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CASE STUDY

'TALKING RETAIL PODCAST: THE FUTURE OF VAPING'

17TH JANUARY 2024



WHAT WERE THE OBJECTIVES?

- **ACHIEVE A MINIMUM OF 1000 PODCAST DOWNLOADS/LISTENS**
- **SOLIDIFY A POSITIVE RELATIONSHIP WITH CLIENT**
- **COLLECT NEW DATA FROM SUBSCRIBERS & LISTENERS**
- **IMPROVE AND ADVANCE THE PODCAST CREATION PROCESS**
- **GAIN INSIGHTS INTO WHAT WORKS BEST FOR BOTH PARTIES**
- **NEW INDUSTRY CONTACTS**



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MARKETING CHANNELS



**EMAIL
MARKETING**



**SOCIAL MEDIA
CAMPAIGN**



**BRAND
COMMS**



**MAIN
MAGAZINE**

We recommend all marketing activities are started 3 weeks ahead of the recording and 6 weeks after, to ensure maximum exposure.

This podcast in particular had communications being circulated 3 weeks before the recording and for 6 weeks after publication.



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RESEARCH: PRE PODCAST SURVEY




Survey of 300 independent convenience retailers via Survey Monkey to gain insight on the issues facing independent convenience retailers on the subject matter.

Promoted via email and social media

Big story | Under-age vaping

Words: David Shrimpton

THE BIG VAPE DEBATE



Have you ever seen one of those...
 Taking the blame
 Responsible retailing

Q1: How important are vape sales to your business?

Very important	51%
Quite important	31%
Not very important	12%
I don't sell vapes	3%

Q2: How worried are you about the issue of under-age vaping?

Very worried	45%
Quite worried	36%
Slightly worried	14%
Not worried at all	3%

Q3: How big a problem is it in your store?

Major problem	3%
Significant problem	29%
Slight problem	20%
No problem	48%

Survey results published in the November issue of Independent Retail News 'Big Story' with promotion of upcoming podcast on the subject 'Coming Soon'



PUBLICATION: POPULAR CHANNELS



'The Future of Vaping Podcast'
published to all major podcasting
channels to maximise reach and give
retailers the choice of how/where to
listen





INSIGHTS: EMAIL MARKETING



Email marketing began 3 weeks before the recording of the podcast, promoting a 'Coming Soon' message.

This was followed by the podcast being included in the Talking Retail daily e-newsletter and solus e-shots following the publication of the podcast.

FIGURES

- **Each email sent to a database of over 14k**
- 1 email per week over a 3 week period "Coming Soon"
- Total 6 emails were sent to a large database in a 9 week period (incl. 3 emails post event)
- Most successful email messaging triggered 341 downloads on the day it was sent
- Average of 6,000 opens per email







EXAMPLE EMAIL

CLIENT LOGO
DISPLAYED
HERE ON
EACH EMAIL

LISTEN NOW

Talking Retail Podcast: The Future of Vaping

sponsored by




brought to you by Independent Retail News

We are pleased to introduce the inaugural edition of the Talking Retail Podcast sponsored by One Stop.

Focussing on the Future of Vaping, the first discussion in our podcast series was chaired by Independent Retail News editor David Shrimpton and it included a panel of respected industry professionals: One Stop's Head of Franchise John Miller, One Stop retailer Sunder Sandher, director of communications for the Association of Convenience Stores (ACS) Chris Noice and independent retailer Sue Nithyanandan.

[FIND OUT MORE](#)

Delve into a compelling conversation led by industry experts, revealing essential insights that shape the vaping retail landscape, covering a wealth of topics such as underage vaping, recycling and the impact of future regulation in this hugely important category.

Why Listen?

- Receive first hand insights from industry leaders
- Stay abreast of the challenges and opportunities within the dynamic vaping retail sector
- Understand the evolving nature of the category and how responsible retail practices can make a significant impact

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Don't miss out on this invaluable discussion - [click here](#) to listen to or download the full podcast and stay well-informed about the dynamic world of vaping retail.

[LISTEN NOW](#)

If you'd like to get involved with our future podcasts, do not hesitate to contact us at the details below.

Sponsorship Enquiries

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Stay in touch with our socials





INSIGHTS: SOCIAL MEDIA



EXAMPLE POST AND GRAPHIC

Weekly posts with custom graphics matching the content of the same week's email were sent out to Talking Retail & Retail Industry Awards' popular social media channels to encourage registrations. The client name and logo were displayed in each of these posts.

FIGURES

- **Total Social media followers: 28,410**
- **Twitter/X - 18,148**
- **Linkedin - 8,405**
- **Facebook - 1,300**
- **Instagram - 557**



INSIGHTS: BRAND COMMS



EXAMPLE WEB ADVERTS AND STORIES



We put rotating ads on the main brand website clicking through directly to a link to register. The podcast also featured as a 'top story' on the news pages of the website.

