

## Our approach – integrated shopper marketing

The consumer goods industry is going through a revolution in the way it thinks about marketing brands – a shopper marketing revolution. Shopper Marketing is not just a new buzz word, it is a profound change in the way companies market their brands.

### What is shopper marketing?

We at engage define shopper marketing as being:

*“The systematic application of elements of a marketing mix to affect positive change in shopper behavior and drive consumption of a brand”.*

We believe shopper marketing is the extension of marketing from its traditional consumer-focus to encompass influencing the behavior of shoppers.

### Why Integrated Shopper Marketing?

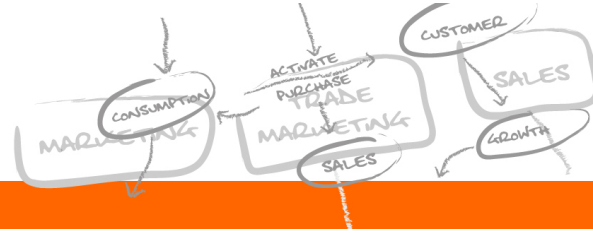
Traditional consumer marketing is no longer effective on its own: even the best brands, with the highest awareness, struggle to deliver growth. Nearly thirty years of trade marketing and category management has increased the cost of marketing in-store but not its efficiency. Driving future profitable growth requires a more effective approach.

Research shows that companies who integrate shopper insight and shopper marketing into their business operations see greater growth and better return on investment than their peers. engage’s founders, Toby Desforges and Mike Anthony, created our unique five-step approach to Integrated Shopper Marketing, to help those who wish to enjoy the same results.

It is only by taking a fully integrated approach to marketing brands that returns are optimised.

Integrated Shopper Marketing begins by understanding what opportunities exist to drive consumption of a brand; identifies the shoppers and the shopping behavior required to fuel consumption; analyzes in which retail environments that behavior could be created and what in-store marketing mix is required to create it. At this point investment decisions can be made which will maximize sales and profitability.





engage applies this approach wherever we work, helping our clients identify and realise new opportunities.