

FMCG Promotion Review (Pen Mal)

Jan- Jun 2021 vs 2020

By Intrack Market Services

Notes of MailerTrack Information

1



Price information is based on Published Promotion Price in mailer/newspaper/In-Store poster/ social media and not everyday shelf pricing

2



MT review number represents number of promotion features (occurrence) done by each category/ retailer/ supplier in Mailer, Newspaper, In-store (CVS & Petrol Marts) & Social Media

3



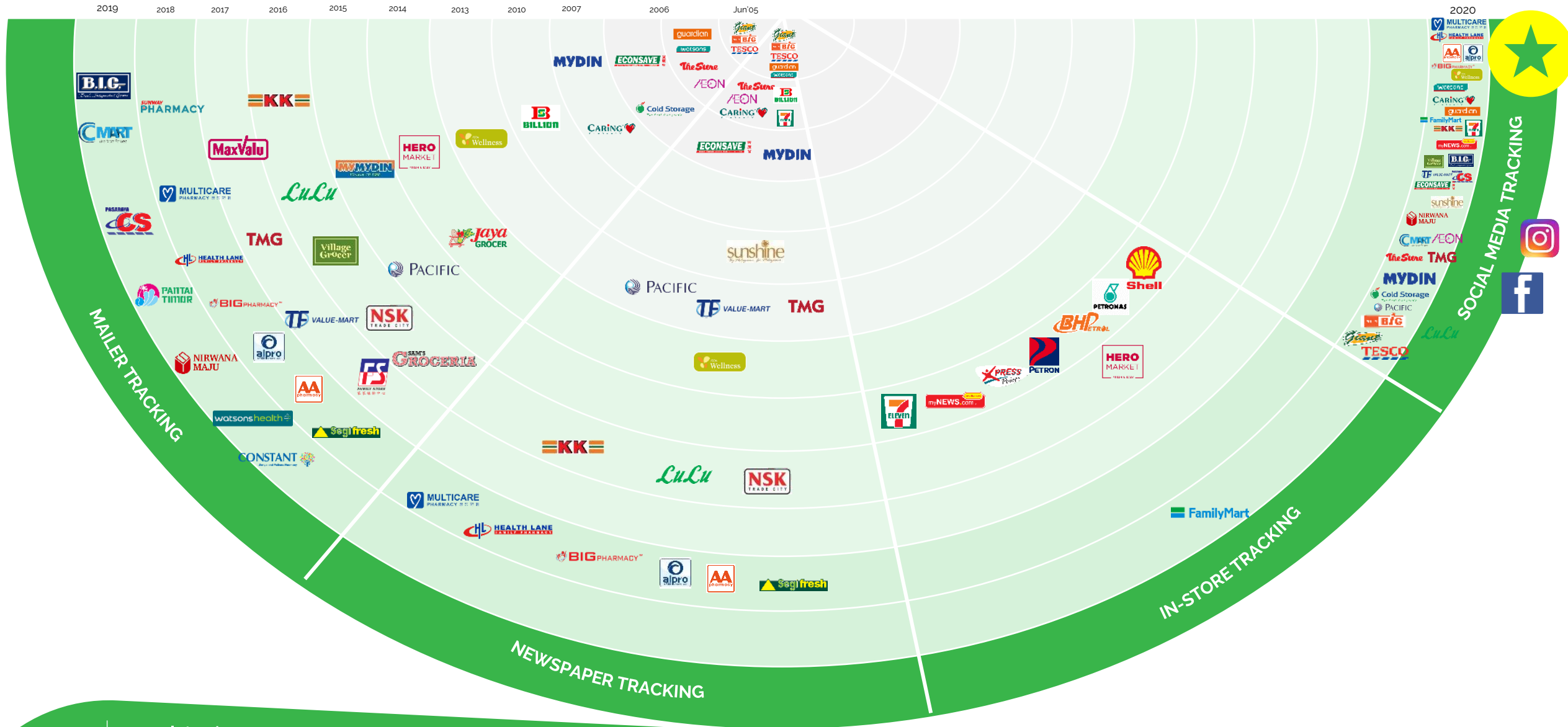
Exclude Regional Data (Mailer/ Newspaper only for particular Region/ Outlet)

4



Include Range Discount & Buy X Free Y Promotions

14 years of key retailers back data – Added Social Media Tracking from Jan2020



Promotion in MailerTrack 2.0 break down into 3 different types:

Normal Promo



Where the promotion advertised with **one product description and one price**

Range Promo



Where promotion **comes with a range** that is in percentage discount/ in price discount range

Buy X Free Y



Where there are **no prices advertised** for the product, and it's only buy a product get another product for free

Facebook & Instagram promotion will be keyed as a separate source named Social Media, even if the similar product has been featured in Mailer & Newspaper

GIANT MAILER 9-22APR2020

Valid from 9 - 22 APR 2020

RAMADAN INI

LEBIH KEJUTAN
LEBIH JIMAT

Perseoran sempurna di bulan mulia

PLANTINA
Margarine
1kg
1st @ 14.65
each

2 FOR
RM **2197**
SAVE 7.33

Buy 2nd at

50% OFF

ALIF
Vegetable
Cooking Oil
5kg
1st @ 25.20
each

2 FOR
RM **3780**
SAVE 12.60

NESTUM
3-in-1 Cereal Drink
(70/15) x (27g ~30g)
(Assorted)
1st @ 11.30 each

2 FOR
RM **1695**
SAVE 5.65

NESTLE
NESCAFÉ
Classic
Refill Pack
300g
1st @ 24.75 each

2 FOR
RM **3712**
SAVE 12.38

Judahn
Sahur &
Berbuka

YUSUF TAYOOR
Madu Yuta Dates
500g
1st @ 11.50 each

Buy 2nd at
50% OFF

2 FOR
RM **1725**
SAVE 5.75

RISENA
1.5L (Assorted)
N.P. 14.25

2 FOR
RM **1290**
each
SAVE 1.35

KDN NO: PP 16323/06/2013/033464

Keperluan

GIANT MY FACEBOOK 8APR2020



Giant Malaysia

April 8 at 8:00 PM ·

Bulan mulia yang di rindui semua hampir tiba, jom bersedia dan nikmati promosi kejutan kami dari 9 - 22 April 2020! Dapatkan barang keperluan bakeri anda dari mana-mana stor Giant di Semenanjung Malaysia. Ingat ye, hanya keluar membeli barangan jika perlu sahaja #GiantMY
#GiantLebihKejutanLebihJimat

Jom tengok katalog produk: <https://www.giant.com.my/catalogue>

Tertakluk pada terma dan syarat: <http://bit.ly/2DGnKU>

Ingredients Of Marble Cake

- 150g butter
- 150g castor sugar
- 3 eggs
- 150g flour
- 1/2 tsp vanilla essence
- 1 Tbsp cocoa
- 1 1/2 tsp baking powder

For the icing:

- 150g butter
- 100g icing sugar
- 150g melted chocolate
- 2 tsp cocoa
- Sweets to decorate

How to Make Marble Cake

1. Beat butter and sugar together until light and fluffy.
2. Gradually beat in eggs. Fold in the flour leave 1 Tbsp.
3. Divide batter in half.
4. Fold 1tbsp flour in half and the cocoa in the other. Place in alternate spoonfuls in a greased and lined 8" cake tin.
5. Bake at 180 degrees celsius for 20-25 minutes. Turn out and cool.

