



SAY HELLO TO YOUR NEW BOSS

presentation at the 7th marketing directors' forum on **marketing accountability**



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retail is about having our product
available for people to buy it





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the shopper has the power to kill a brand (and a business) simply
by choosing to spend his money elsewhere





blind spot in our marketing





we have spent our careers
focusing on the consumer
and we've
overlooked the shopper

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consumer = shopper

consumer + shopper

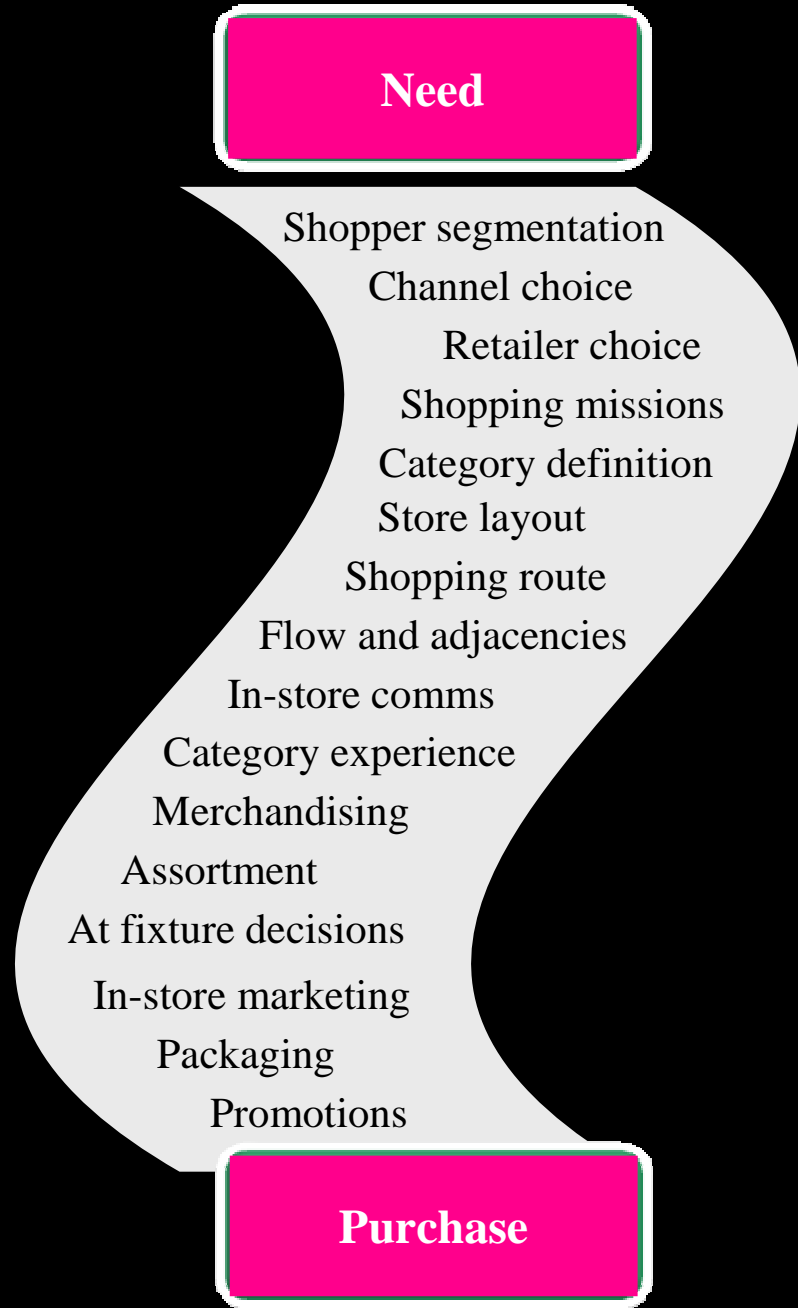
a consumer insight is a shopper insight
the same way an egg is an eggplant...



A close-up photograph of a wooden block with several circular holes. A green rectangular piece is inserted into one of the holes, but it does not fit perfectly, illustrating the concept of an inappropriate match. The background is a blurred wooden surface with more holes.

limitations of market research come mainly from
inappropriate matching of a
method to a purpose

the shopper “path to purchase”



right entrance
or
left entrance?

an avg. shopping trip covers
only 25% of the store

eye

level

is 15-30°

downward





what are we doing up here?

shoppers will

read around

8 words

while shopping

how many messages are we trying to communicate?





