

Shopper insights and in-store experiences help turn browsers into buyers



Shopper marketing is not as simple as it once was. Without a doubt, today's path to purchase is extremely complex and populated along the way with an ever-increasing number of consumer touchpoints. Shoppers are not just influenced by traditional advertising and point-of-purchase materials anymore. There's social media and online product searches. They pre-shop online to educate themselves about products before entering a store and once there, can use their smartphones for 'showrooming' to do on-the-spot comparison shopping.

Marketers can either view these new retail ground rules as obstacles or decide to make technology and the new shopper behaviour work for them.

Kelly McCarten, CEO of Toronto-based brand marketing agency, LAUNCH!, says shopper marketing has evolved from simply being concerned about influencing consumer choices to being part of the pre-decision, in-store and post-purchase stages. And, it's all being led by shopper insights.

LAUNCH! has created its own insights database from the feedback from the 2500 brand ambassadors it has in the field and in-store across Canada. By engaging with consumers at point of purchase and gathering data in real time, the company is able to help clients quickly impact their brand positioning.

"The market has changed so dramatically. We're in an environment of heightened competition, diminishing brand loyalty and an increasingly fragmented media landscape. Manufacturers are really attuned to how they maximize and influence decision making at the retail level, at point of purchase. It really starts with insights," says McCarten. "They drive your planning for your brand to ultimately change or influence shopper behaviour. Insights are constantly changing as you can imagine, and that is affecting how you can position your brand. You have to be constantly updated and informed on your consumer to make sure you're hitting the critical touchpoints in order to influence behaviour.

INSIGHTS INTO SHOPPER ATTITUDES AND BEHAVIOUR

When talking about shopper marketing insights and research, TNS is a global pioneer of the discipline. Today, TNS provides retail and shopper research and partners with

retailers and manufacturers to research and test everything from packaging, promotions and POS communications to store and category shelf layout.

Mike Moussallem, senior research director, retail & shopper insights for TNS Canada, says that although shopper marketing tools are a bit fancier than in the past, he believes the biggest changes have come from being able to better understand the target shopper and to test POS material and the in-store environment prior to launch rather than looking back and evaluating a retail program retrospectively. He adds that a key element of this targeting is an understanding of the optimal communication levers that appeal to open category shoppers.

"We are at a stage where we have the ability to truly work within the shopper agenda and test new ideas in ways that maximize ROI. We have gone from a situation where something is done in the in-store environment and then you see a result, to really optimizing that investment to make sure you're getting the most out of it from the start."

The TNS Path to Purchase model is used to understand what influences shopper behaviour and decisions in-store. *Path Tracker* tracks the shopper throughout the store in order to understand hot zones and cold zones as well as optimal store layout and product placement, whether primary or secondary. Other tools include mock shelves, 2D and 3D virtual environments for testing POS material, packaging and in-store placement to help ensure maximum ROI.

"The days of interrupting the shopper and interrupting the shopping trip, are over. Now it's about facilitating the shopping trip, working with the shopper's agenda, and making that shopping trip as easy as possible. That's our philosophy when it comes to shopper insights," says Moussallem. "It's about relevance and helping the shopper minimize one or all of the three shopper currencies – which are Money, Time and Angst, or Frustration."

THE POSITIVE SPIN ON SHOWROOMING AND SMARTPHONES

The TNS Mobile Life study, which was released in May, found that mobile can also play a valuable role in reducing the risk that showrooming poses to retailers. Whether a local store or national chain, if a retailer has a bricks and mortar presence, it needs

LAUNCH!

LAUNCH! is the market leader in linking brands and consumers through integrated marketing experiences.

Founded in 1993, LAUNCH! has leveraged its experiential marketing expertise to expand into what it is now a fully-integrated brand marketing agency.

Recognized as one of Canada's Top 50 Hottest Agencies in 2004 and Top 10 Fastest Growing Agencies in 2005 & 2006, LAUNCH! is the only one in the industry to be named one of Canada's 50 Best Managed companies for eight years in a row. LAUNCH! prides itself on continually delivering measurable and award-winning results for Fortune 500 clients!

The LAUNCH! team is made up of a new breed of brand marketers that recognize the changing nature of building and promoting brands as one of the greatest marketing opportunities of our time. LAUNCH! understands that truly powerful brands cannot simply interact with their market's culture, they must deliver "contagious connections" that will leave a memorable experience in the consumers mind and create buzz-worthy discussions about the brand. LAUNCH! creates that connection through experiential interactive marketing – resulting in high consumer engagement and a sincere bond to the brand.



real-time summary of how their brand is doing against competitors and consumer attitudes to the brand.

"Whether we influence part of the pre-decision or part of post-decision, we can influence the engagement and excitement that someone has with the brand," says McCarten. "To me, that is very powerful. Each category is highly competitive and each brand is looking for key tactical advantages to influence consumer engagement and build loyalty to a brand, that's where experiential is so powerful – whether its in-store or outside of retail."

LAUNCH! brought innovation to a new experiential summer program for Carlsberg to celebrate 1847, the year the brand was launched. LAUNCH! created large Carlsberg clocks that will be in and out of bars across Canada. When the clock strikes 18:47, the clock lights up and the party begins. There is free beer for bar patrons plus instant-win tickets and other prizes for consumers. The social media component involves Facebook and a chance to win an invite to one of three exclusive Carlsberg parties with Grammy-award-winning talent.

To launch Parmalat's KIK drinkable yogurt to a younger age group, LAUNCH! developed a vending machine to dispense product samples. The twist was that the young consumers had to kick the machine to get their sample. When they kicked it, the machine took their picture so they could share it on social media sites.

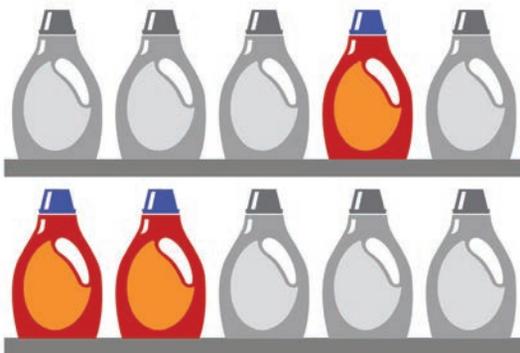
McCarten explains, "Experiential is about bringing innovation to life for a brand, to effectively engage with the right target market, build excitement and long term loyalty. Consumers want to interact with brands in their own way. Retailers and manufacturers need to address that desire in a unique, experiential way." With expert local partners providing shopper insights and program development guidance the opportunity for Canadian retail is there for the taking.

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Stop Interrupting The Shopper... and **Work** With Their Agenda

TNS Shopper Decisions

Increasing category and brand conversion at shelf



TNS Shopper Directions

Testing and identifying winning initiatives to drive sales in store

