

Creating the Triple Win for Retailers Manufacturers and Shoppers



The business issues for Retailers and Manufacturers?



- Increase footfall
- Attract more profitable customers
- Retain good customers
- Increase spend per visit
- Have a differentiated offer
- Maximise profit by space



- Grow brand share
 - volume and value
- Find and Launch new products
- Get consumer trial & repeat purchase
- Create brand equity & buzz
- Get Consumer endorsement

Manufacturers generally own the brands and Retailers the selling environment

Retailers and Manufacturers have to work together to create an environment which creates **a Triple Win**. This happens when:

- The Retailer has a differentiated offer
- The Shopper can buy what they want easily
- The Manufacturer can optimise their sales for the Retailer's customers in the Manufacturer's category.





The Triple Win - let's explore where the Shopper fits



Shoppers shop to fulfil goals

e.g. Emotional

- Experience
- Treat/Rewards
- Fun/excitement
- Relieve boredom

Functional

- Household needs
- Personal needs
- For specific usage occasions/needs



Different shoppers shop differently according to:

Who

- Men & Women
- With/without children
- Different cultures/nationalities
- Different age groups
- Different beliefs/attitudes

When

- Time of day
- Day of week

Where

- Specific channels
 - Hypers/supers
 - Convenience
 - On line
- Specific Retailers

What mission

- Main/large shop
- Top up /refill shop
- Special occasion
- Distress purchase
- Etc.

Shopping is a lot harder now than 10000 years ago



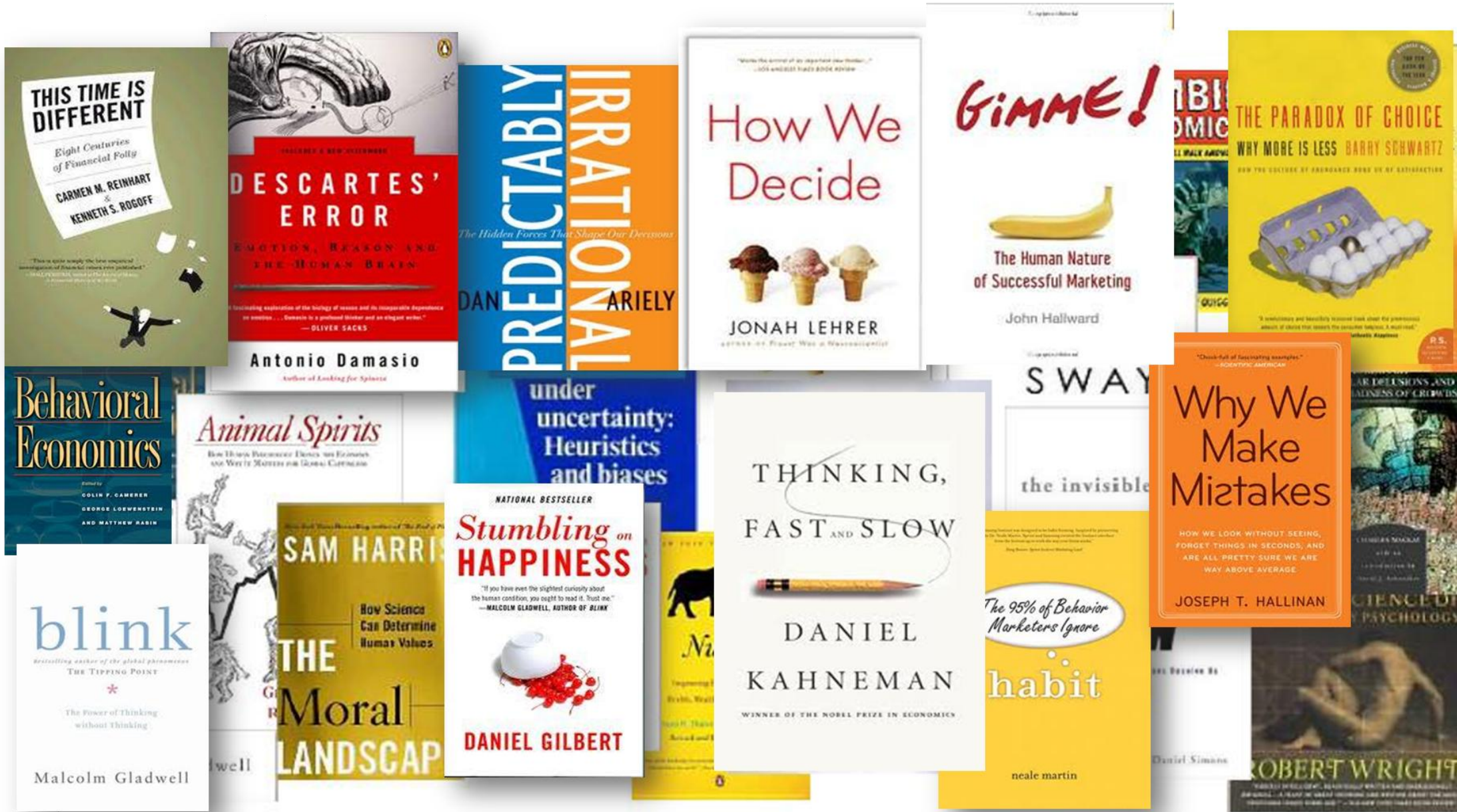
The way we shop is linked to the way our brains are wired

- Scan the environment and identify threats
- Identify faces and focus on children
- Vision with a concentration on peripheral vision, foveal vision, and focus
- We use our gut instinct – System 1* thinking
- We deselect via scanning with our peripheral vision
- We use colours /shapes/signs to find things
- Our faces show what we are feeling





Increasing awareness of this topic !

