

What Does Great Shopper Marketing Look Like?

A great piece of advertising can be seen.
It has a wow factor: the brilliance is typically
there to be seen. So why isn't this true
about shopper marketing?

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Great Shopper Marketing Is Often Almost Invisible



For a TV manufacturer in China, we painted the walls red in-store; for a milk company, the major strategic output was re-arranging the product on the shelf. We've changed signs in-store; listed products in new channels, and withdrawn from others.

All of these had a massive (positive) impact on our clients' business – and all were delivered by leveraging a better understanding of consumers and shoppers to change the way the brand or category was marketed to shoppers.

However, with the exception of the red walls, most of this was almost invisible.



Great Shopper Marketing **Lies** **Behind The Scenes**

Behind each of these simple executions, there were hours of analysis, crunching, prioritizing, and deliberations.

“The brilliance of great marketing lies in the fabulous insights, the identification of different ways of looking at a situation, and turning that into something which is actionable and impactful.”

Great shopper marketing often has to be simple rather than flashy. It is perfectly possible to be impactful and understated.



**So, How Do You
Spot Great
Shopper
Marketing, If
great shopper
marketing isn't
necessarily highly
visible?**



01

Great shopper marketing creates a behavioral change in a target shopper

If you are a marketer and need to grow your brand (who doesn't?) then shoppers need to behave differently.



Great shopper marketing also drives incremental consumption

02

In some categories we have found up to 80% of incremental purchases have not driven any change in consumption – i.e. product sits in a cupboard and just delays the next purchase. In the long term, no extra product is bought.

03

Great shopper marketing encourages habitual changes in shopping behavior

One purchase is nice, but if the shopper switches back to their old habits the next week then the gain is small. Herein lies the problem with most promotions and discounts.



04

Great shopper marketing is aligned with the long-term goals of the brand

If the brand goal is to
be positioned as
premium



how does that deep
price discount affect
that?

If the brand is looking
to penetrate new
users



how does the buy
two get one free deal
help?

If the brand is looking
to drive into new
usage occasions



how can our shopper
marketing connect to
that?



05

Great shopper marketing supports the commercial and strategic goals of the retailer



Shopper activities which drive incremental sales and profit for the retailer will get more support



Activities which go against a retailers strategy may not.



06

Great shopper marketing **delivers** **a measurable ROI**

If it doesn't make a decent return, then it isn't great shopper marketing, regardless of how clever the creative is.



07


Great shopper marketing **will be easy to execute**

“When we work with shopper marketing agencies – they often complain that their brilliant creativity is never allowed to shine – retailers just say NO.”

“When we work with clients (and retailers!) they complain that what is presented by agencies and brand owners is just too complicated to work across hundreds of stores.”



Great Shopper Marketing Doesn't Need To Look Impressive



In consumer marketing perhaps there is more space for brilliance in insight AND execution. **Adding value in shopper marketing is more about the insight end of the spectrum –** execution is more about ensuring it gets executed, and that often means keeping it simple



THANKS!

Mike Anthony

If you'd like to be
able to create
great shopper
marketing work,
why not check out
shopper
marketing training
programs