Podcast widget with direct download added to the website.

FIGURES

- 192,000 unique visitors to talkingretail.com per month
- Digital edition sent to 14k+ contacts
- Podcast mentioned in online newsletters with audiences of over 14k

Podcasts

Talking Retail Podcast | The future of vaping

© 22nd January 2024 Featured, Industry News, Podcasts



Talking Retail's new podcast series starts with 'The future of vaping' which is now available to stream or download. Sponsored by: , The first discussion in our podcast series was chaired by Independent Retail News editor David Shrimpton and the panel of respected industry professionals includes: One Stop's Head of...



INSIGHTS: PRINT

CLIENT LOGO DISPLAYED HERE



Designated editorial space in the nearest IRN issue after the publication, with a design completed by IRN. Client was looped in for approval and amendments

Advert also appeared in that month's digital edition - this is available on motortrader.com as well as being mailed out to all IRN/TR databases and featured as a top story on that digital edition mailer.

FIGURES

- Printed subscribers: **30k**
- **Digital edition emailed to all TR Data - over 44k contacts**

Podcast | Vaping debate
Report: David Shrimpton

The future of vaping

to ensure the right retailers are selling the products to customers.

Licensing system
despite historic resistance within the trade, a new licensing system, retailers were also open to the idea if it would help curb rogue sellers. "There should be some sort of licensing in place," said Sandher, while Nithyanandan added: "It [selling vapes] should be restricted to stores that have all the procedures in place for preventing under-age sales."

Noise added: "There are challenges with licensing in that when you look at licensing of alcohol, a lot of local authorities will look to restrict the number of premises that can sell alcohol in a certain area and that has the potential to happen as well with vapes."

"That said, it's something that is beneficial to retailers and comes across with dealing with the issues of illicit and dealing with the issues of all the unregulated sellers, then perhaps it's something that is a net positive."

Fixed penalties
Although with its latest announcement the government has now set out its stall with the introduction of an outright ban on single-use devices, much is still up for discussion. It continues to consult with the public on tighter controls around refillable vapes, such as restricting flavours, how and where they can be displayed in stores, packaging and product presentation. It has also put forward plans for a new £100 fixed penalty notice for breaches of age-of-sale rules for all tobacco and nicotine products, as well as a new tax on vapes to reduce their affordability to youngsters.

While the legislation still needs to pass through parliament and there will also be an implementation period of at least six months before the ban on disposable kicks in, the upshot is worrying times ahead for the independent trade. As ACS chief executive James Lowman said following Rishi Sunak's announcement: "The government's proposals will have a significant operational and financial impact on legitimate retailers, while rogue sellers will continue on without concern."

Illicit trade
One of the biggest objections to the announcement of an outright ban on disposables has been the argument that it would push vapers towards the illicit trade. Our podcast panelists also expressed major concerns around the growth of illegal vapes.

"It's a much bigger problem than people realise," said Noise, especially with a lot of illegal stock mixed in with legitimate products and the constant influx of new SKUs making it difficult for retailers to keep track. "If you see a white van driving down the street, there's a good chance it has [illicit] vapes in the back of it."

Preferred solutions to curbing youth vaping got forward by the panelists included restrictions on colours and flavours and even introducing a track and trace system for vapes – similar to that already in place for tobacco –

Responsible retailers
Under age-vapers were getting product from a whole range of sources, they maintained, from online sellers to mobile phone shops, to butchers, hairdressers, and even burger vans. "A lot of the issues are with businesses that don't typically have long-standing age-restricted sales policies," said Noise, while Sandher added that most convenience stores were unlikely to sell to under-age children as they would be risking their whole livelihoods. "It's their bread and butter," he said. "Why would they risk it all for the sake of a few pounds?" One Stop, said Miller, even

employed a test purchasing company, Servo- Legal, to check its stores weren't in danger of selling vapes to minors.

Filling the gap
Nithyanandan, co-owner of a Costcutter in Epsom, Surrey, added: "Vapes are really contributing a lot to the bottom line of independent stores. Lots of stores wouldn't exist if we didn't sell vapes, especially with the energy costs and various extra costs that businesses are enduring."

Noise added: "You can kind of map the growth of vapes filling the gap that was left by the significant increase in energy costs and significant increase in employment costs. For a lot of stores, it's been a lifeline in generating revenue for the business that is keeping them trading and meaning they can still invest in other

couple of years – and the majority of these sales are disposables. At the moment, vaping is a must for us independent retailers," said Sandher, who runs a One Stop store in Leamington Spa, Warwickshire. "Where you're only making 10% margin on cigarettes, you can make up to 50% to 60% on vapes. It's huge."

and Sue Nithyanandan, alongside Chris Noise from the Association of Convenience Stores (ACS), as well as John Miller, head of franchise at One Stop.