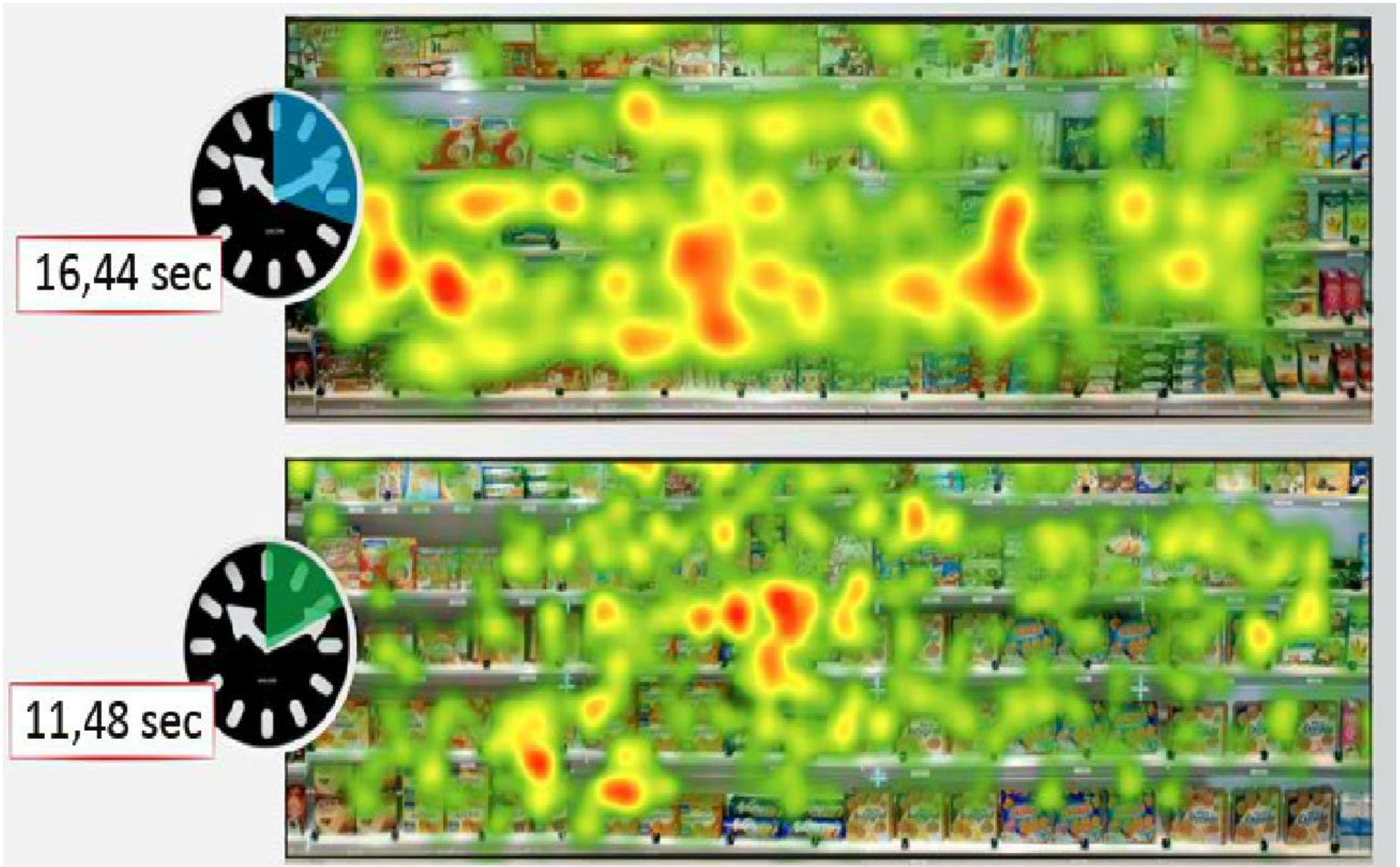




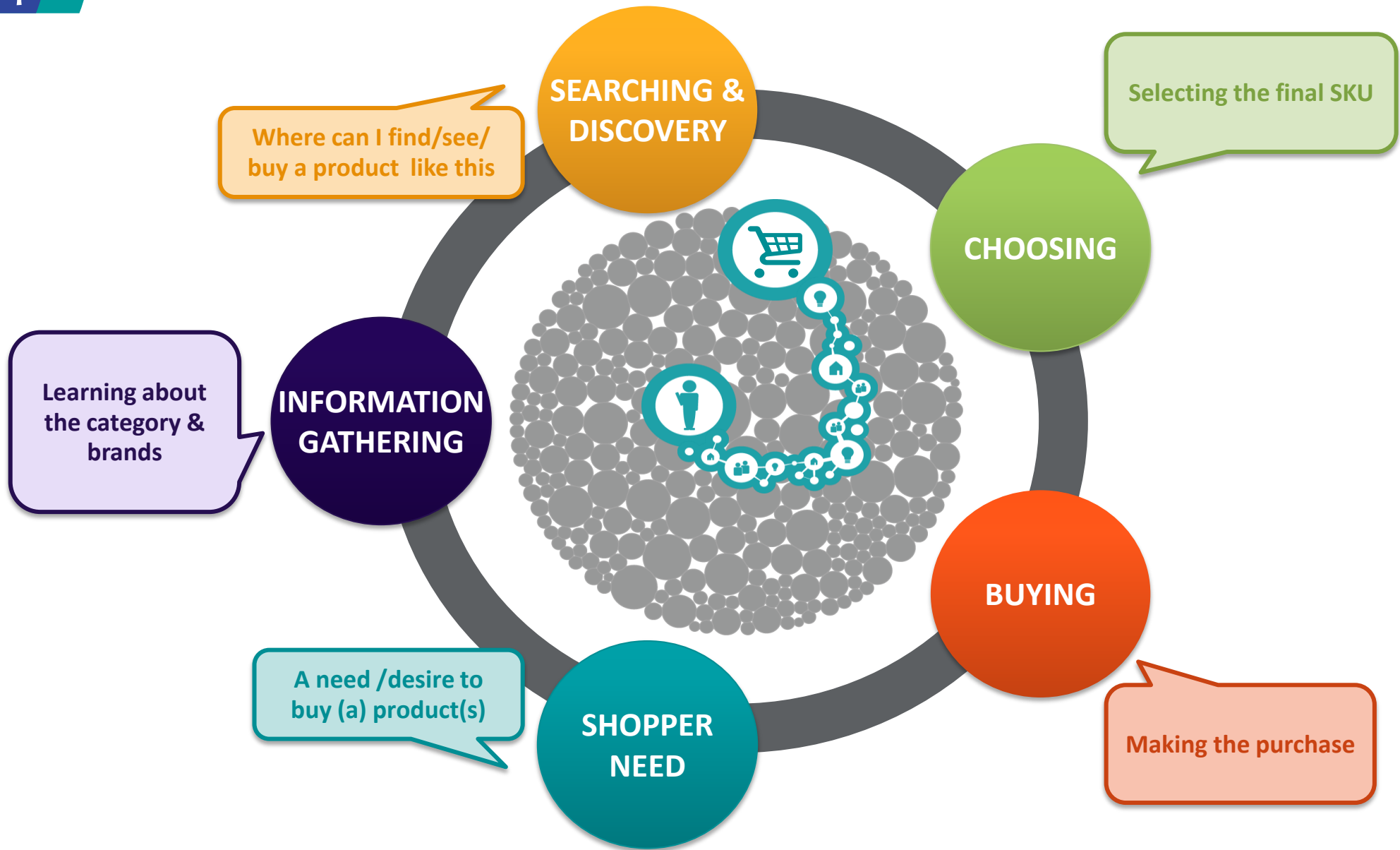
Video slide in here



