

Mobiclicks Q1–Q2 2026 FMCG Sales Framework

Winning Easter, Mother's Day & Father's Day.

High-intent retail moments. High-attention media. Measurable omnichannel impact.





The FMCG reality

FMCG is won in moments:

- Easter, Mother's Day & Father's Day drive predictable spikes in grocery and gifting spend
- Shoppers research digitally but buy in-store
- Live sports and family occasions increase basket size
- Brands that show up *in the moment* win share of shelf and share of basket

These three moments represent the biggest FMCG demand windows outside of Black Friday.

The FMCG moment map (Q1–Q2 2026)

Where FMCG brands must show up:



EASTER (March–April)

- Grocery stock-ups & family gatherings
- Snacks, beverages, alcohol, confectionery
- Rugby & Masters Golf increase at-home viewing



MOTHER'S DAY (May)

- Premium food & indulgence categories
- Gifting-led FMCG baskets
- Emotional, appreciation-driven messaging



FATHER'S DAY (June)

- Alcohol, braai, snacks, ready meals
- Sports viewing (F1, football, FIFA build-up)
- High footfall at grocery & liquor retail



***High intent.
Predictable
behaviour.
Zero guesswork.***

How FMCG shoppers actually buy

The FMCG Path to Purchase Is Hybrid

Digital Discovery → Physical Store → Purchase

- Shoppers consume recipes, family and sports content
- Decisions are made hours before store entry
- Store choice is predictable through location behaviour
- In-store competition is won *before* the shopper arrives



***If you're not
influencing
shoppers before
they enter the store
- you're too late.***

How Mobiclicks wins high-intent FMCG moments

01



Mirrors Contextual Video

- Recipes, family moments, sports content
- YouTube, TikTok, CTV
- High attention, cookie-free relevance

02



Magnifi Sports Sync (where relevant)

- Rugby, F1, tennis, FIFA build up
- Messaging delivered at peak emotion

03



Blis Geo Location Intelligence

- Pre-shop and post-shop, targeting
- Grocery and liquor store visitation
- Competitor conquering

04



Retail Intelligence (PnP Data)

- Category buyers
- Basket and sales uplift measurement
- In-store impact storytelling

What we're selling

Three FMCG Packages. Built to Convert.



EASTER PACKAGE

- Contextual video around food & family content
- Geo-targeting near grocery & liquor stores
- DOOH near malls & retail nodes
- Measurement: footfall and brand/ product uplift



MOTHER'S DAY PACKAGE

- Contextual gifting & appreciation content
- Premium audience segmentation
- Retail data to drive basket uplift
- Measurement: store visits + premium uptake



FATHER'S DAY PACKAGE

- Sports-aligned contextual & sync
- Alcohol & braai category focus
- Location targeting near liquor & grocery
- Measurement: visitation + uplift

***Simple.
Seasonal.
Measurable.***



Proof and outcomes

What FMCG brands get

Higher quality attention & completion rates

Incremental store visits

Measurable brand impact

Reduced media wastage

Typical performance ranges

+20–60% VCR uplift (contextual video)

+8–25% store visitation uplift

Measurable omnichannel uplift

Mobiclicks pricing and packaging logic

Built to scale depending on how aggressively you want to win the moment.

How we package (the commercial logic)

FMCG Performance Is Won Through Coverage, Not Channels

Core Pricing Principle:

We price around **moment dominance**, not isolated media placements.

Every package is built on 4 commercial levers:

1. **Moment intensity** (Easter vs Mother's Day vs Father's Day)
2. **Audience scale** (mass vs premium vs category buyers)
3. **Channel depth** (single-layer vs full Mobiclicks stack)
4. **Measurement depth** (media metrics → footfall → brand uplift)

**You're not
buying
impressions —
you're buying
ownership of a
retail moment.**

Good/ Better/ Best package framework

Good - 'Presence' Package

Purpose:

Ensure the brand shows up contextually during the moment.

Includes:

- Contextual video via **Mirrors**
- Seasonal content alignment (food, family, gifting, sport)
- YouTube / TikTok / CTV
- Standard reporting (VCR, reach)

Best for:

- Smaller FMCG brands
- Challenger brands
- Tactical burst budgets

Budget Guidance (SA FMCG):
Entry-level seasonal budget

**This secures your
seat at the table for
the moment.**



Good/ Better/ Best package framework

Better - 'Influence' Package

Purpose:

Influence shoppers **before they enter store.**

Includes:

- Contextual video (Mirrors)
- **Blis geo-intent targeting** (pre-shop & post-shop)
- Grocery & liquor store proximity
- Optional DOOH near retail
- Footfall uplift measurement

Best for:

- Core FMCG brands
- Brands competing for shelf visibility
- Easter & Father's Day grocery-heavy categories

Budget Guidance:

Mid-tier seasonal investment

**This is where brands
start seeing
movement in store.**



Good/ Better/ Best package framework

Best - 'Own the Moment' Package

Purpose:

Dominate the category during the moment and prove impact.

Includes:

- Contextual video (Mirrors)
- Sports sync (Magnifi) where relevant
- Blis + DOOH retail dominance
- PnP Retail Data activation
- Sales uplift & performance indexing
- Competitive conquesting

Best for:

- Category leaders
- Innovation launches
- High-stakes seasonal periods
- Brands needing ROI proof

Budget Guidance:

Premium seasonal budget

**This is how
category leaders
win the moment —
not just participate.**



Moment specific commercial anchors

EASTER (March–April)

Recommended Package:

 **BETTER or BEST**

Why:

- High basket sizes
- Grocery + alcohol spike
- Family gatherings
- Rugby & Masters Golf attention

Layer on:

- Add DOOH near malls
- Add retail data for FMCG basket analysis

MOTHER'S DAY (May)

Recommended Package:

 **BETTER (Premium skew)**

Why:

- Emotion-driven purchasing
- Premium food & gifting
- Smaller window, higher value per shopper

Layer on:

- Add premium audience segmentation
- Extend contextual into beauty & lifestyle content

FATHER'S DAY (June)

Recommended Package:

 **BEST**

Why:

- Alcohol, braai, snacks, ready meals
- Heavy sports viewing (F1, football, FIFA ramp-up)
- Liquor & grocery footfall peaks

Layer on:

- Sports sync
- Liquor store geo-conquesting
- Retail sales uplift measurement



OWN THE MOMENT

Let's lock it in.

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