

Retail Ticketing Guide



Introduction to Ticketing

Maximise your Alliance Rewards rebates through effective ticketing.

We recognize the importance of having a robust ticketing process and program, which is why we designed this **Retail Ticketing Guide** to support your pharmacy.

The Retail Ticketing Guide is designed to help your team

- ⊕ **Understand** Pharmacy Alliance core retail product strategy and pricing.
- ⊕ **Implement** ticketing using the Alliance Ticketing software program.
- ⊕ **Manage** ticketing in your pharmacy following best retail practice guidelines and access seasonal promotion material.



Source: <https://www.shopassociation.org/engage/docs/Media-Topline-Final.pdf>

Why do we need Ticketing?

Tickets direct customers to the products you want them to buy and direct customer decisions at the shelf edge.

- ⊕ With no change to product type or price, ticketing alone increases sales effectiveness by 35%.
- ⊕ Without a ticket, 19% customers will not purchase a new product and 25% will not purchase it if it has no price either.



Source: <https://insidemcg.com.au/2020/02/28/importance-of-ticketing-and-shelf-availability/>

Ticketing Case Study

A member pharmacy in the Northern Beaches achieved significant sales uplift following the introduction of new ticketing in May 2019.

After re-arranging some of the scheduled departments and launching ticketing on all Chemists' Own products, the pharmacy recorded a substantial increase in sales in compared to the same period (May – December) of the previous year.



Core Promotion Tickets Overview

KVI (Know Value Item)	Private Label	Catalogue	Temporary Price Reduction (TPR)
<p>Price sensitive or popular products</p> <p>Market pricing (Everyday ticketing, can be promoted in catalogue)</p> <p>Minimum 100 sku's (10 sku's from top 5 categories, 4 sku's from next 13 categories)</p> <p>Updated monthly</p> <p>Ticketing file available on Members Hub for printing or via Shopfront</p>	<p>Chemists' Own & Pharmacy Care products</p> <p>Value pricing (Everyday ticketing, can be promoted in catalogue)</p> <p>Ticket available for full range as required</p> <p>Updated as required</p> <p>Ticketing file available on Members Hub for printing or via Shopfront</p>	<p>Catalogue Featured Specials</p> <p>Market promotional pricing (Pricing live for 3 weeks per month)</p> <p>Average 200 tickets per catalogue</p> <p>Updated monthly</p> <p>Ticketing file available on Members Hub for printing or via Shopfront</p>	<p>Shelf only Specials Not featured in catalogue</p> <p>Market promotional pricing (Pricing live for 3 weeks per month)</p> <p>Average 50 tickets per catalogue</p> <p>Updated monthly</p> <p>Ticketing file available on Members Hub for printing or via Shopfront</p>
<p>great value</p> <p>\$10⁰⁰</p> <p>XXXXX</p>	<p>health for less</p> <p>\$10⁰⁰</p> <p>XXXXX</p>	<p>catalogue special</p> <p>\$10⁰⁰</p> <p>XXXXX</p>	<p>price relief!</p> <p>\$10⁰⁰</p> <p>XXXXX</p>

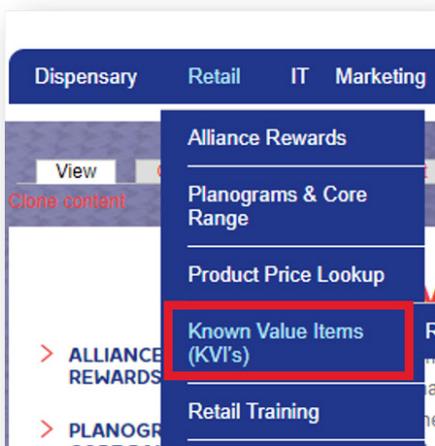
Key Value Items Member Support Hub

great value

Find more information about Key Value Items, including company policy, price lists, ticketing PDFs and ticketing CSV files on the Member Support Hub.

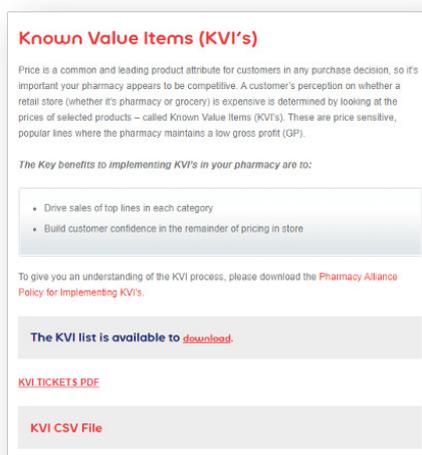
Step One

Select Retail on the Member Support Hub then **Known Value Items (KVIs)**



Step Two

Learn more about Known Value Items and access the policy for implementing KVIs, the KVI list and Ticketing PDFs. Current KVI files are also available in the Alliance Ticketing Program.