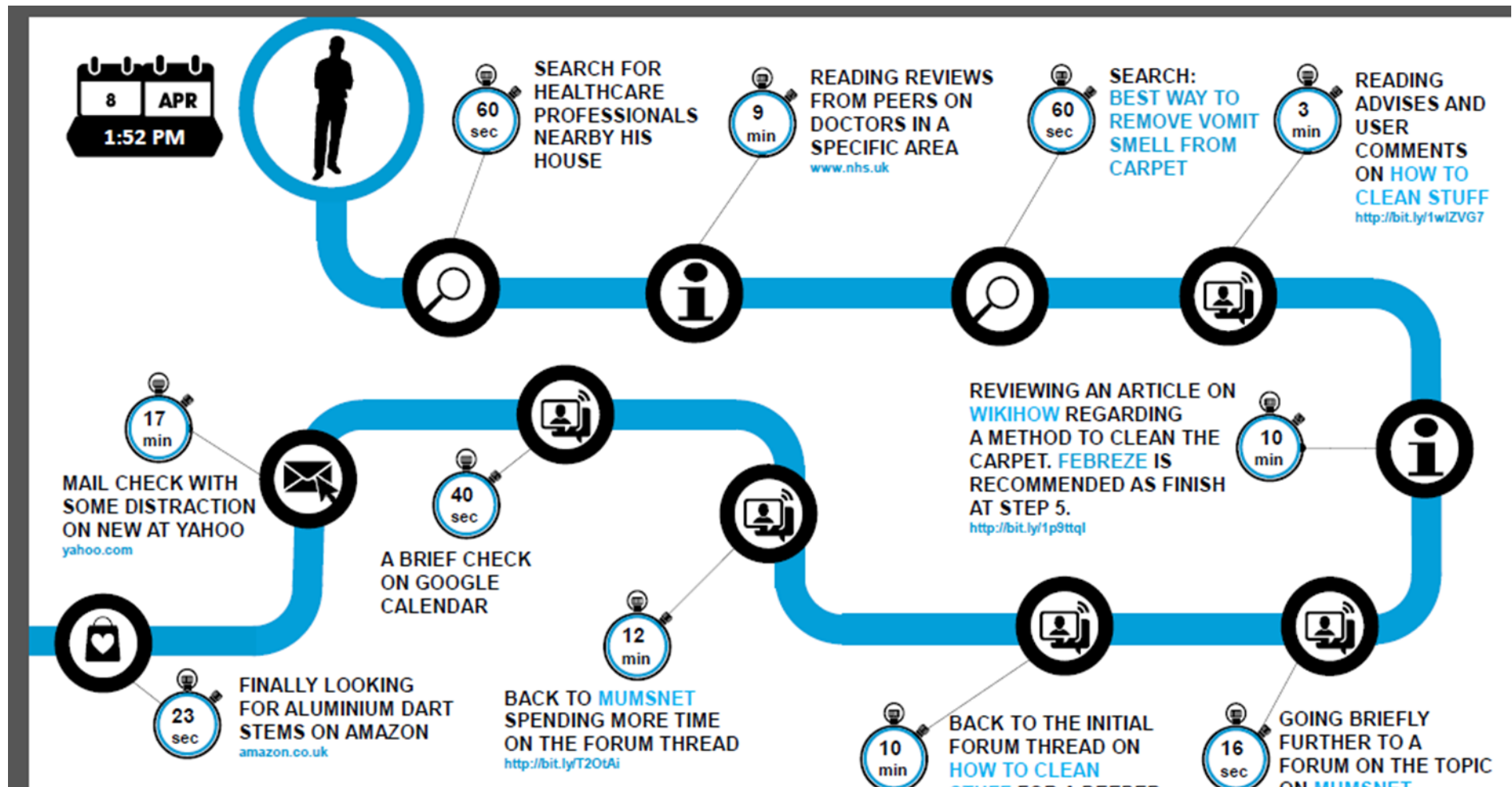
Different shoppers shop differently according to the product range available:



