

## Overview

Adwatch is a service that profiles and tracks retailer food promotional advertising in Australia. This service collects the complete detail of all print food adverts, including catalogues, from food retailers in the five main states.



## Why is it relevant

Retailer food advertising has a direct impact on food and grocery markets. It drives the switching between competing food and product alternatives, affects consumer perception of value and can set seasonal fresh market prices. As it is a vital part of new product launch platforms, as well as necessary for all brand support, it serves as revealing market intelligence.

The value of this data as an indicator of competing market activity has been elevated by the intensity of the retail food market conditions. The retail competition for a more value-discerning consumer has led to new price levels, changes to weekly timing of promotions, and marked differences in the level of activity between retailers.

Freshlogic has developed the Adwatch service to quickly collate and translate this retail advertising data into a form that can be used to support tactical trading decisions, planning and assessment in your business. This relevant and timely information can give decision-makers the capacity to understand and influence how promotional activity has impacted retail category value and volume, and in turn, evaluate the impact on their own brand and business performance.

## Data Captured

We capture the following data fields for every retailer advert: *State, Retailer, Media Form (i.e. catalogue or press), Date, Category, Sub-category, Product Description, Brand (where applicable), Advertised Price, Discount (where stated), Unit, Pack Size, Individual Pack Size, Promotional Offer (e.g. 2 for \$4).*

## Data Availability

We currently collect around 5,000 state-level adverts per week. Data is collected daily and can be analysed and reported on at various timelines to suit client requirements. Adwatch subscribers can tailor their reporting outputs according to their individual needs and informational requirements.

Typically, data is delivered on the day of release by email in a spreadsheet. It is also available in weekly, monthly, or annual forms, which may be more suitable for planning and analysis. We have also processed several years of historical data, including the fresh food categories of dairy, fruit and vegetables, and protein (meat, poultry, and seafood).

## Coverage

The Adwatch service covers advertisements by major retailers, where the coverage of the advert reaches more than 50% of the urban population in each state. It covers retail catalogue advertising, as well as all weekend and weekday press food advertising.

The major retailers currently included are: ALDI, Coles, Foodland, Foodland Drake, FoodWorks, Franklins, Ritchies, IGA, Super IGA, and Woolworths.

## Categories

Data is currently available in the following categories:

- **Fruit and vegetables:** i.e. fresh and dried fruit, and fresh vegetables
- **Protein:** i.e. meat, poultry, seafood, small goods, and deli meats
- **Dairy and chilled:** i.e. milk, yoghurts, cheese, butter and spreads, eggs, and other
- **Bakery:** i.e. bread, cakes, slices, flat breads, buns, and other
- **Grocery:** This incorporates 20 sub-categories, including biscuits, breakfast cereals and bars, canned foods and soups, confectionary and snacks, cooking needs, cold and hot drinks, frozen foods, household cleaning, personal care and health, and pet needs.

## Cost and terms

Data is available daily, weekly, monthly, or annually, and may incorporate all categories or specific categories of interest.

Pricing starts from \$100 per week for a single category, for a minimum 10 week commitment. This includes data distributed daily, a summary of the current week, together with a summary of the same week last year (or the 'next' week last year).

Annual subscriptions are available by negotiation.

## More information

We welcome queries regarding our **Adwatch** service.

To receive a free weekly sample of data, or to discuss your particular Adwatch requirements, contact us today at [enquiry@freshlogic.com.au](mailto:enquiry@freshlogic.com.au) or on phone **(03) 9818 1588**.



For more information on any of our other products and services, please visit [www.freshlogic.com.au](http://www.freshlogic.com.au).