For the icing:

1. Beat the ingredients together.
- Sprawl over cake
- Decorate and serve.

MAMA TEPUNG GARDIN BERGAMOT
N.P. 4.30
2 FOR RM 8.60
SAVE 0.90

CAPROS Tapioca Starch
300g
N.P. 4.30
2 FOR RM 8.60
SAVE 0.90

MAMA FLOUR
500g
N.P. 3.30
3 FOR RM 9.90
SAVE 0.70

BLUE KEY Flour
500g
N.P. 3.30
3 FOR RM 9.90
SAVE 0.70

KARA Coconut Milk
1.5 LITRE
N.P. 18.15
3 FOR RM 54.45
SAVE 0.55

STAR BRAND Flour
250g
N.P. 1.20
2 FOR RM 2.40
SAVE 0.20

HERSHEY'S COCOA
100g
N.P. 8.55
2 FOR RM 17.10
SAVE 1.85

HERSHEY'S COCOA
300g
N.P. 26.40
2 FOR RM 52.80
SAVE 5.55

NESTLE ECONO PACK Corn Meal
100g
N.P. 10.65 - 10.75
2 FOR RM 21.30
SAVE 1.00

NESTLE Cornflakes
500g
N.P. 10.65 - 10.75
2 FOR RM 21.30
SAVE 1.00

HERSHEY'S COCOA
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2 SEMUA HARGA ADALAH DINYATAKAN DALAM RINGGIT MALAYSIA. SAH DARI 9 - 22 APR 2020 SAHAJA, DI STOR-STOR GIANT DI SEMENANJUNG MALAYSIA



**RAMADAN INI
LEBIH KEJUTAN
LEBIH JIMAT**

Persembahkan semangka & Daging kambing





**RAMADAN INI
LEBIH KEJUTAN
LEBIH JIMAT**

Set 2 biji
Tinggi 40cm
1000g 400g each

**2 FOR
2197**

SAVE 7.32





**RAMADAN INI
LEBIH KEJUTAN
LEBIH JIMAT**

Set 2 biji 1000g
Baking Soda 400g/1000g
Vanilla Powder 40g
(Double Acting Baking Powder)
Baking Powder 10g
RM 3.20 - RM 3.80





**RAMADAN INI
LEBIH KEJUTAN
LEBIH JIMAT**

Set 2 biji 1000g
MAGGI®
Chicken Curry 100g
Mild Curry Powder 100g
Mild Curry Powder 100g
RM 10.00 - RM 10.50

1690-1890

SAVE 5.540



Facebook launched new feature – allowing product tagging on a post for online conversion purpose

The tagging items will be tracked and keyed as part of the Social Media promotion from 2021 onwards

Track



VS

Not Track



- For this posting we can track even though there is no price in the picture but there is tagging and link where we can get the product information

- For this posting we are not able to track as there is no promotion info in the post

Social Media posting that tags with participating brands' will also be counted as Social Media Range Promotion

Track



- For this posting we can track and key in under *Range Discount %* as we are able to find the brand, category and discount % in the image

Not Track



VS

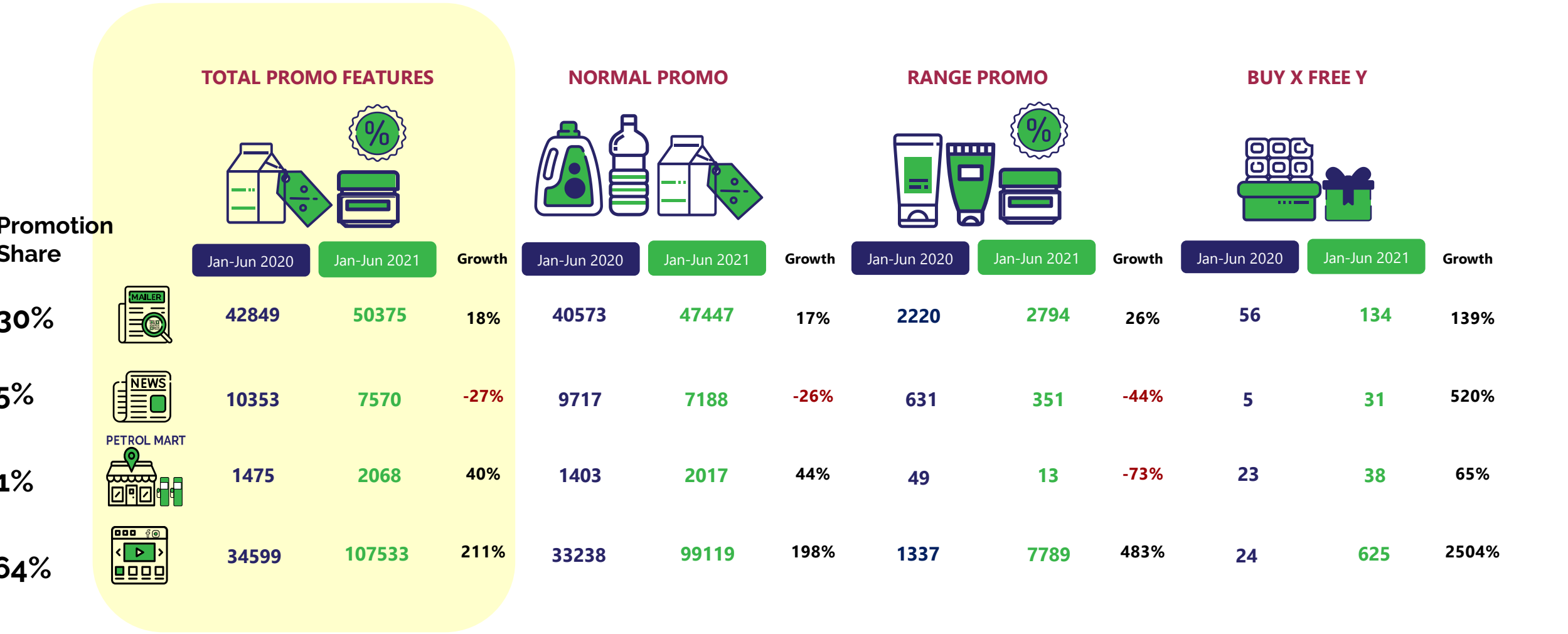
- For this posting we are not able to track as there is no brand and categories mentioned in the post

Contents

- 1) Evolution of Advertised Promotion (Mailer, Newspaper, In-Store & Social Media)
- 2) Importance of House Brand
- 3) Price Competitiveness

