

# RMG: Priorities for 2011

## Status Report

- The key priority areas in this presentation are based on feedback from retail buyers
- The feedback from a survey undertaken in Autumn 2010 and the key priority areas of the RMG were presented at the PPA Retail Forum in March
- This status report will give an update on the group's progress in the last six months

# RMG Objective:

‘To promote the benefits of the magazine category at retail, and drive copy sales’

## KEY PRIORITIES:

1. Promoting ‘The Power of Magazines’
2. Engaging with CTN retailers
3. Developing the magazine category
4. Optimising retail data
5. PPA Retail Website

# 1. Promoting the Power of Magazines

## Key theme from retailer feedback:

*1. Lack of an industry view of the current market performance and future trends and issues*

## RMG Statement of Intent

We will provide a regular PPA update on current market performance, along with future trends and issues, and post these onto the PPA's retail website.

## Status Report:

A suite of data is now available on the PPA Retail website. Data includes retail sales value trends, sales volume trends, selling price & inflation, consumer confidence and new launches. This data will be updated quarterly.

## Further information:

<http://www.ppa.co.uk/New%20PPA/Retail/Magazine%20Market%20Data/>

# 1. Promoting the Power of Magazines

**Key theme from retailer feedback:**

*II. Lack of consistent top level industry measures*

## **RMG Statement of Intent**

We will establish regular industry performance reports and measures, and post these onto the PPA's retailer website

## **Status Report**

- PPA's Marketing Information Management (MIM) group is currently looking into the differences between each distributor's data and reporting.
- The group is also looking at how more consistent data can be delivered.

# 1. Promoting the Power of Magazines

## Key theme from retailer feedback:

*III. Need for help with internal 'education' about the magazine industry*

## RMG Statement of Intent

We will actively support retailers in their familiarisation and learning about magazines at all levels within head office teams. We will also support wholesalers in their training of retail store staff regarding magazine products and processes.

## Status Report

- The RMG has refreshed the PPA retail buyer induction programme and ensures that a letter is sent to each new retail buyer joining the category with the offer of an induction.
- A wealth of information is available on the PPA Retail Website to inform new entrants to the category
- The RMG is also in discussion with wholesale regarding support when training store staff to build on what is already in place around process with a broader category overview and focus on sales

**Further information:** <http://www.ppa.co.uk/retail/life-of-a-magazine/>

# 1. Promoting the Power of Magazines

## Key theme from retailer feedback

*IV. Need for a simple, independent overview of the end to end supply chain process, and drive for continuous improvement*

## RMG Statement of Intent

We will provide a regular update on all PPA and ANMW activities focused on improving end to end supply chain processes.

## Status Report

- A number of industry groups meet regularly and continue to make substantial progress, including focus on SBR, ISSA, Publisher Standards Documents and Retail Delivery Times
- A set of guidelines on coupons & vouchers has been launched and is available on the PPA Retail website
- A reference document will be made available on the website to give an overview of SBR and a summary of updates in the area

# 1. Promoting the Power of Magazines

## Key theme from retailer feedback

*V. To provide shopper insight regarding magazines*

## RMG Statement of Intent

We will review all available research to identify and share relevant insight to all retailers.

## Status Report

A library of research reports is available on the PPA Retail website. Any new reports are added from PPA, individual publishers, distributors and wholesalers as and when they become available.

## Further information:

<http://www.ppa.co.uk/New%20PPA/Retail/Resources/Retail%20Insight/>

# 1. Promoting the Power of Magazines

## Key theme from retailer feedback

VI. *Lack of industry-wide promotional initiatives*

## RMG Statement of Intent

We will continue to explore opportunities for collaborative promotional activity at an individual retailer, distributor and publisher level, that could in turn lead to industry-wide promotional initiatives.

## Status Report

- There have been a number of cross category promotional initiatives in the last six months and we hope that the continued exploration and testing of opportunities could inform activity in the future
- A sub-group has been set up to look at how best to optimise sales opportunities around the Olympics in 2012 and is keen to work with retailers to jointly create and fund sales initiatives.

## 2. Engaging with CTN Retailers

### Statement of intent

To work with the key trade associations to address the needs of the smaller multiple and independent retailers in magazine retailing.

### Status Report

- An RMG sub-group has been established, with representatives from all major distributors focused purely on CTN retailers
- An educational pack 'Making More Money from Magazines' focusing on selling magazines was launched in July. The pack includes an industry agreed planogram and was created and distributed to independent retailers. The packs will continue to be distributed to new store openings and change of ownership stores by wholesale to ensure that new entrants to the newstrade are fully informed on the benefits of the category & how to 'sell' it
- Representatives from the sub-group have attended a number of NFRN District Council meetings and have captured the key retailer 'bug bears' with the category. The group plans to use these key issues as the basis for a number of case studies with retailers to establish how to best tackle them
- The PPA Retail website launched in March 2011 and provides a range of resources for both multiple and independent retailers.

### Further Information:

<http://www.ppa.co.uk/New%20PPA/Retail/Resources/Practical%20Guides/>

# 3. Developing the Magazine Category

## Statement of intent

To optimise Shop Save and HND opportunities through the rollout of Just Ask brand and best practice, alongside an on-going awareness campaign

## Status Report

- Just Ask is now on national roll out with PoS packs being distributed to all change of ownership and new store openings via wholesale and are available to any retailer that requests one
- The RMG is also working with proactive multiple retailers
- The group worked closely with Martin McColl retail group to grow Just Ask and sponsored an award for 'HND retailer of the year' in September
- The winner created in-store theatre to showcase the range of magazines available, including a dedicated area for shoppers to browse through a catalogue of titles
- There is growing publisher support for Just Ask which is already well established from partwork publishers

**Further information:** <http://www.ppa.co.uk/retail/just-ask-initiative/>

# 4. Optimising Retail Data

## Statement of intent

- To optimise the use of the National Title File
- To explore the feasibility of a 'National Store File' or other solutions to optimising non-competitive areas of data management

## Status Report

The group has been working with the ANMW on a number of developments to the National Title File relating to the reporting on new launches and closures.

Further information: [www.nationaltitlefile.co.uk](http://www.nationaltitlefile.co.uk)

# 5. PPA Retail Website

## Statement of intent

To create, maintain and continue to develop a dedicated PPA website for a retail audience. To provide an on-going programme of consistent and co-ordinated messages, alongside a toolkit of information and insight about the magazine retail market.

## Status Report

The site launched in March 2011 and has been building momentum throughout the year. Content includes industry data, research, news stories and interviews with leading figures in magazine retailing. Any feedback and additional requests for information are always welcome!

**Further information:** [www.ppa.co.uk/retail](http://www.ppa.co.uk/retail)

# Summary & Next Steps

- *The RMG is looking at what additional information on market performance could be added to the website such as category comparisons but requires feedback from retail to do so*
- *The group is also considering what shopper / consumer / customer information is missing across all parties and could be sourced*
- *The RMG would welcome feedback, thoughts and questions relating to its work. Please contact Kate McElroy at [kate.mcelroy@ppa.co.uk](mailto:kate.mcelroy@ppa.co.uk)*