Private Label Member Support Hub

health for less

Find more information about Private Label, including company policy, price lists, ticketing PDFs and ticketing CSV files on the Member Support Hub.

Step One

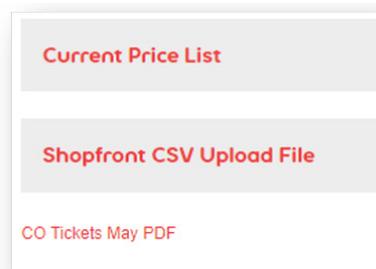
Select Retail on the Member Support Hub, then scroll down to **Preferred Supplier** to find **Chemists' Own®**.



Step Two

Learn more about Chemists' Own® and access the policy for implementing Chemists' Own®, the Chemists' Own® list and Ticketing PDFs.

Current Chemists' Own® Files are also available in the Alliance Ticketing Program.



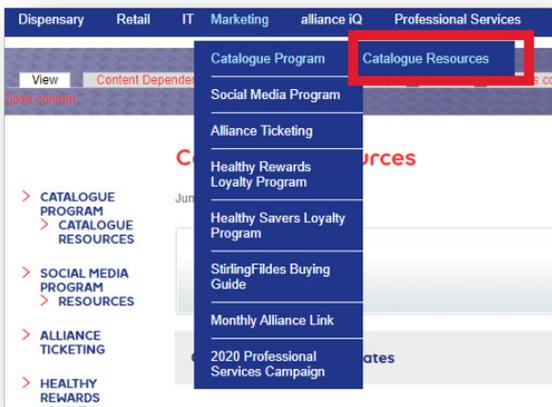
Catalogue Member Support Hub

catalogue **special**

Find more information about Catalogue tickets, including company policy, price lists, ticketing PDFs and ticketing CSV files on the Member Support Hub.

Step One

Select Marketing on the Member Support Hub, then scroll down to **Catalogue Program** to find **Catalogue Resources**



Step Two

View catalogue promotion dates and access the POS guide and Ticketing PDFs. Current Catalogue files are also available in the Alliance Ticketing Program.



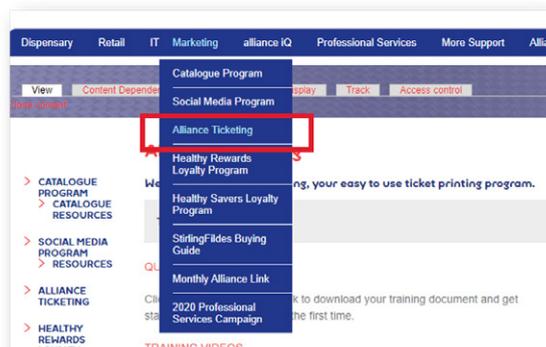
CATALOGUE	ON SALE DATES	ARTWORK
	POS GUIDE	
'Protect Your Health this Winter'	4 June - 24 June	2020 June Catalogue
	2020 June POS Guide (Members)	2020 June A2 Posters
	2020 June Wall Planner	2020 June A4 Posters
		2020 June 12 Up Tickets
		2020 June TPR Tickets

Alliance Ticketing Program

How to access help guides and preprinted order forms on the Member Support Hub.

Step One

Select **Alliance Ticketing** under Marketing



Step Two

Follow the links to view the **Quick User Guide** and **Training Videos**.

Step Three

Order preprinted core range tickets via the link to the **Stirling Fildes Order Form**.

Alliance Ticketing

Welcome to Alliance Ticketing, your easy to use ticket printing program.

Training Resources:

QUICK USER GUIDE

Click the Quick User Guide link to download your training document and get started using the program for the first time.

TRAINING VIDEOS

Click the Training Videos link above to view program demos and further support your learning.

LIVE PROGRAM RUN-THROUGH: RECORDED ON 17/04/20

Click the link above to view our first live training demo with Shopfront.

Alliance Ticketing Paper:

STIRLING FILDES ORDER FORM

Stirling Fildes supply members with pre printed perforated tickets for \$33 per 100 tickets. Click the link above to access the order form.

Point of Sale Guidelines

Well-presented POS will improve your customer's overall shopping experience and perception of your pharmacy.

Feature the optimal amount of tickets for your pharmacy. Too many confuses the customer, makes your pharmacy feel messy and doesn't allow the value message to stand out against the rest on the shelf.