Each shopper has a unique path-to-purchase

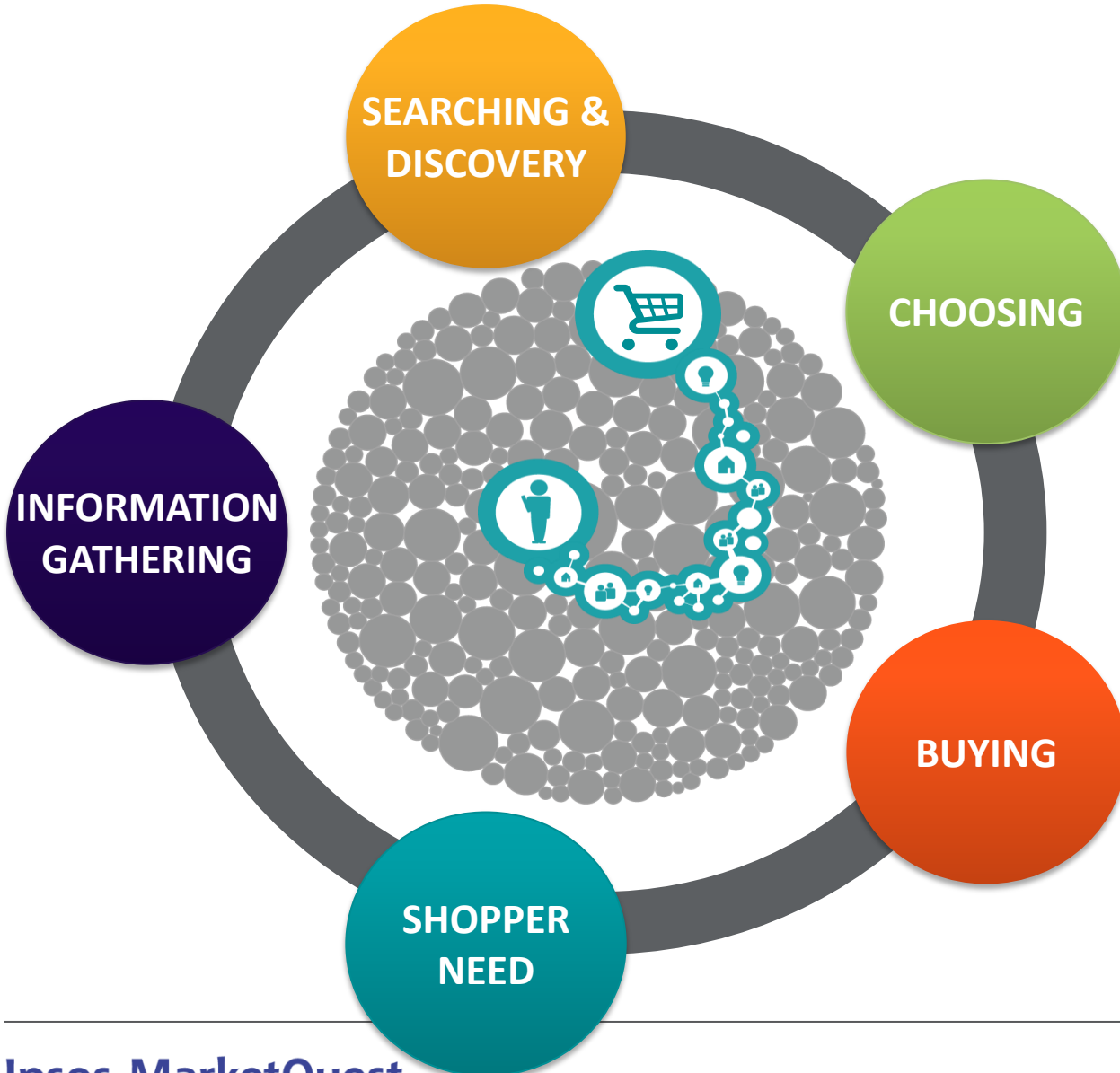


Which is ever more complicated in the digital age





A granular understanding of the path-to-purchase, specific for your category and your brand, is vital to develop a winning formula







How shoppers choose a brand is one of the most important points:

- **Finders** have a clear understanding of what they want, in store they are simply trying to **FIND** the brand they want;
- **Deciders** are shoppers who use the in store environment to **DECIDE** on the brand.