Save
£3

~~£12.99~~
£10.99
24x440ml

£1.04 per litre

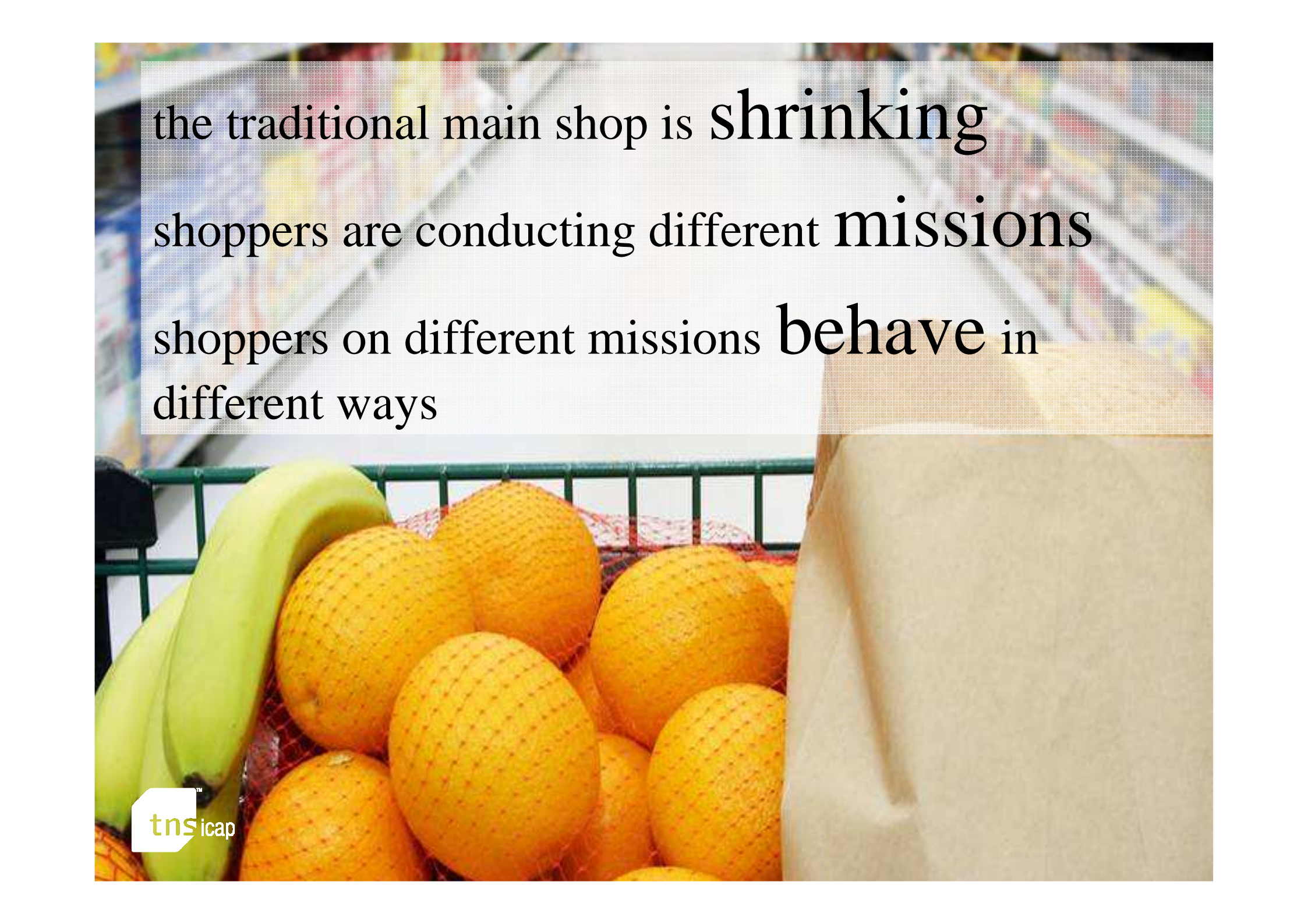
Win a £10,000 England Penalty
shoot-out

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modern

lifestyles

are changing the way
we use stores



the traditional main shop is **shrinking**
shoppers are conducting different **missions**
shoppers on different missions **behave** in
different ways





what they do
vs
what they say

“the brand name is the most important thing to me when I buy beer”



“being
environmentally
friendly is very
important in my
choice of brand”

defining loyalty

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CHANGED
PRIORITIES
AHEAD

if you step back and look at our marketing
mix across most of the major brands, it's
clearly shifting, and it's
shifting to in-store,
to the internet and to trial activity.

A.G Lafley, President, P&G





*the world of marketing has
been turned upside down*



“in a world of fragmented, long-tail
media viewing, retail is the only place
I can find all my customers”

HEY LOOK!

the economy:



marc johns

redefining value



the rising power of

the retailers



DATA IS A JOURNEY
NOT A DESTINATION.