THE IMPORTANCE OF UNDERSTANDING THE SHOPPER VS. THE CONSUMER

NICK KIRBY

LONDON PRODUCE SHOW, 7TH JUNE 2018
KEY TOPICS

THINK SHOPPER

PLAN SHOPPER
INTRODUCTION TO BRIDGETHORNE

CATEGORY, SHOPPER & SALES

Specialists category, shopper and sales management, with services to drive commercial growth.

TRAINING ACADEMY

Building capability to deliver commercial results through training from leading industry experts.

RESEARCH

Discovering what makes shoppers buy, digging deep to uncover how to influence decisions.

INTERIM & OUTSOURCE

Specialist and flexible sales, category and shopper marketing resource for interim or long-term outsourcing.
Bridgethorne is a key organisation in Ceuta Group’s integrated suite of services from strategic development to in-store execution.

www.ceutagroup.com
THE SAME OR DIFFERENT

THE SHOPPER

Differentiated needs, habits, behaviours

THE CONSUMER
IMPACTING CHOICES

THE SHOPPER

THE CONSUMER

Differentiated activation

Private & Confidential, Copyright © Bridgethorne 2018

Image source under license, iStock
WHY THE SHOPPER IS IMPORTANT

Regardless of whether they consume the product, the shopper is responsible for 100% of revenue going through a retailer checkout.
KEY TOPICS

THINK SHOPPER

PLAN SHOPPER
ENGAGING SHOPPERS IS BECOMING MORE COMPLEX

• Shopper journeys are not linear.
• The path to purchase is fragmented.
• Need to understand how shoppers live.
MOVING FROM MULTI-CHANNEL TO OMNICHANNEL

• Winning in a world of greater influences requires a change in model.

• It needs a seamless shopper and consumer experience.

• This means the complete integration of the shopper into your business.

• Creating targeted calls to action.
START WITH ADDRESSING TRADITIONAL BARRIERS

SALES
- CUSTOMER DEMANDS
- SELLING
- MARGIN

VS

MARKETING
- CONSUMER NEEDS
- POSITIONING
- AWARENESS
INTEGRATE THE SHOPPER INTO YOUR BUSINESS

Corporate Strategy

Category Strategy

Consumer

Retailer

Shopper Understanding Strategy Planning

Aligned activation
INTEGRATION IS NOTHING WITHOUT PLANNING

The 5 levels of Shopper Marketing

1. Ad hoc in-store promotions
2. Ad hoc co-branded retailer promotions
3. Ad hoc key retailer exclusive activation
4. Activity linking category strategies to brand strategies and JBP objectives
5. Fully integrated shopper activity - pre, during and post
PLANNING IS NOTHING WITHOUT ACTIVATION

- Build strong retailer investment plans with joint objectives.
- Differentiate plans to fit retailer strategy.
- Proactively suggest innovative category driving ideas.
- Jointly plan activities well in advance.
- Take a multi-channel approach.

150% more effective spend
TO CONCLUDE

• Know your shopper and consumer.

• Understand how the needs of each impact you.

• Ensure the shopper is integral to your thinking, planning and activation.
THANK YOU

Nick Kirby - Shopper, Ecommerce & Analytics Director
Mobile: +44 (0) 7867 313874
nick.kirby@bridgethorne.com

Bridgethorne Limited
3 Arlington Square
Bracknell
Berkshire
RG12 1WA
United Kingdom

www.bridgethorne.com

Twitter: @Bridgethorne

LinkedIn: Bridgethorne