The position of a category or brand in the decision grid has powerful implications.

		PLANNED/UNPLANNED CATEGORY PURCHASE	
		HOME 	STORE 
WHERE BRAND IS DECIDED	HOME 	PLANNED FINDER <ul style="list-style-type: none"> ▶ Brand marketing ▶ Stock favourite brands ▶ Shelf : fast retrieval of products ▶ Pre-store promotions 	UNPLANNED FINDER <ul style="list-style-type: none"> ▶ Brand marketing ▶ Stock favourite brands ▶ Shelf : fast retrieval of products ▶ Pre-store promotions <p>+ ▶ Reminder marketing</p> <p>+ ▶ Secondary placements/displays</p> <p>+ ▶ Shop location/adjacencies</p>
	STORE 	PLANNED DECIDER <ul style="list-style-type: none"> ▶ Special displays ▶ In store communication ▶ In store promotions / price ▶ Use packaging to lure shopper ▶ Shelf : consumer decision tree 	UNPLANNED DECIDER <ul style="list-style-type: none"> ▶ Special displays ▶ In store communication ▶ In store promotions / price ▶ Use packaging to lure shopper ▶ Shelf : consumer decision tree <p>+ ▶ Reminder marketing</p> <p>+ ▶ Secondary placement/displays</p> <p>+ ▶ Shop location/adjacencies</p>



So to grow sales collaboratively – address all these areas





Ipsos global solutions toolkit

Retailer Sales Growth

BUSINESS ISSUES

Helping retailers win trips, build SOW, and maximize basket size.

IPSOS SOLUTIONS

- [Channel B&A](#)
- [Retailer Perceptor](#)

Category Sales Growth

BUSINESS ISSUES

Increasing category sales by creating engagement, improving shop-ability and offering the right product range

IPSOS SOLUTIONS

- [Adjacencies](#)
- [Decision Tree](#)
- [Efficient assortment](#)

Brand Sales Growth

BUSINESS ISSUES

Maximizing Brand sales by optimising pricing, promotions and POS materials to trigger sales and remove purchase barriers

IPSOS SOLUTIONS

- [Price/Promo Optimizer](#)
- [Barriers and triggers](#)
- [POS and In-store Activation Tests](#)

Influencing Path to Purchase

BUSINESS ISSUES

Helps clients set priorities for when, where, and how to engage with shoppers.

IPSOS SOLUTIONS

- [Pathfinder \(qual\)](#)
- [Connections \(quant\)](#)

Activation

BUSINESS ISSUES

Translate shopper insights into actions to create specific Retail strategies

IPSOS SOLUTIONS

- [Sudoku workshops](#)



Top tips for finding shopper insights



Applied Shopper insights must lead to behaviour change

Increase footfall

- Who?
- Why?
- When?
- Where?

Shop more often

- How frequently
- For what categories

Spend more per visit

- Create unplanned purchases
- More premium purchase
- Promotions

Use the right tools to capture real shopper insights

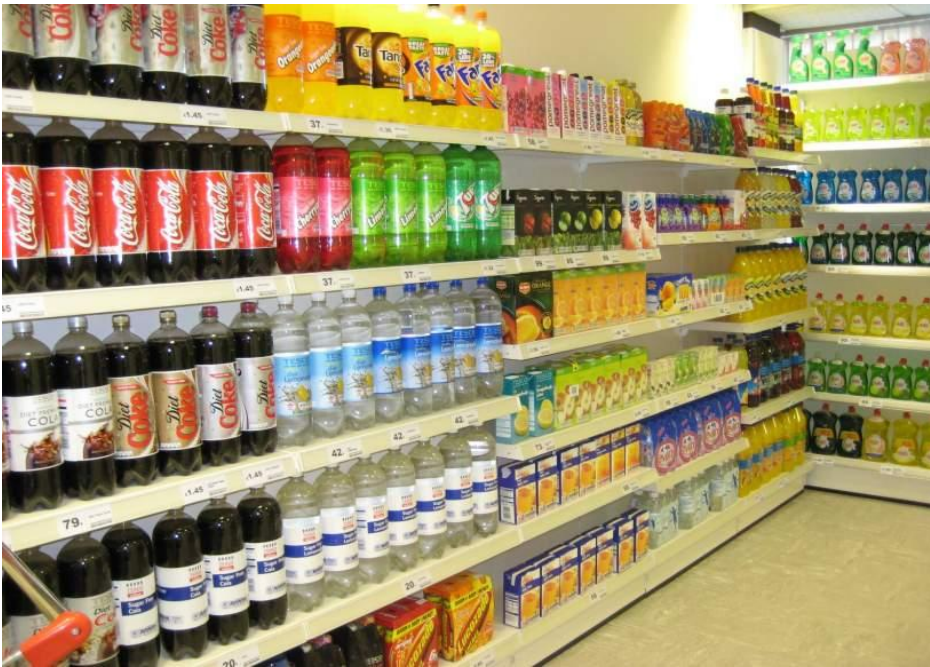




1. Context is King

Use of physical retail labs or virtual store labs

1



- Close to market conditions
- Pre test POS materials
- Compare shelf layouts
- Explore Adjacencies

What are the benefits of a shopper lab?

