

# Shopper insights a high priority



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Last issue we gave you a taste of the Shopper Tribes – via the Soccer Mum – that we have devised to help advertisers tailor their Shopper Media messages according to who is doing the shopping.

Here are the other seven tribes. While you get to know them, bear in mind a few simple concepts about effective Shopper Media communications.

- Often, the shopper is not the end-consumer
- Pack first, brand second
- Occasion based messaging can be the clincher – is it good for parties? Kids' lunchboxes?
- 'Dinner tonight' is rapidly becoming the most popular shopping 'mission'
- Complementary placement can be as effective as at-shelf placement.

## The Eight Shopper Tribes

### 1. Bachelor Pad

#### Recognised by:

The carefully careless hair with just the right amount of product, or the extra time staring at the aisle signs trying to find things.

#### They want:

Convenience and to look good.

#### In the trolley:

Flavoured yoghurt, desserts and dairy treats, ice cream in tubs, butter, regular milk, condensed milk, liquid breakfast, sports cereals, prepared low cal meals, prepared packet meals, fruit juice, laundry powder, ironing aid, household cleaners, sauce/condiments, salt/herbs/spices, olive oil, packet soup, bathroom cleaner, canned fruit/fruit snacks, dips, fresh pasta.

#### Purchasing influences:

They like to be entertained, but prefer advertising to be more information-based. They're 33 per cent more likely than the average to agree that posters at the shopping centre entry influences brand choice. They are almost 70 per cent more likely to be influenced by in-store advertising and 90 per cent more likely to notice ads in supermarket car parks than the average grocery buyer.

#### Key to communication success:

Show him the solutions that will keep him perfectly groomed, make him look like Jaimie Oliver in the kitchen in under 10 minutes – or feed him in under two minutes if no-one is watching! The Bachelor Pad Shopper is not price conscious. Show him solutions, not prices and products.

### 2. Shared Household

#### Recognised by:

Youth and the boho look.

#### They want:

Value and to be clean, green and healthy

#### In the trolley:

Yoghurt, cereals, muesli, ready prepared/packet meals, flavoured milk, flavoured soy drinks, fresh pasta, low salt margarine, noodles, regular milk, laundry liquid, chocolate biscuits and bottled water, peanut butter, nuts, frozen pizza, fruit juice and packet soup, muesli bars and garbage bags, sauces and condiments. They try to buy Australian made wherever they can.

#### Purchasing influences:

Shared Household Shoppers are value conscious and always shop around for bargains and specials. They have a budget and they stick to it!

They look for new brands at the supermarket and are more likely than average to trial new products. Expert endorsement/recommendation is important. Many say that grocery radio ads as well as in-store advertising influences their purchase decisions and they're more likely than average to notice ads in supermarket and shopping centre car parks.

#### Key to communication success:

Price is important here, so are ethics (this group is likely to be younger and better educated on this front). Ramp up your offer in both areas.

### 3. 'Sex & the City'

#### Recognised by:

The shoes and fake designer handbag, dahhhling.

#### They want:

Brands, quality, fast, and the latest, greatest, sexiest. Plus healthy – they need to stay looking good!

#### In the trolley:

Soy ice cream, prepared low cal meals, light soy drinks, frozen yoghurt, fresh pasta, feminine hygiene products, hot bread, Mexican meals and salsa, yoghurt drinks, lite yoghurt, muesli, dishwasher rinse aid (powder or liquid), ironing aid, dips, corn chips, tinned baby food, baby wipes, specialty ice cream, tarts and desserts, packet soup, skim milk, salad dressing, premium ice cream in tubs, chocolate/nuts, casserole bases, chocolate/nut spreads, fresh fish, fruit and meat.

#### Purchasing influences:

They're always on the lookout for new brands at the supermarket. Preservatives in food is a big concern, as is their cholesterol.

Grocery radio ads influence their shop (one-in-five) as does POS advertising, with 40 per cent agreeing that in-store advertising influences grocery purchase (more than twice the average). Three-quarters of them always read product labels. More than a third say they notice ads in shopping centre car parks (almost 80 per cent more likely than the general grocery buyer population).

#### Key to communication success:

Bring on the sexy new products. They love to be the first. Focus on brand value – the 'must have' factor. Quality, style (packaging is important here!) and health.

### 4. DINKS

#### Recognised by:

They may shop together, or call the other on the mobile to ask, "what shall we do for dinner?"

#### They want:

To be Nigella Lawson and Jamie Durie but end up cooking Patak's and hiring Jim's Mowing.