- ⊕ Check ticket quality regularly and remove tickets with signs of damage, fading or dirt.
 - ⊕ Make sure tickets are hanging straight.
 - ⊕ Remove old and expired tickets as soon as campaigns ends.
 - ⊕ Where possible, gondola ends should tie in with catalogue offers to drive purchase.
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Ticketing Guidelines

Ticketing standards ensure value messaging is clear and consistent throughout your pharmacy.

Shelf Labels

- ⊕ Every product on the shelf must have a shelf label.
- ⊕ Labels are current and in good condition.
- ⊕ Labels are positioned to the left side of the shelf for each product.
- ⊕ Outdated or damaged labels must be removed and replaced.

Shelf Tickets and Posters

- ⊕ 100 plain or preprinted perforated ticket paper is on hand from Stirling Files.
- ⊕ Tickets are applied using shelf/ticket clips.
- ⊕ Ticket size is consistent across all sections. Large promotional displays feature larger tickets.
- ⊕ Tickets are placed over the shelf label.
- ⊕ All tickets and posters are current and in good condition.
- ⊕ Campaign posters are displayed with ticketed products.

Seasonal and Special Promotions

Seasonal and special promotion tickets are available in Alliance Ticketing.

 <p>I'm on sale</p>	 <p>Hot price</p>	 <p>Hey I'm new</p>	 <p>Healthy bones</p>	 <p>Health for less</p>	 <p>Headache</p>	 <p>Happy birthday</p>	 <p>Halloween</p>
 <p>Father's Day</p>	 <p>Everyday low price</p>	 <p>Easter</p>	 <p>Diabetes</p>	 <p>Fragrance clearance (price box) A4</p>	 <p>Fragrance for less (flower) A4</p>	 <p>Protect Your Health This Winter</p>	 <p>Australian Made</p>
 <p>Great value</p>	 <p>Mother's Day 2020</p>	 <p>We recommend</p>	 <p>Valentines</p>	 <p>Stocktake sale</p>	 <p>Sleep</p>	 <p>Reduced to clear</p>	 <p>Price relief</p>
 <p>Pharmacist recommends</p>	 <p>Pain</p>	 <p>New Year</p>	 <p>Mother's Day</p>	 <p>Dental health</p>	 <p>Christmas</p>	 <p>Catalogue special</p>	 <p>Beauty for less</p>
 <p>Back to school</p>	 <p>Australia day</p>	 <p>Rollback</p>	 <p>Allergy relief</p>				

Shelf Ticketing and Shelf Label Examples

What Good Looks Like.

What should a promotional end look like?

A promotional end should always be a bulk display - we are aiming to make a statement to grab the customers' attention. The ends should also match your external message, what has been posted on Facebook, sent to customers via catalogues or advertised in the newspaper or other media.

Review the below examples of 'What Good Looks Like'!

Shelf Ticketing

Tickets placed neatly, hanging straight.

Stock weight on the end strong and is inviting for the customers.

Only one range per end presents a clear message and grabs attention.

The tickets are clear and all the same size and message.

The tickets should always be placed on the left side of the product and if the shelf has two different variants of a range the next ticket should be placed on the left of the new variant.

Shelf Labels



Every product has a shelf label.

Labels are aligned to the left.

Labels are straight and printed clearly.

What bad looks like.

Shelf Tickets



Ticketing against empty shelf.

Uneven tickets falling from the shelf.

Ticket stock appears faded.

Tickets not clearly aligned with products.

Shelf Labels



Labels are missing from the hooks.

Labels don't match products on shelf.

Labels are missing from the shelf.

What if we don't have an end?

As you can see below, not everyone has an end. However, the side of a floor gondola can have the same impact.



Stock weight is strong and is inviting to the customers.

Just like the ends, all ranges and products are blocked in columns from top to bottom.

Tickets are also placed on the left of the first product or variant within the range.



Ticketing Support Contacts

Need more information? We're here to help.

Pharmacy Alliance Merchandise Team

For pricing support and more information on ticketing files.

Email: merchandise@pharmacyalliance.com.au

Pharmacy Alliance Marketing Team

For ticketing program training and ticketing design requests.

Email: marketing@pharmacyalliance.com.au

Alliance Ticketing – Shopfront Solutions IT Team

Contact the Shopfront Support team on 1300 340 470 for technical support on the Alliance Ticketing program.

Pharmacy Alliance Operations

For operations support and all other questions contact your Pharmacy Group Manager.



Pharmacy Alliance
Level 4, 111 Coventry street, Southbank, VIC 3006
Phone: (03) 9860 3300 / 1300 340 470 Fax: (03) 9820 5009
pharmacyalliance.com.au