- No store permissions
- Confidentiality for new products/POS materials
- Controlled environment
- Cheaper & faster than in real store

Virtual stores use on line data collection to navigate a store and make purchases according to specific shopping mission



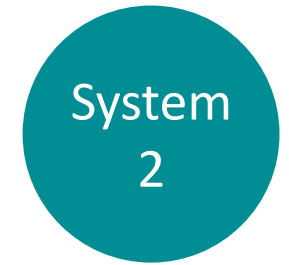


Context is King

Understand the way we are wired when shopping



Fast
Unconscious
Emotional



Thoughtful
Conscious
Rational

Both Impact Decisions

2. Observe what is seen via Eye-tracking (glasses option in lab or real stores)



Eye tracking identifies hot spots on a real shelf.

Permission required in real stores



2. Observe non conscious behaviour using neuroscience



2. In store observations: Here's how we do it ... For Engage Lite or using static video cameras installed





2. Measuring Unconscious – Committed response to “buy often is significantly improved for the new pack

2

The brand is...

Consumers indicating Explicit (Top 2 Box agreement) & Emphatic (Explicit + fast reaction times) Responses

I Would Recommend

Maintained

I Would Buy Often

Commitment Growth

For Me

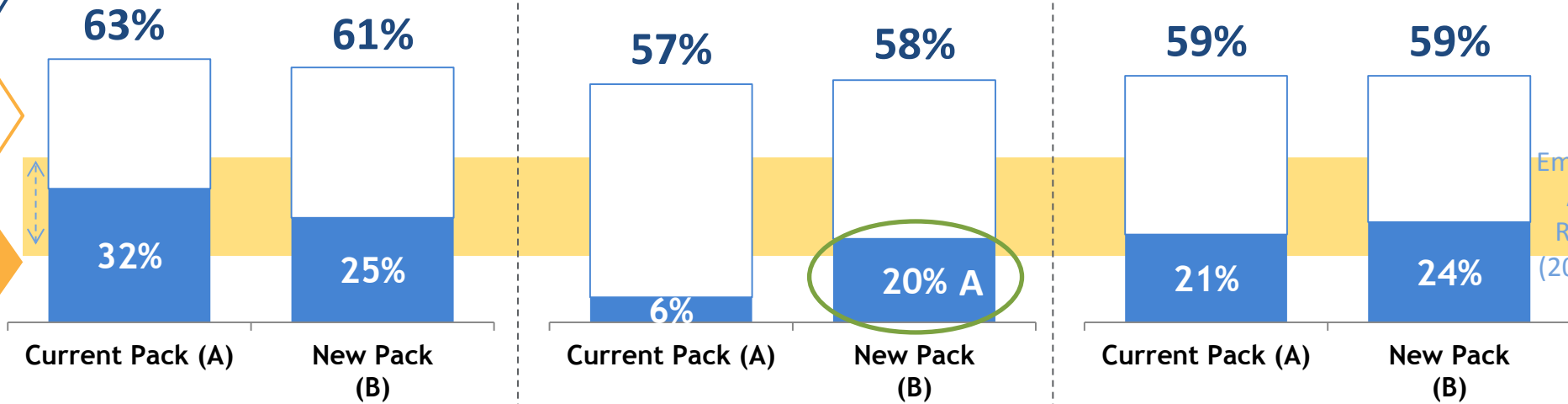
Maintained

Total

Explicit “Yes” (T2B)

Uncommitted “Yes” (T2B)

Emphatic “Yes” (Explicit & Implicit)



Emphatic Avg. Range (20-40%)

Base: N=151; N=145

Q: For each statement, please indicate whether you agree or disagree that the statement describes BRAND

Significance testing at 90% CI

Respondents answer questions, take photos, and tag their locations through their Smartphones in order to capture their environment and behavior at the point of their purchase experience.

Ipsos has conducted a number of studies using this technique e.g.



This example enabled recommendations to be made on :

- **In Store location**

- **Appropriate activation**

- **Pack design**

- The brand should consider placing product in a specific section of the xxxx aisle where most of their target is shopping.
- Using a price promotion to draw attention to the brand.
- Specific recommendations were made on the pack-color, labeling, product contents etc

