

Shopper Marketing Live

Retail World brings you the latest insights from the conference to help you improve the performance of your products and business model. Jane Boler reports.

As the first of its kind to be held in Australia, *Shopper Marketing Live* featured 37 learning sessions and keynote presentations, exclusive roundtable discussions and an exhibitor hall with companies displaying the latest developments in shopper marketing solutions.

Shopper Marketing Live offered industry professionals a unique experience to gain insight from the brightest minds in shopper marketing from around the globe.

Held on May 19-20 at the Sydney Convention and Exhibition Centre, the exclusive conference gave delegates helpful tips and hints on how to ultimately map and control the consumer's path to purchase.

Shopper marketing may seem like a relatively new concept created by marketing professionals to reinvent marketing but, in fact, has been around for years.

The concept of shopper marketing describes studying shoppers and their habits to gain insight and understanding into how desired target consumers behave as shoppers in a retail environment. The concept relies heavily on shopper insight

strategies and targeted branding campaigns that speak to the needs of shoppers as outlined in insight feedback.

According to Bryan Gildenberg, Chief Knowledge Officer from Kantar Retail USA, Australia is the most supermarket-dominated market in the world. Possibly as a result of this market, shopper behaviour has changed less than in any other developed market between 2008 and now.

As a result of this, the Australian market was relatively unaffected by the global financial crisis. Mr Gildenberg suggests that this is a result of the Australian market remaining unaffected by any domestic online retailers, such as Amazon in the US.

Understand the shopper

Before undertaking a shopper marketing campaign it is essential to first scope, understand and measure the market, integrate the data, disseminate knowledge, have a sense of customer empathy, and a strategy to measure data once it has been collected. The aim of the data is to understand the audience and tick off their individual needs.

As a retailer, if you are going to be a grocery expert, what does that mean? You need to understand how shoppers move through stores and know what processes to take to get information that is going to benefit the business.

These insights then need to



be turned into action.

In its presentation, IMI International segmented grocery shoppers into groups to best categorise and explain their shopping habits, including the impulsive shopper, experimental shopper, bargain hunter shopper, the savvy saver shopper, the planner shopper and the loyalist shopper.

Demographics and characteristics of the planner shopper, for example, include being aged between 50 and 65, female, writing a shopping list, shopping at one main grocery store and being influenced by prominent in-store displays and signage. The target retailer for the 'planner' shopper would be Franklins.

In comparison, the impulse

shopper is aged between 18 and 29, is female, spends significant time browsing in-store, prefers to purchase new and interesting products, and is influenced to purchase a product by price, even if they don't need it at the time. The target retailer for the impulse shopper would be Woolworths.

How to get into the trolley and onto the dinner table

In reality, what is for sale in the supermarket and what shoppers are looking for is often very different. This concept was introduced by TorchMedia in its presentation 'How to get into the trolley and onto the dinner table'.

When shopping, people want the end goal. Retail terms such as 'meal solution' do not fit into a shopper's vocabulary. In

Quick Shopper Stats

- Quick trips and fill-in trips make up 65 per cent of all grocery shopping trips
- One-in-three trips to the supermarket involve no level of planning such as a shopping list
- 20 per cent of shoppers look at recipes for inspiration before visiting a store
- 19 per cent of shoppers browse newspapers for supermarket specials
- 43 per cent of shoppers browse through the aisles to be sure they aren't missing anything
- 34 per cent of shoppers take the time to browse
- 33 per cent of shoppers often buy items they had not intended to
- Some of the most purchased pre-planned products include milk, sliced bread, vegetables, eggs and butter or margarine.



retail speak, a meal solution is something that makes the process of getting and preparing all the components to prepare a meal more easily.

Sticking with tradition, dinner still consists of meat and three vegetables, with protein driving the decision of what to eat for dinner. Forty-one per cent of trips in the meat aisle are for purchasing dinner for that night, with the meat section acting as a source of inspiration.

The strong influence of the meat aisle in meal decision making is a massive opportunity for retailers

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to market their concept of ‘meal solutions’ at the meat fixture to communicate easy suggestions for putting a whole balanced meal together, with little effort needed from the shopper to create the end result.

As a retailer, it is important to recognise that every shopper is on a different mission in-store. On a week night, for example, the majority of people in-store are rushing home from work and are shopping for a quick solution to dinner that night.

In comparison, Saturday and Sunday morning shopping trips are generally for stocking up on groceries and this is when shoppers are interested in experimenting with new products, trying new things and would be more open to tasting product samples.

With this information in mind, from a brand perspective you need to be strategic and understand why shoppers behave the way they do and then understand how your brand fits into this equation.

Each shopping trip adheres to strict rules. For example, the weeknight shopper is looking for simplicity, speed and a total meal solution. The week night shopper is looking for impulsive opportunities to put together a meal in the shortest time possible.

This is a great brand opportunity to indicate preparation time on the pack, or even a recipe suggestion

on the front of the package to drive impulse sales.

Create targeted shopper offers

When collecting and compiling shopper insights, it is essential to capture exactly what Australian shoppers are thinking and feeling about their purchases, and where and whom they are buying from.

Based on this information, as a retailer you can then create targeted offers that are relevant, unique, commercial and socially responsible that shoppers will find appealing.

To succeed, shopper programs absolutely must align directly with retailer strategies.

It is essential to consider whether or not your brand drives traffic, and then support the shopper program to drive category sales and profitability.

Shopper marketing + digital = so hot right now

Digital and mobile technology is moving faster than water: plan your next move with the consumer's love of discounts in mind. It is best to firstly establish goals and aim to simplify shopping for the customer along the way.

The best strategy, as outlined by Maile Carnegie, Managing Director from Procter & Gamble, is to come up with simple yet big ideas that can be executed from anywhere, rather than

implementing too many ideas at once that may very well crowd the brand image.

A clever strategy would be to have in-store operations as the marketing focus – the only way to measure the success of the product is if the strategy is converted to purchases in-store. Putting it simply, to build success it is essential to execute, evaluate and optimise.

Therefore you need to make the message easy to translate onto different touch points so as to not distract the customer.

Make sure that your message is excruciatingly clear – common ideas in each touch point, however, can differ slightly in their execution.

According to world-leading brand marketing and retail promotion company The Integer Group, the hand is the new shelf, with customers gathering pre-purchase information on a mobile platform now more than ever.

Retailers in the US have picked up on this already and are using tablet and smartphone applications to drive consumers to websites and ultimately into physical stores to make a purchase.

Because of this technology, brick and mortar retailing will move forward seamlessly as a result of mobile in the future. ■