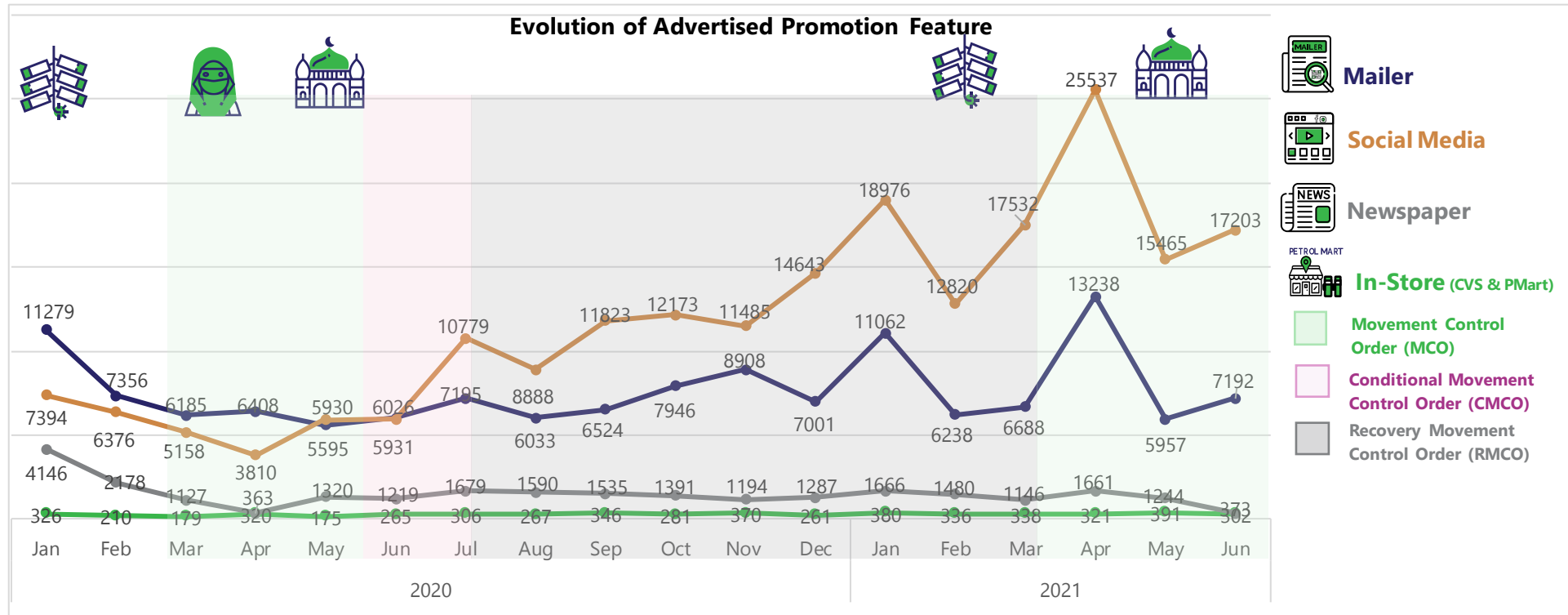
Source: MailerTrack - All channels, excluding regional promotion, Jan-Jun 2021 vs 2020

All promotion medium had shown increased in the 1st half of 2021 except for Newspaper promotion had decreased by 27% in overall



Facebook & Instagram promotion continue to climb and noted with the highest number of features since Jul-2020 onwards.

Social Media contributed 64% of the total promotion feature, followed by Mailer 30%



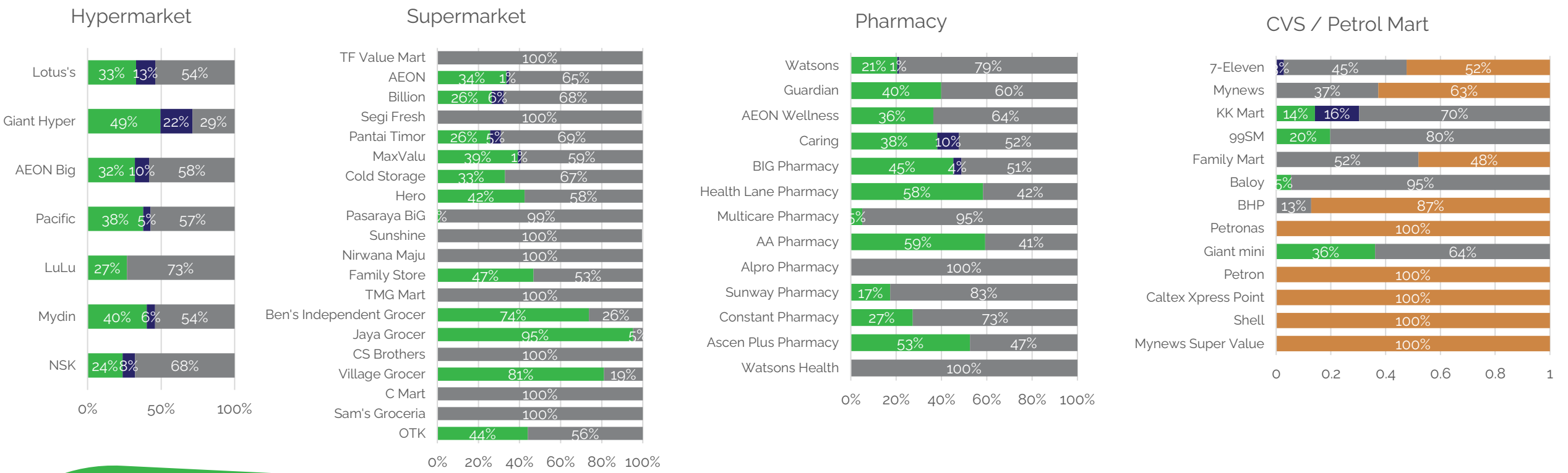
MCO 1.0

MCO 2.0

MCO

Most of the Supermarket and Pharmacy retailers were seen increasing focus in digitalized their promotion (where all the eyeballs were during this pandemic period).

On the other hand, Giant , KK Mart were seen higher investment on press ad.

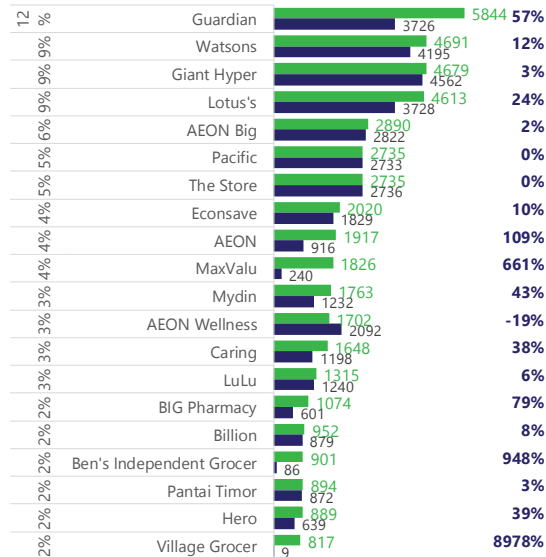


Especially Watsons and Guardian were seen accelerating their promotion with the recent Facebook feature, where they can do tagging and product linking to their online store , which helps on the conversion



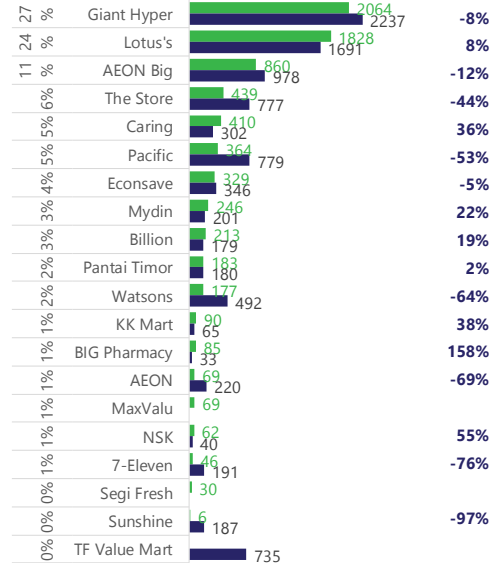
Total Mailer Features
Jan-Jun 2020: 42849
Jan-Jun 2021: 50375
Growth: 18%