Ipsos **MOBILE** TOOLKIT

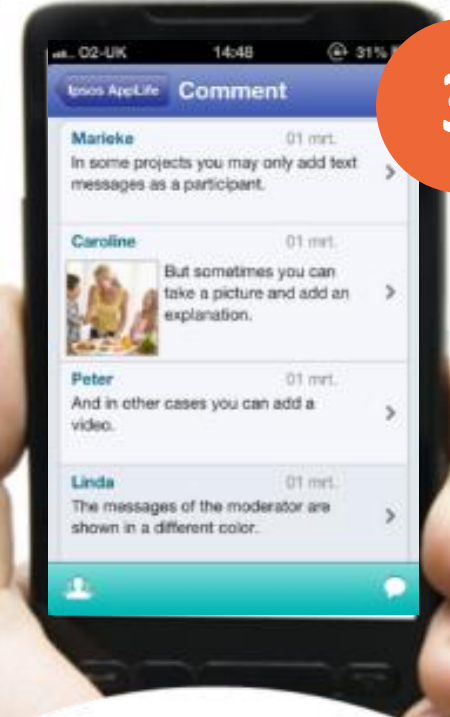
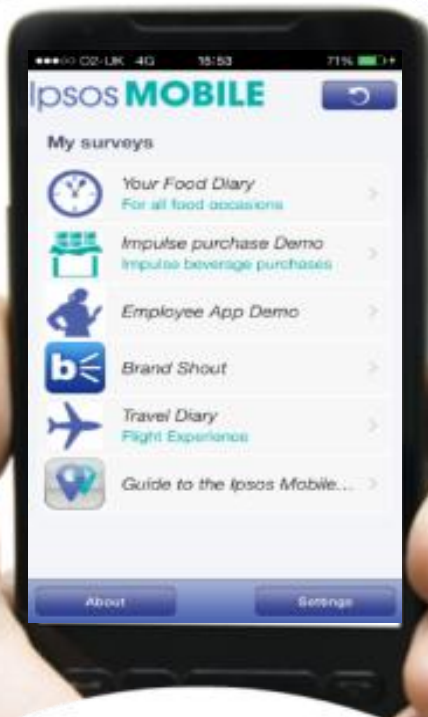
IPSOS MOBILE
DIARY/ SURVEY
APP

