

# Shopper insights a high priority



**Kirsty Dollisson**  
is General Manager of  
Marketing and Commercial  
at TorchMedia.

**S**traight from the mouths of Australia's emerging 'shopper marketers', one of their top priorities is more shopper insights.

Quality insights and research costs money, and while the shopper marketing department doesn't yet exist in most companies, let alone have a budget, we would like to help.

The recent Shopper Marketing workshop held during the Retail & Marketing @ Retail Expo was a full-house of marketing professionals engaged in the functions of "shopper marketing". About half of the 80 delegates had participated in the industry-first study by POPAI and ShopAbility, entitled "Shopper Marketing: The Journey Begins", and the other half were inspired by the study to attend the workshop and become involved.

After an excellent presentation of the study findings by its author, ShopAbility's Norrelle Goldring, the room broke into half a dozen groups to work on ideas for realising the desires expressed in the findings – mainly, the desire to see Australian brand manufacturers embrace Shopper Marketing with dedicated departments, budgets, staff and training.

Interestingly, one of the ideas put forward by almost every group was the desire for a stand-alone industry body to represent Shopper Marketing.

But that's a topic for a whole different column.

The other priority universally expressed was the need for more

shopper insights. Everyone said that if they had greater resources, the first thing they would invest in was shopper insights.

And this is where we can help.

## Shopper Tribes

Already in the TorchMedia arsenal, and available to our clients, are some planning tools to maximise our clients' investment in shopper media. In the past year, we worked closely with ShopAbility to segment grocery shoppers into eight distinct shopper tribes, with insights into their shopping behaviours and attitudes to in-store communication. This is also available as an iPhone app.

## Heat mapping

We used Nielsen Panorama data to analyse foot traffic around the store. We can link this data directly to the Shopper Tribes, to identify hot spots for product communication to a particular tribe.

Take Soccer Mums for example. Or light purchasers of potato chips (See box below).

## Nielsen Panorama – exclusive shopper module coming soon

Brand new insights will be available through TorchMedia's exclusive shopper-focused module now in the field with Nielsen Panorama.

The aim of the TorchMedia module is to provide a deeper understanding of shoppers, and what influences them at the "moment of truth" – when they make their purchase decision and put your product (or your

competitor's) into their trolley.

It will cover all the key food and beverage categories, and will delve into purchase motivators – product innovation, price promotion, value for money, multipacks, celebrity endorsement, convenience etc.

One aspect we are very excited about will be delving into the "dinner tonight" shop. The research is asking grocery buyers whether they usually decide on product selection once they get in to the store, actively search for recipe ideas and information when in store, or whether they have a consistent, regular repertoire of recipe ingredients.

With more than 50,000 respondents in the Panorama database, we are expecting very detailed information from the different shopper segments (described in our Shopper Tribes), across a wide range of demographic and psychographic factors, as well as purchasing behaviour down to product category level.

For example, we may want to look at main grocery buyers who regularly purchase canned meals from the supermarket, have children in the home and "don't have time to cook or prepare meals". We can look into what their key purchase motivators are, and what types of communication they will be most receptive to.

For those of you interested in our very first Panorama results, they will be available soon, so register your interest with me or your TorchMedia rep to be among the first to find out about the depth of new shopper insights. 🛒



## The Soccer Mum

### One of TorchMedia's Eight Shopper Tribes

**Recognised by:** her tracksuit and big packs in the trolley.

**They want:** value – the best for her family at a reasonable price – fast and healthy!

In the trolley: baby food (packet, tinned and jars), nappies, chocolate/nut/sandwich spreads, feminine hygiene products, sweet cereal, dairy desserts/treats, packet side dishes, frozen party pies, ice blocks, frozen pizzas, Milo, Quick and other milk additives, sweet cream biscuits, casserole bases, corn chips, frozen yoghurt, potato chips, cook in sauce (jars), regular ice cream in tubs, cordial, custard, Weetbix, pasta sauce, BBQ sauce, cheese slices, packet sauces, gravies, deli lines, beans and tinned spaghetti, frozen vegetables, packet rice, pre wash stain removers.

**Purchasing influences:**

Kids! The children strongly influence the Soccer Mum's decision on food

purchases and the average 'basket value'. Soccer Mums keep a close eye on their kids' eating habits, but do allow the occasional treat. They're highly value conscious and will readily switch to brands that are on special. Soccer Mums believe that private labels offer the same level of quality as well known brands. They like advertising to entertain, but information on price is also important.

Almost one in five take notice of ads at the entrance to shopping centres and say those ads influence their purchase decisions. They are almost twice as likely to be influenced by in-store advertising and more than a quarter notice ads in shopping centre car parks.

**Key to communication success:**

Show her value for money and multiple serve formats. Highlight quality too; give her a reason to brand switch and show her solutions that will save her time and keep her family happy.