Mailer Features By Retailers



Total Newspaper Features
Jan-Jun 2020: 10353
Jan-Jun 2021: 7570
Growth: -27%

Newspaper Features By Retailers

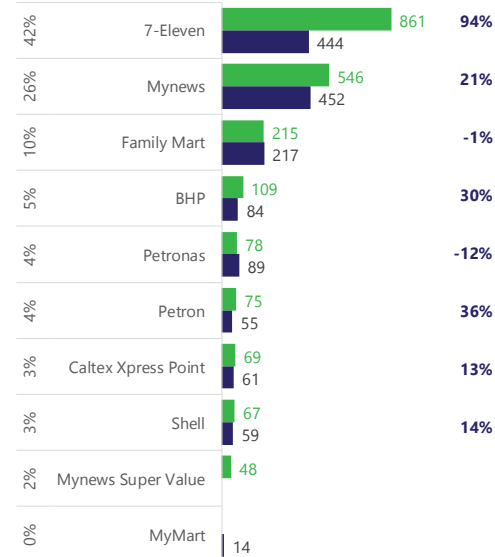


PETROL MART



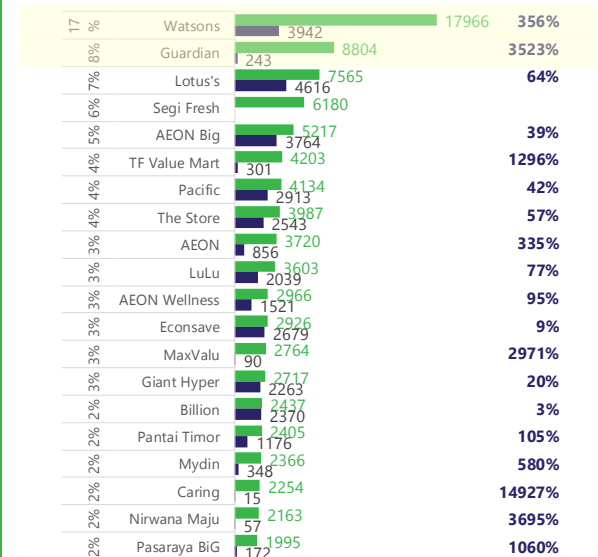
Total In-Store Features
Jan-Jun 2020: 1475
Jan-Jun 2021: 2068
Growth: 40%

In-Store Features By Retailers



Total Social Media Features
Jan-Jun 2020: 34599
Jan-Jun 2021: 107533
Growth: 211%

Social Media Features By Retailers



Source: MailerTrack Jan-Jun 2021 vs 2020, Mailer, Newspaper, In Store & Social Media Excluding Regional Data

Health & Beauty was noted with the highest promotion feature for both Mailer & Social Media, followed by Grocery & Fresh categories



	Jan-Jun 2020	Jan-Jun 2021	Growth
Total Mailer Features	42849	50375	18%

Mailer Features By Department

Health & Beauty	21369	18067	18%
Grocery	17055	14350	19%
Household	4343	3626	20%
Chilled & Frozen	4145	3310	25%
Fresh	3365	3397	-1%
Electrical	98	99	-1%



	Jan-Jun 2020	Jan-Jun 2021	Growth
Total Newspaper Features	10353	7570	-27%

Newspaper Features By Department

Grocery	3001	3830	-22%
Fresh	1826	2317	-21%
Health & Beauty	1308	2567	-49%
Chilled & Frozen	735	721	2%
Household	692	911	-24%
Electrical	8	7	14%

PETROL MART



	Jan-Jun 2020	Jan-Jun 2021	Growth
Total In-Store Features	1475	2068	40%

In-Store Features By Department

Grocery	1435	1092	31%
Health & Beauty	295	177	67%
Chilled & Frozen	228	149	53%
Household	100	53	89%
Electrical	8	4	100%
Fresh	2	2	0%



	Jan-Jun 2020	Jan-Jun 2021	Growth
Total Social Media Features	34599	107533	211%

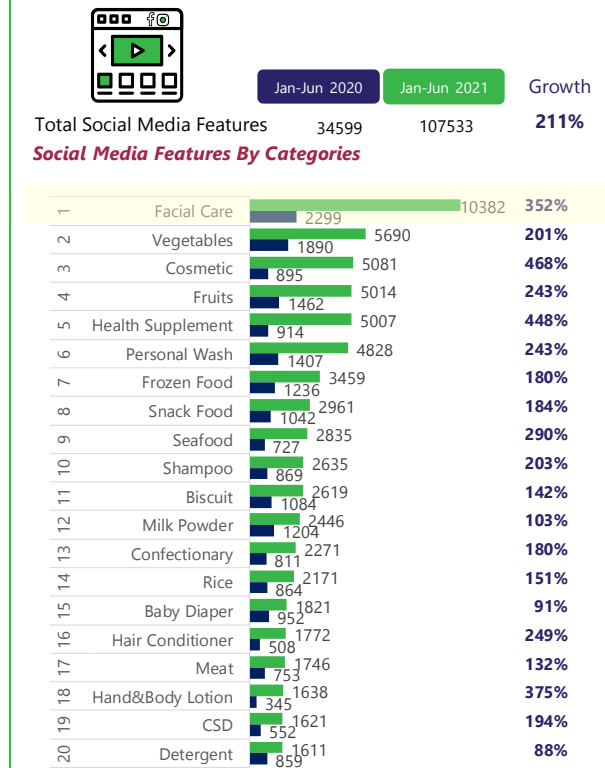
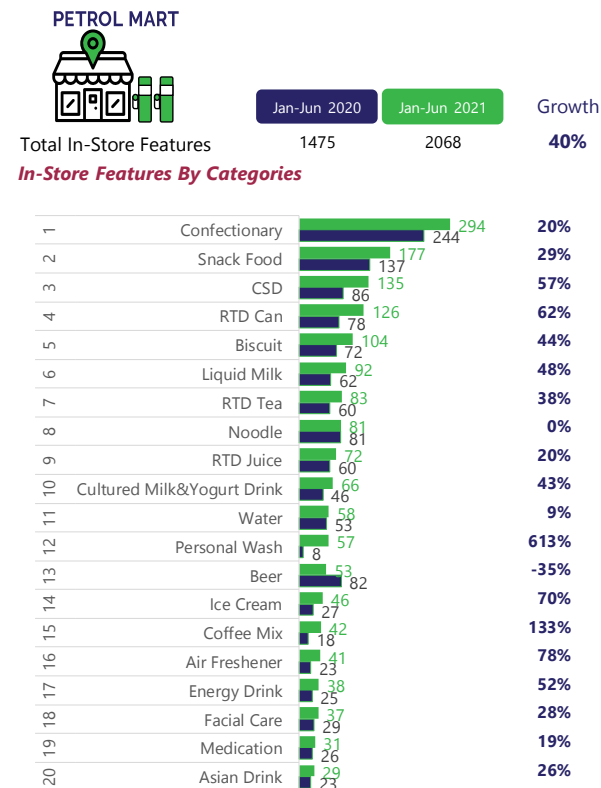
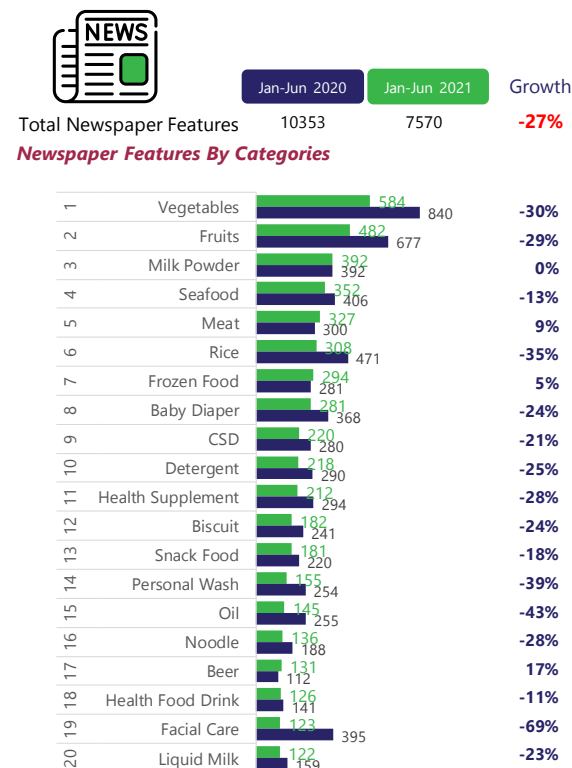
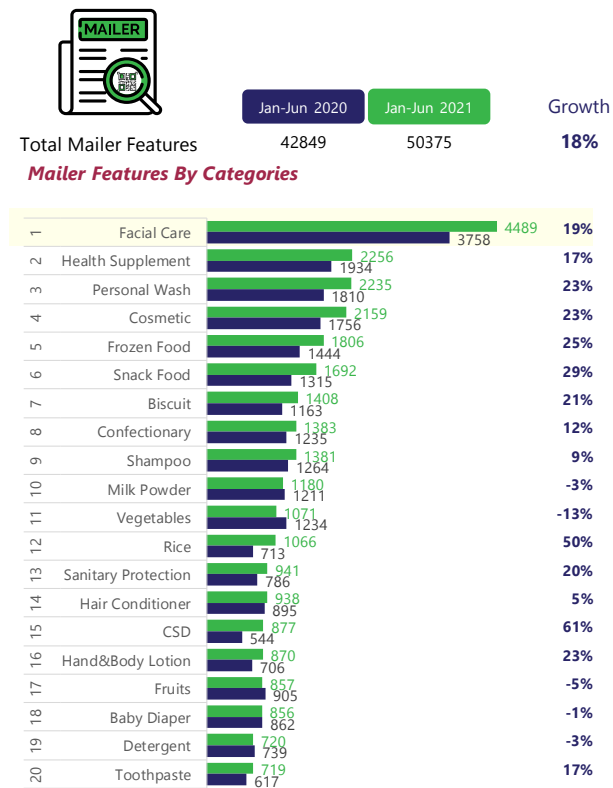
Social Media Features By Department