IPSOS APPLIFE
LIVE DISCUSSION
APP

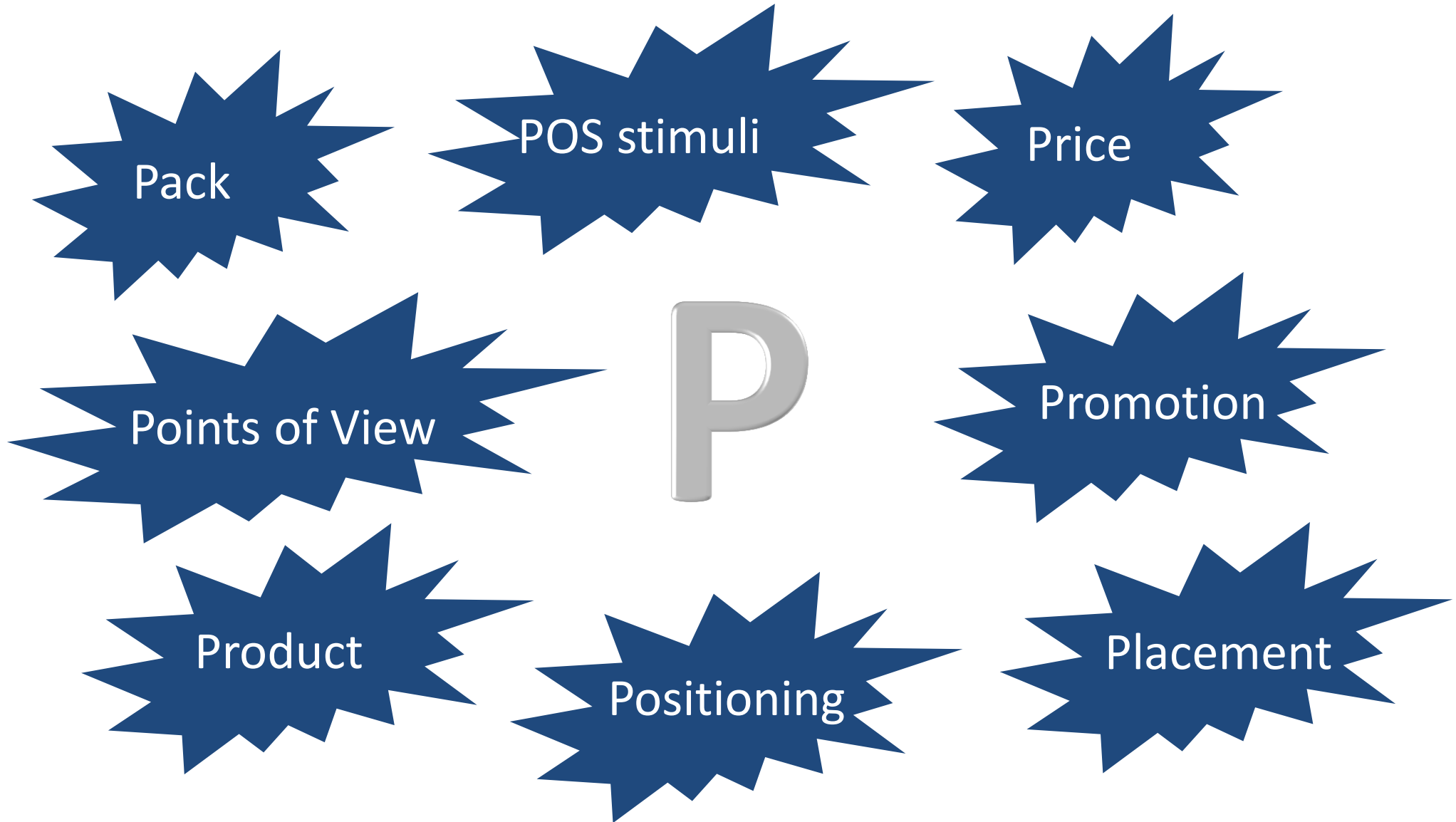
SMS

MOBILE IN-
BROWSER

3



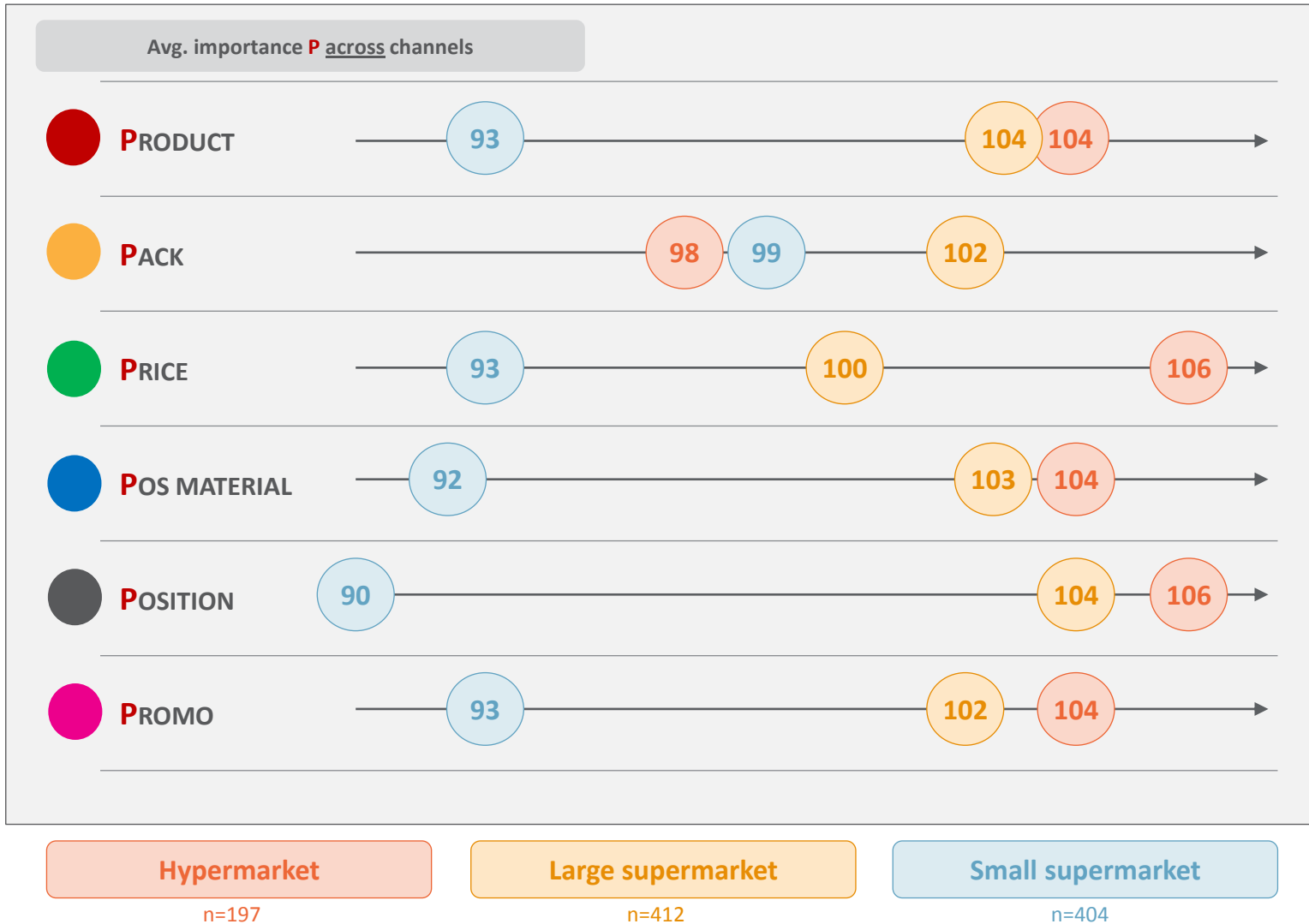
4. Shoppers are influenced before, during and after the purchase by the many P levers that are available



4. Focus on the P's

Contrast the P's in different retailers or channels – across channels and within channels

FICTITIOUS DATA



Increase footfall

- Who?
- Why?
- When?
- Where?



Shop more often

- How frequently
- For what categories

Spend more per visit

- Create unplanned purchases
- More premium purchases
- Promotions
- Buy more profitable brands
- Enhance the shopper experience



5. Start with the end in mind: Unique Ipsos way to activate data into actionable insights

5



WHO? Who is the target shopper?	WHAT? What are we going to do to impact the target shopper	WHEN? Is this a time dependant activity?
PLACE Where in store are we going to take an action	PLANOGRAM What are the implications for the planogram/range	POINT OF VIEW How to communicate this initiative to the shopper
PRODUCT What features do we need to focus on? How to deliver to the needs?	PRICE Is this opportunity dependent on a price point	PROMO Is this opportunity dependent on a promotion

Get it right for the Shopper, Retailer and Manufacturer