#### In the trolley:

Premium ice creams in tubs, prepared low cal meals, Mexican, fresh pasta, dishwasher rinse aid, bottled water, sports cereals, dips, marinades, skim milk, fruit, fresh meat, bathroom cleaner, butter, olive oil, potato chips, soft drinks, ironing aids, canned tomatoes, fresh fish, fabric conditioners, garbage bags, Australian made is important,

packet pasta, air fresheners, sponges/wipes, foil, plastic wrap, salts/herbs/spices, fresh chicken, tomato sauce.

**Purchasing influences:**

They are prepared to pay extra for brands, but they still like ads to communicate the price. They look out for new brands, but often default to the tried and true as they don't have a lot of time to shop around. More than a quarter of DINKs say they notice ads in supermarket car parks and 29 per cent agree that in-store advertising influences their purchase decisions (43 per cent more than the average GB).

**Key to communication success:**

Give them convenience with aspiration. This group is less price-conscious, so highlight the gourmet, ready to eat, fresh and healthy meal solution, truly indulgent guilty treats and those magical things that make your home look and smell like a Vogue photo spread with hardly any effort. Increasingly, 'Earth Friendly' and/or 'organic' will score you extra points.

**5. Soccer Mum**

**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.

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**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.

**6. Super Dad**

**Recognised by:**

Harrowed expression and thinning hair!

**They want:**

To keep everybody happy

**In the trolley:**

Tinned baby food, sports cereals, nappies, baby food, ice blocks, baby wipes, prepared packet meals, ice cream bars, sandwich spreads, packet side dishes, muesli bars, Corn Flakes, BBQ sauce, corn chips, frozen chips, potato chips, regular milk, margarine, bran cereals, noodles, fruit juice, dips, nuts, regular cereal, bacon, pork, fresh chicken, packaged bread.

**Purchasing influences:**

Super dads pay more for well known brands, but are still heavily influenced by value. 80 per cent will switch to brands that are on special, the exception being when kids are involved in the decision making process.

In terms of advertising, they are more than twice as likely to agree that illuminated advertising posters at the entrance to shopping centres remind them to purchase the advertised brand and 28 per cent agree that in-store advertising influences their purchase decisions – 43 per cent higher than average.

**Key to communication success:**

Make it easier for him to find what he needs quickly – be entertaining, but don't be overly clever or subtle, he doesn't have the time. Shout loudly about the items that will buy brownie points with the kids. These guys are suckers for pester power. If it looks like the kids will love it, he'll buy it (irrespective of price).

**7. Empty Nesters**

**Recognised by:**

Not rushing around the store anymore.

**They want:**

A full pantry so they don't have to come back for a while.

**In the trolley:**

Acidophilus yoghurt, regular ice cream in tubs, packet pasta, soup, sauces/gravies, low salt margarine, low fat/skim milk, condensed milk, regular cereal, oats, porridge, bran cereals, packet rice, casserole bases, baked beans, tinned spaghetti, biscuits/crackers, laundry liquid, bleach, pre-wash stain remover, ironing spray, household cleaner, dishwasher powder/liquid, foil, plastic wrap, cheese block, frozen vegetables, fresh fruit, vegetables, meat and fish, sauces/condiments,

salad dressings, honey, vegemite, peanut butter, cooking and olive oil, jam, canned fish, air fresheners, deli lines, canned fruit/fruit snacks, pork, canned tomatoes, eggs, paper towels, nuts.

**Purchasing influences:**

They are generally more cynical when it comes to advertising messages and prefer ads to give them price and product information. They shop a lot for bargains and specials and household products that won't pollute, always reading product labels.

**Key to communication success:**

This group tends to browse longer and is more open to impulse purchases. They'll spend longer in the aisle, so make sure that you're communicating at shelf.

**8. Golden Oldies**

**Recognised by:**

Grey power!

**They want:**

Value and established quality, and treats for the grandkids.

**In the trolley:**

Tinned soup, low salt margarine, low fat milk, oats, porridge, bran cereals, baked beans, tinned spaghetti, plain biscuits/crackers, laundry liquid, bleach, pre-wash stain remover, ironing aid, cheese (block), frozen vegetables, fresh fruit, salad dressing, salts/herbs/spices, custard, honey, jam, packet soup, canned fish, pork, eggs.

**Purchasing influences:**

Like the Empty Nesters, they are harder to influence and are more brand loyal. They just want the facts – price and information, and to know that it works. They're not as price sensitive as some of the other shopper tribes, but they still work to a budget, so will shop around if it's worth their while. They're a patriotic bunch and always buy Australian where they can.

**Key to communication success:**

Keep it simple. They just want to know it's trustworthy, established and it works – this group is less susceptible to faddish marketing. 🛒