Health & Beauty	44462	10874	309%
Grocery	32230	12497	158%
Fresh	15753	5056	212%
Household	7616	3275	133%
Chilled & Frozen	7370	2839	160%
Electrical	102	58	76%

Source: MailerTrack Jan-Jun 2021 vs 2020, Mailer, Newspaper, In Store & Social Media Excluding Regional Data

Facial Care was the most promoted categories in Mailer & Social Media

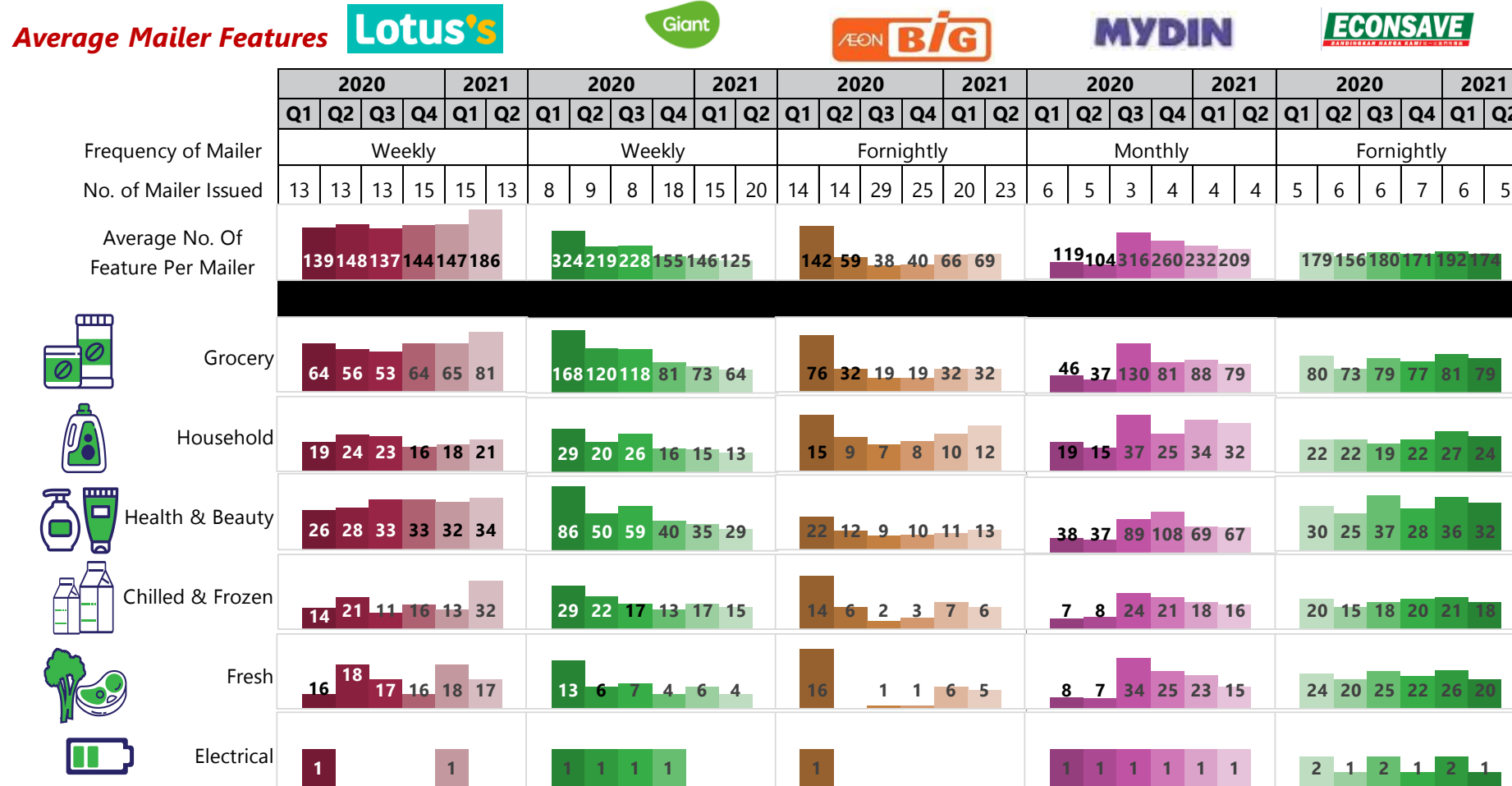
Monitor our category promotion and price if they were ranked high as part of Top 20 categories



Source: MailerTrack Jan-Jun 2021 vs 2020, Mailer, Newspaper, In Store & Social Media Excluding Regional Data

