



# Shopper Missions: Critical Insights to Connect with Shoppers

An introduction to the core principles of shopper missions, and why they are so powerful as a key to understanding shoppers

# What do we mean by shopper missions?

Shopper missions are, in simple terms, the mission that a shopper takes on their shopping trip. The purpose of that trip.

“Going to a store to buy a liter of milk” is a mission. It clearly describes what the shopper has in mind when they go to a store.



Shopper marketing emphasizes that there is a target shopper, and that shopper may not be the consumer.

The target shopper is the person we are looking to influence with our strategy or activation.

Shopper missions reflect the important nuance that one shopper might behave quite differently on different missions. An activity can have a completely different impact on the same shopper if they are on a different mission.

# Why are shopper missions important?

# You can't do effective shopper marketing without shopper missions

It's almost impossible to do credible shopper marketing without really understanding target shoppers and shopper missions.

In fact, you can't do anything really well at retail without reflecting properly on shopper missions. You can't plan merchandising or ranging decisions. You can't plan promotions. You can't determine prices.

Shopper missions varies hugely within the same store. All the data suggests that missions are getting more fragmented within stores.

We can no longer assume that most shoppers in a supermarket are doing a stock up, or convenience stores are primarily about top-up shops. It's simply not true.

# Different shopper missions in the same store



# You can't do category management without shopper missions (or “Why most Shopper Decision Trees are misleading”)

Too often I see “The Shopper Decision Tree” and research which looks at ‘Shopper Behavior’ in general. Yes, there is a nod to missions, but it is a level of complexity that we are missing out on.

Rarely, if ever, do I see any real acknowledgement that the Shopper Decision Tree is different for each shopper mission or different for different target shoppers too.

Shopper missions are an incredibly important part of helping us understand shoppers, and they represent one of the biggest 'gaps' between consumer and shopper marketing.

As consumer marketers, we focus on the consumer and the consumption moment. Here the brand is often the star of the show. In a store, the brand is often a minor player in a much bigger shopper mission. Understanding that shifting mindset is critical if we are to influence shoppers.

# The power of shopper missions

# Where shopper missions analysis goes wrong

Too often the models we see are over-simplified 'bucketing' basket analysis, which is a measure of the shopping trip outcome, not the mission. Too often they only look at one dimension of the shoppers' mission, when in reality many shopper missions are multi-dimensional.

Think about the last time you went to a supermarket for a large shop. Your mind was full of things you need to buy, occasions you need to serve, things you want to stock up on, things you might browse. Don't you think it might be valuable to get beyond a description like 'main shop' and really get into the shopper's brain?



If you or your team need some help with understanding shoppers, defining missions, or targeting your activity, please get in touch.

If you want to get more shopper thinking into your activations and plan, just let me know. We have lots of training programs available and you can view a selection [here](#).

# Take your shopper missions analysis to the next level



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