

# Presenting Inspiring Perspectives on Shopping Insights

## *Ipsos Shopper Research Expert Donna Wydra to Speak at Shopper Conference*

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**Chicago, IL, June 23, 2010** – How can non-grocery retail marketers create meal ideas and inspire shoppers in their aisles? Donna Wydra, Senior Vice President with Ipsos Marketing's U.S. shopper insight practice will be probing that topic at the 10th annual IIR Shopper Insights in Action Conference, being held July 11-14 in Chicago. Wydra will be co-presenting with Liz Mohr, Shopper Insights and Analytics Director at ConAgra Foods. The presentation will examine consumer attitudes and behaviors and help inform the shopper marketing decisions of non-grocery retailers.

"The one-stop meal solution has been a runaway hit with stressed parents and busy families, but non-grocery retailers are looking for ways to motivate those consumers to buy meal essentials off their shelves," says Wydra of the upcoming presentation. "Our presentation will examine shopper attitudes and behaviors and help non-grocery retailers find the inspiration they need to motivate this critical sector of the market."

This year's conference focuses on "action" and how retailers and national brands can use shopper insights to drive innovation. The co-presentation from Ipsos and ConAgra, entitled Creating Inspiration in the Aisles, will offer non-grocery retailers with ideas and insights on how to optimize complete meal solutions in their shelf space.

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“Shopper insights are vital for transforming ideas into innovation,” adds Wydra. “Our presentation will help shopper marketers better understand the shopper mind so they can identify opportunities and strategies for achieving desired results.”

To learn more about this conference, or to register, visit the IIR website at:  
<http://www.iirusa.com/insights/agenda-at-a-glance.xml>.

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