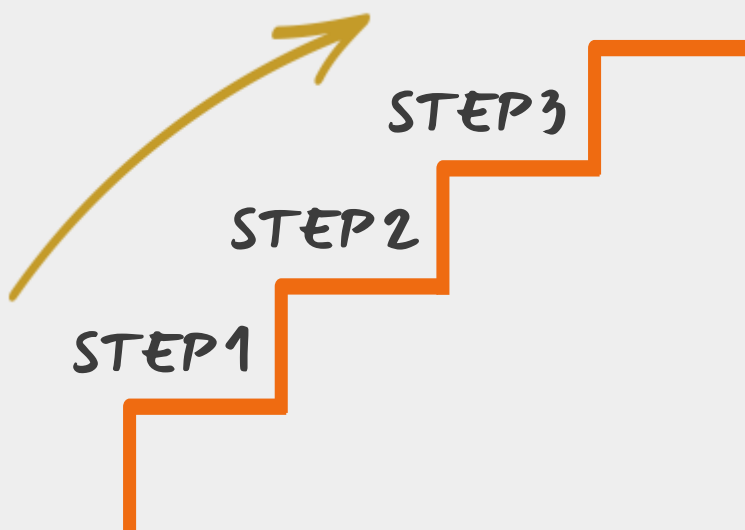




# Three Key Steps To Creating Better Shopper Activation & Media– Online And Offline



Mike Anthony



With so many options, how to decide what activity is 'best'? More importantly, how to do this consistently?

At Engage, we have a process we use, which follows our [Shopper Activation Wheel™](#). Here we share three key steps from that process that are critical to identifying what is the best activity, communication (or combination of activities) to use

## **Our Approach To Creating Better Shopper Activation and Media – The Engage Shopper Activation Wheel™**

It helps organizations plan exactly what activity, or combination of activities, is most effective. It's an end-to-end approach that guides the team through the entire process and cycles back the outcomes and learnings from the activity into future activities. In this way, we continually improve the outcomes we get from all shopper activities.



# For Better Shopper Activation – Integrate Your Planning Process With Consumer Marketing Goals

The engage Shopper Activation Wheel™ is a powerful integration tool: it **connects consumer marketing objectives and strategies** right through to every activity or intervention we implement with our retail partners.

**It's omnichannel too.** Unlike many processes of this nature, the engage Shopper Activation Wheel™ is **shopper-centric**: so, it allows us to consider all of the channels and retailers that comprise a shopper's purchase journey and understand which channels and which touchpoints are most important.



# Three Key Steps To Better Shopper Activation & Media

1. **Select Better Shopper  
Activation** By Identifying The  
Target Shopper
2. **Select The Right Shopper  
Activation** By Setting Better  
Objectives
3. **Selecting The Best Shopper  
Activation & Media Message**  
By Understanding Shopper  
Barriers



1

# Select Better Shopper Activity – Identifying The Target Shopper

Changing shopping behavior is great but not all shoppers are of equal value to us.

Let's say we have a marketing strategy to encourage consumers to use our beverage product during mealtimes. If that is our goal, then targeting shoppers buying for mealtimes would make sense. An activity that attracted shoppers who were buying for on-the-go occasions might be commercially valuable (we might drive sales) but it wouldn't necessarily support our strategy.

By defining the target shopper clearly, we are far more specific about who we are targeting, and that will help us make the decision about which activity or activities to use.



# Select The Right Shopper Activation – Setting Better Objectives

Our objectives define what we mean by ‘best’. The ‘best’ plan is the one that is most likely to achieve our objectives. The more clear our objectives, the more discerning we can be about which activity to choose and how to implement it to maximum impact.

Most companies we work with set broad sales objectives for their activity. They might target to grow sales by 10%. That’s not a bad objective, but it doesn’t really help us very much in deciding which activities to choose. After all, there are lots of activities which could increase sales.

Considering three objectives: our commercial performance, the retailer performance, and shopper behavior. Having these in place will help us filter all of the possible activation options and permutations to come up with the best possible activity!



# **The Best Question To Ask To Help Create Better Shopper Activation – Ask 'Why Not'?**

The third really useful filter we can use to help select the right activity relies on answering a simple question.

Why not?



# Selecting The Best Shopper Activation – Understanding Shopper Barriers

We have a great brand. A great product. It's perfect for our target shoppers. Why aren't they buying?

**The more we know about shopper barriers, the more we can tune our activity to overcome those barriers and convert the shopper into a buyer**



If the main reason the shopper doesn't buy your brand is that they don't know if it works, will a 10% price discount work? Maybe not. But a performance guarantee might. Or communication about how other shoppers are totally satisfied.

If a shopper doesn't buy your brand because they don't usually buy that category, then a price discount on the home shelf is unlikely to work, as the shopper probably won't visit the category.



# Better Shopper Activation & Media With **Three** Questions:

- Who is the target shopper?
- What behavioral change are we targeting?
  - What are the key shopper barriers?

Next time you or your team are creating an activity ask yourself about each of those three things. I guarantee you that you will start making different decisions about the shopper activity you invest your time and money in.



# Take Your Shopper Activities To The Next Level With The Engage Shopper Activation Wheel™

And if you'd like your team to be fully immersed in our Shopper Activation Wheel™, [check out our training programs](#) or [contact me now](#) for a solution designed to meet your specific needs and situation. We tailor all our programs to ensure you get the best value out of everything we do together.  
[Get in touch now.](#)

**THANKS!**  
**Mike Anthony**