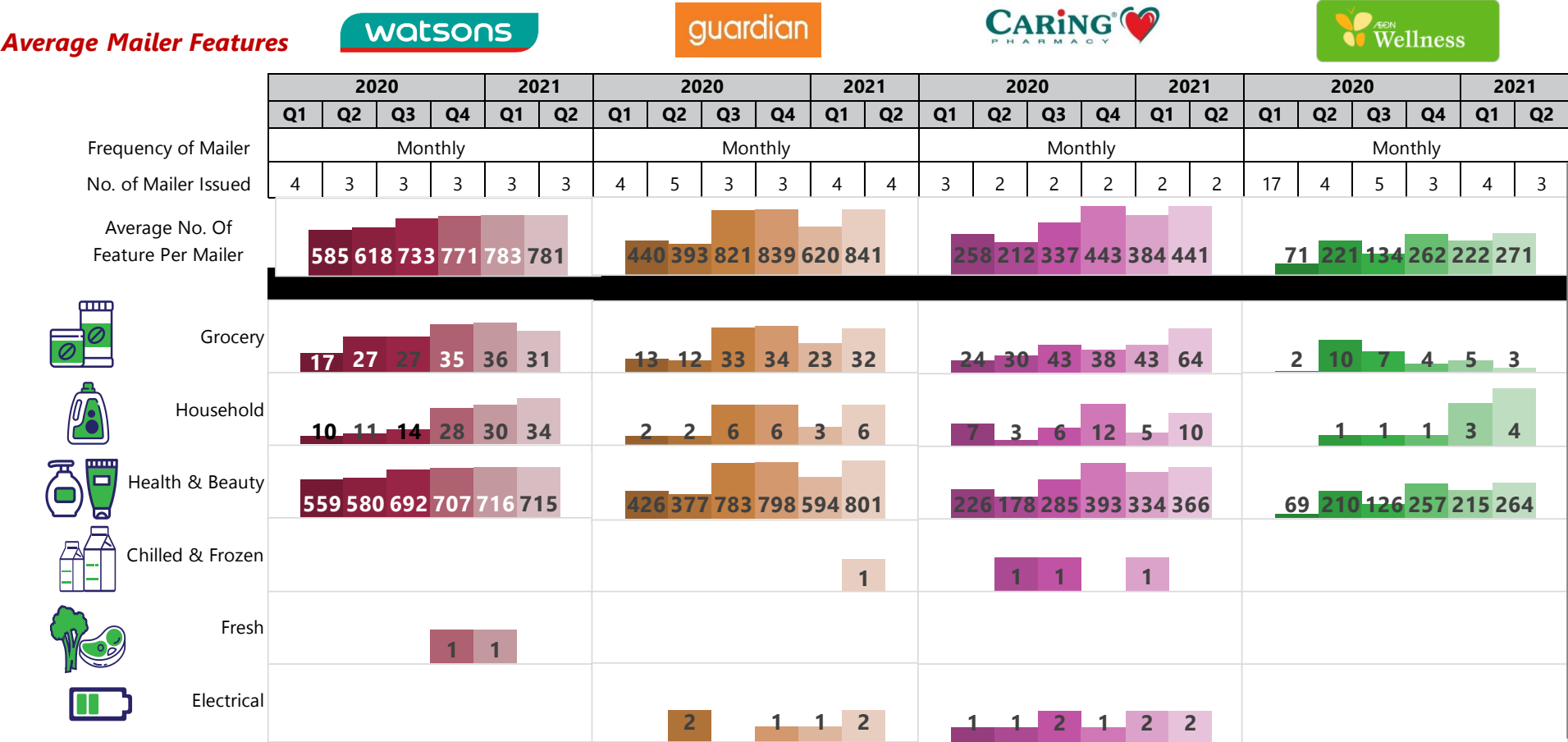
Giant noted with more Mailer issued but lower feature since Q4-2020 onwards

Are we having fair representation across all the mailer issued?

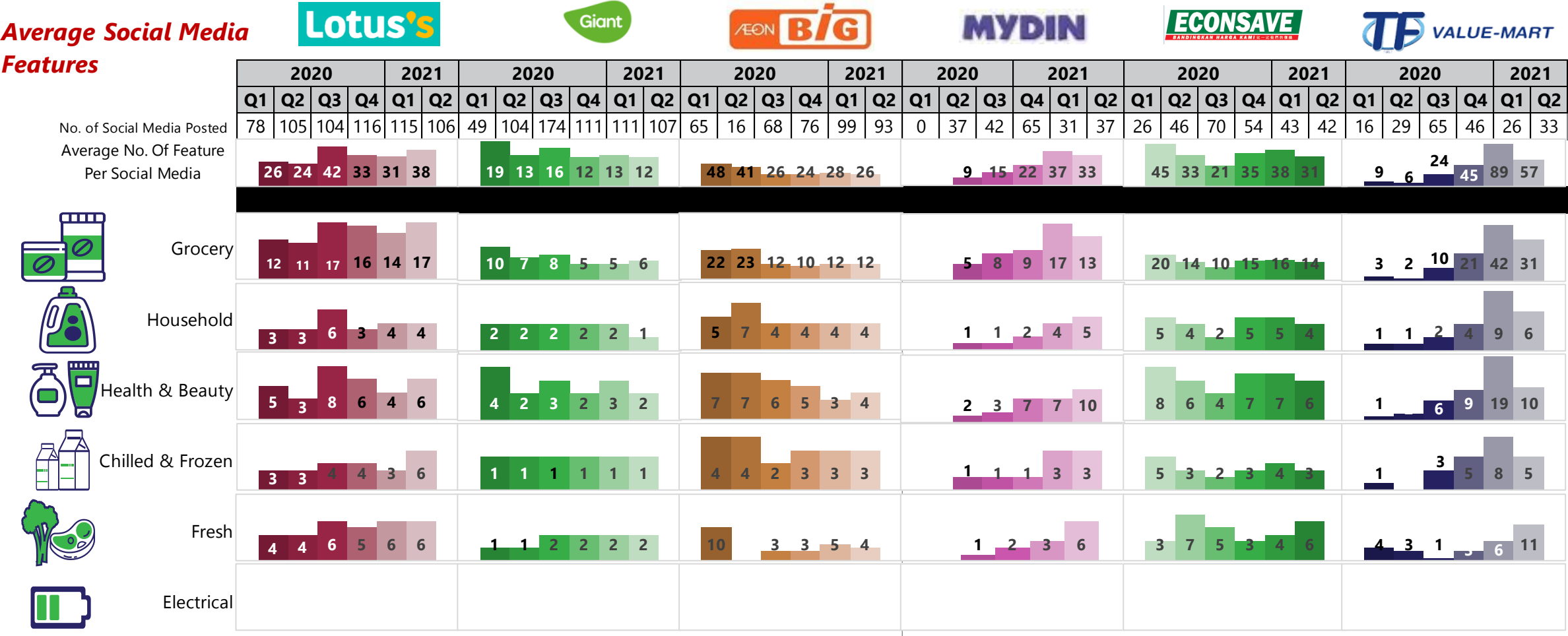


Watsons was consistent on ave. no. of promotion features since Q4-20 & spotted increasing trend for Household promotion

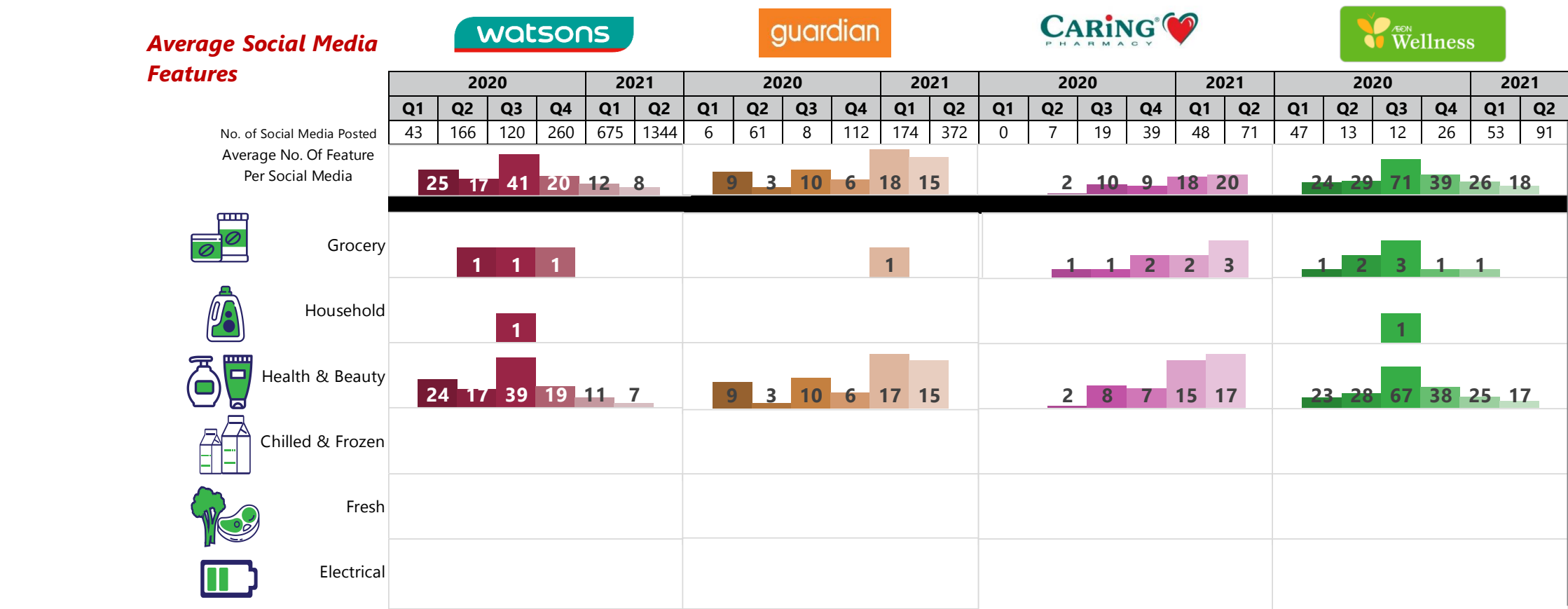
Caring mailer features noted peaked in Q4-20 due to Anniversary Sales and Year End Sales