One thing that immediately became clear was just how important the vape category has become to independent stores over the past

GUESTS ON THE INDEPENDENT RETAIL NEWS PODCAST

John Miller, head of franchise, One Stop
Chris Noise, director of communications, ACS
Sue Nithyanandan, independent retailer
Sunder Sandher, independent retailer
David Shrimpton, editor, Independent Retail News

Expert panel
The issues were set out in the first-ever independent Retail News/TalkingRetail.com podcast, which took place just before the government's announcement and is still available to download. Sponsored by One Stop, the podcast featured independent retailers Sunder Sandher

one|stop

DOWNLOAD THE PODCAST

To listen to the podcast, please visit tryurl.com/5ebasem



RESULTS

TOTAL DOWNLOADS 23 JANUARY - 22 FEBRUARY:

2590

TOTAL LISTENS

1027

WEB BROWSER

922

SPOTIFY

491

APPLE PODCASTS

93

PODCAST APP

57

OTHER



RESULTS

CONSISTENT DOWNLOADS

Continued editorial coverage and promotion resulted in consistent downloads in the 30 days following publication of the podcast

Date: 23 - 25 January

"The Future of Vaping Podcast published"

Listens: 175-200 per day

Send Date: 29 January

"Linkedin Post promoting podcast"

Listens: 84

Date: 4 February

"Solus e-shot sent to database"

Listens: 200

Send Date: 6 February

"Publication of IRN February issue"

Listens: 112

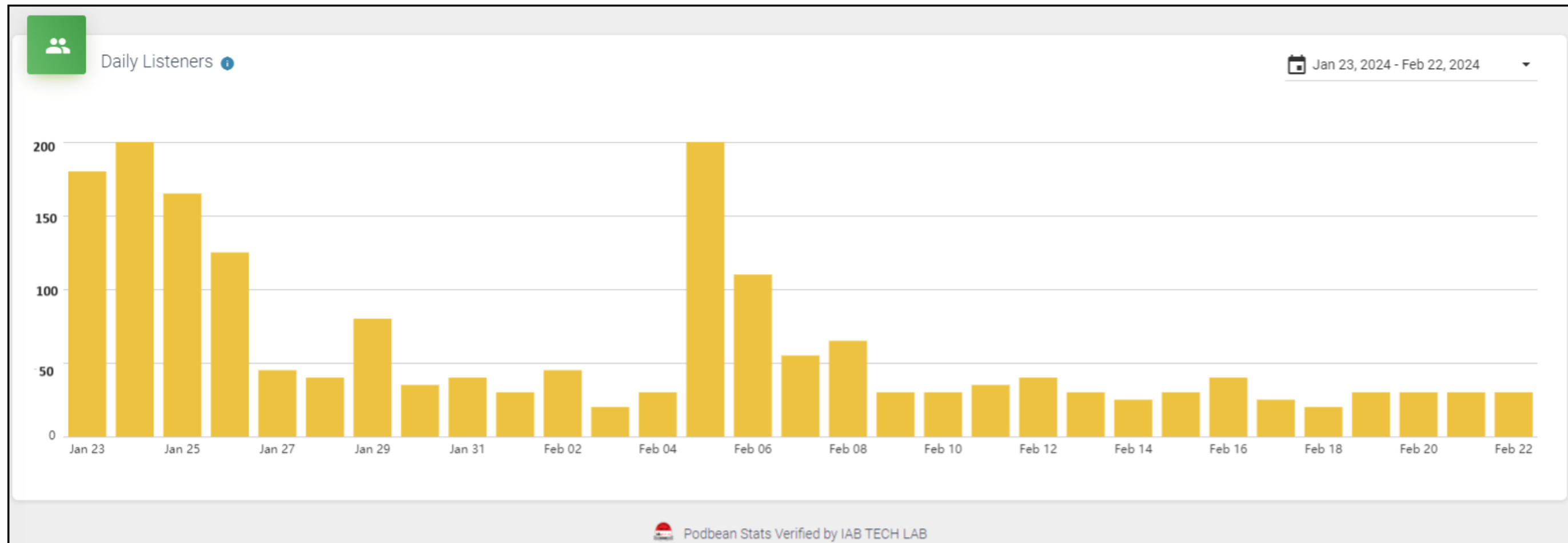


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RESULTS

CONSISTENT DOWNLOADS





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RESULTS CLIENT FEEDBACK

The Podcast promotion, follow up and results led to a very satisfied sponsor!

"Great to see the continued brand exposure One Stop are getting as a result of the podcast and I've also seen the Feb issue of IRN on LinkedIn which is another fantastic brand and editorial opportunity that has come together to help us reach the right audience for our franchise business."

Nicole Stephens, Franchise Marketing Manager, One Stop





INTERESTED IN BOOKING A PODCAST WITH US? **GET IN TOUCH!**



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