



booz&co.

Advanced Innovations in Shopper Marketing

Today's panel discussion

Panelist	Company	Title
 Matt Egol (Moderator)	 Booz & Company	Partner Consumer, Media & Digital Practice
 Kat Kozitza	 Supervalu	Director Interactive & Direct Marketing
 Michael La Kier	 Coca-Cola	Group Director, Shopper Marketing Strategy and Capability
 Pat Simmons	 General Mills	Vice President Customer Marketing

Panel Overview

Manufacturers and retailers are pushing ahead with innovations in shopper marketing across the full path to purchase, particularly with digital vehicles such as branded websites, search, social media, and mobile apps. The use of the latest technology combined with shopper insights and one-to-one brand messages can provide tremendous capabilities for driving targeted shopper impacts.

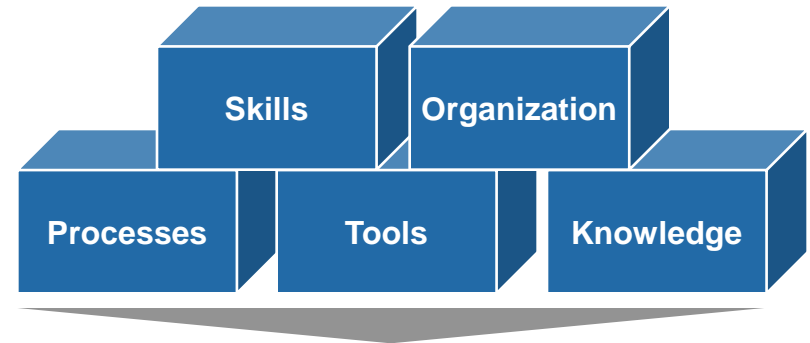
In this session, Booz & Company will lead a panel discussion of how manufacturers and retailers are growing revenues and shopper loyalty by integrating brand and shopper marketing initiatives, providing stronger linkage between pre-store and in-store activation programs

Focus on capabilities key to shopper marketing leadership



Holistic Capability-Building

Reliably and consistently delivering a distinctive outcome by applying processes, tools, knowledge, skills, and organization



Outcomes

- Insights across seasons, occasions, and formats
- Retail collaboration beyond sales & merchandising
- Strategies that integrate across advertising & promotions mix, across the full path to purchase
- Scalable platforms with clear playbook for where to focus customization efforts
- Larger share of programs measured with insights incorporated into brand planning

Source: Booz & Company GMA Shopper Marketing 4.0 Study

Four key trends to watch for innovative shopper marketing

Trends for Panel Discussion

1

Shopper Solutions Across the Path to Purchase

- Thematic programs that combines multiple products linked to a broader theme (e.g., health & wellness, summer BBQ, back to school)
- Digital content and community to drive engagement, win the trip, and grow the shopping basket

4

Mobile Content & Community to Enhance Engagement

- Ratings and reviews
- How-to video
- Personalized tools



2

Digital Platforms to Build Direct Shopper Relationships

- Loyalty programs
- Deals platforms
- Social media
- E-commerce

3

Targeted Media Buys that Integrate Retailer Call to Action

- Retailer specific search
- Tagged display ads
- Email to loyalty database