Lotus's & Giant were noted with more than 100 social media posting a quarter. However Lotus had more items in a post. Review which is the more effective mechanism for posting

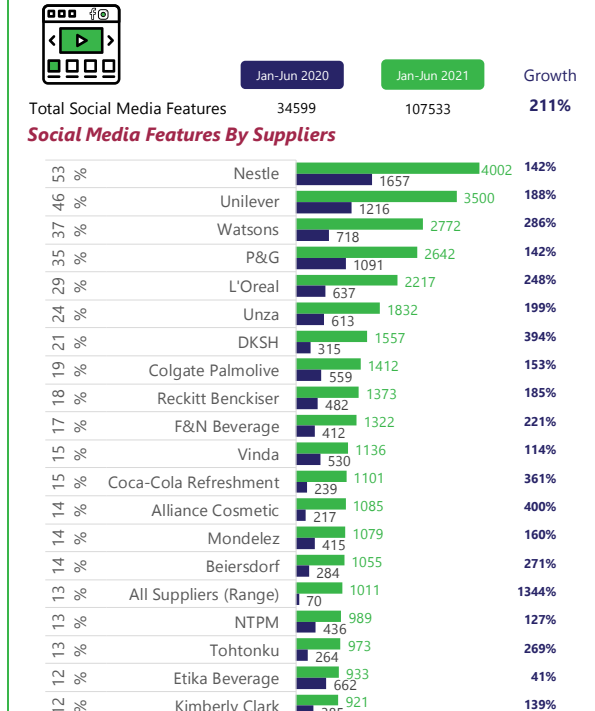
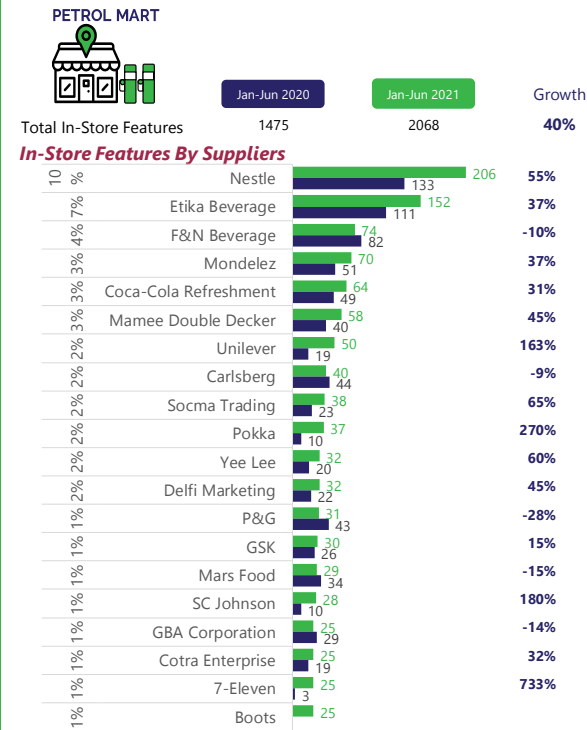
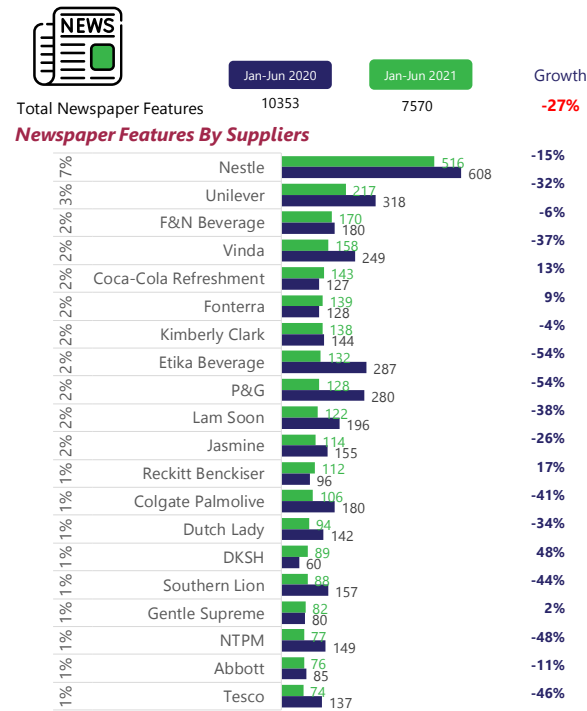
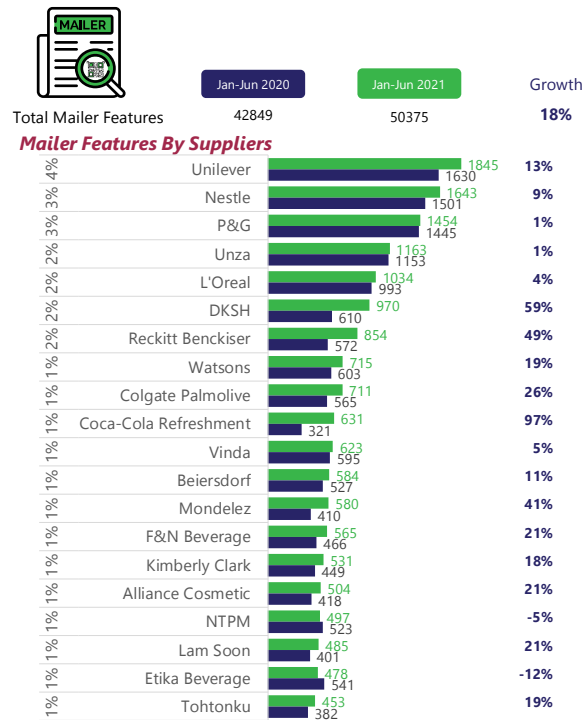


In pharmacy channel, Watsons was the retailer that aggressively pushed the Social Media promotion compared to others through their posting. However, by looking at average no. of features, Aeon Wellness had featured more product on their posting compared to other in 1H-21.



