity and enhanced shopper engagement is paying dividends. Shaws is now only one of a handful of brands who are out-performing the category as a whole. Sales have increased by 36% YoY, with customer numbers increasing by 33% and customer penetration doubling thanks to their concerted efforts to raise awareness and encourage shoppers to try their products.

"The voucher activity we ran at the start of 2017 was a huge success. We have learned that this is a great promotional tool to encourage customers to try our chutneys and Relishes and this is something that we will definitely repeat again".
Michelle Heaney Firth, Commercial Category Manager.

Next Steps

With four chutney and relish lines now listed in Tesco, Shaws plan to continue with their in-store activity in 2018, with more sampling and targeted promotional activity. Along with a new website, marketing plan and regular presence at local events, such as the Great Yorkshire Show, Shaws is now fully focussed on raising awareness of their brand, within and beyond their heartland. The strong, collaborative relationship that the team at Shaws have developed with Tesco is one of the critical success factors, supported by insight that helps everyone to make smarter decisions and allocate resources more effectively. The success that Shaws has had during the past 12 months suggests that Shaws have every reason to feel confident about the future.

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