Nestle was ranked 1st in all medium promotions except Mailer as Unilever been promoted most there with 13% of growth percentage

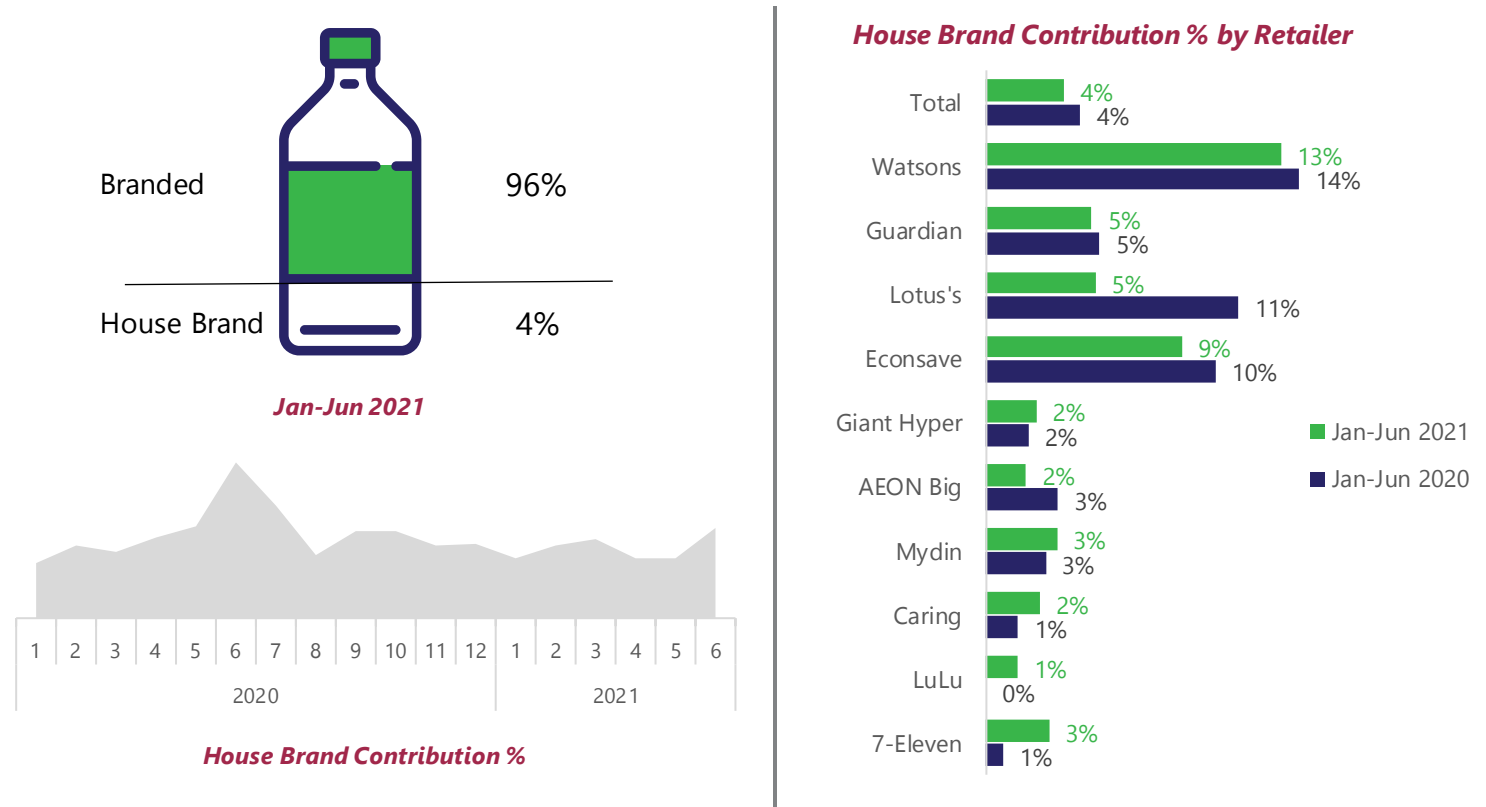
Watsons own brand was promoting aggressively in Social Media. It ranked as the top 3 promoted suppliers, followed by P&G



Source: MailerTrack Jan-Jun 2021 vs 2020, Mailer, Newspaper, In Store & Social Media Excluding Regional Data

Housebrand promotions had declined slightly in 1H-21, mainly contributed by Lotus's due to change of ownership from Tesco to Lotus's

Meanwhile, Giant, Mydin, Caring and 7-Eleven had increased promotions compared to YAG



Source: MailerTrack Jan-Jun 2021 vs 2020, Mailer, Newspaper, In Store & Social Media Excluding Regional Data

1H-21 basket price noted minimal increased by 1% vs YAG; Baby department such as Milk Powder and Baby Diaper basket price have slight declined

Meanwhile, Oil promotion price has significant increased by 21%



RM 6,638.83 RM 6,735.77



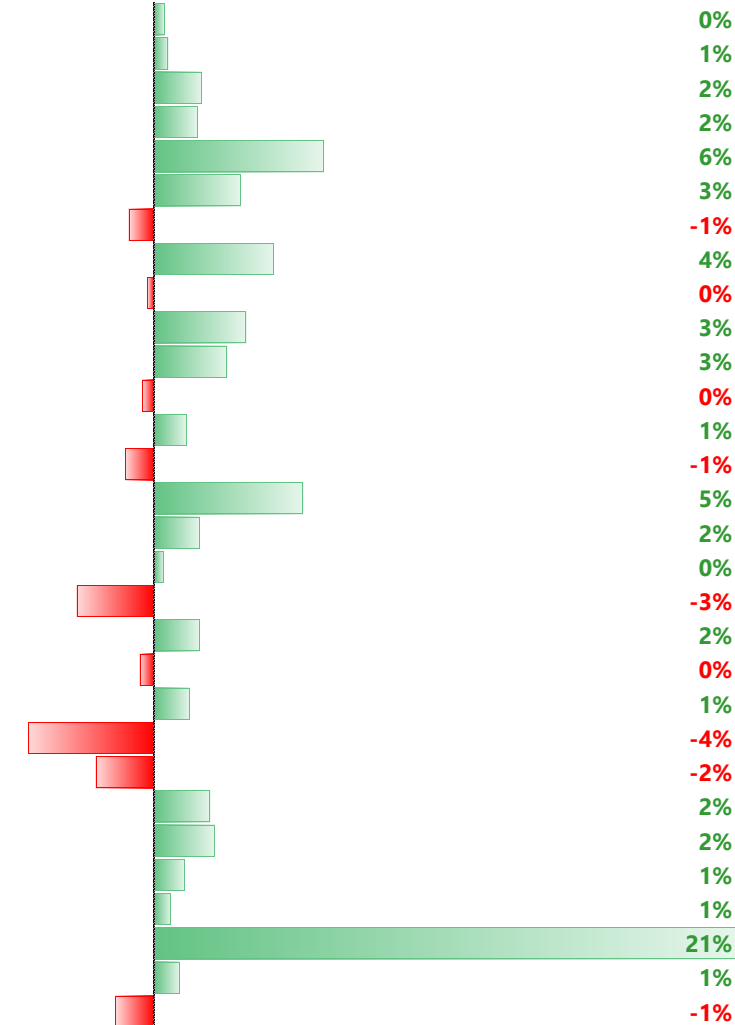
(For Top 10 Matching SKUs for the Top 30 categories)

Basket Price Growth Rate for the Top 30 Categories & Top 10 Matched Features

Rank Top 30 Categories

- Facial Care
- Health Supplement
- Personal Wash
- Cosmetic
- Frozen Food
- Snack Food
- Milk Powder
- Biscuit
- Rice
- Confectionary
- Shampoo
- Baby Diaper
- CSD
- Detergent
- Hair Conditioner
- Coffee Mix
- Noodle
- Health Food Drink
- Toothpaste
- Sanitary Protection
- Hand&Body Lotion
- Asian Drink
- Yellow Fat
- Liquid Milk
- Beer
- Deodorant
- Canned Food
- Oil
- Dishwashing Agent
- RTD Juice

Basket Price for the Top10 Matched Features Jan-Jun 21 vs 20





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