

SHOPPER CENTRICITY:

Strategic Shopper Marketing

SHORT FORM AGENDA



Recently voted **the best
speaker** to ever present
at Google EMEA HQ

**KEN
HUGHES**

Leading consumer
behaviouralist &
customer experience
strategist



The King of Customer Experience



Agenda



1/The Evolution of Retail

Objective/ To ground Shopper Marketing theory in the reality of retail and to ensure delegates understand the evolution from previous retail management theories.

- ✓ The daily reality of the retailer: supplier struggle and the collaboration myth .
- ✓ The strategic and tactical difference in trade marketing, category management, retail marketing and shopper marketing.
- ✓ Where category management failed and why shopper marketing has taken over.
- ✓ The difference between shopper and consumer marketing.
- ✓ The ever-changing and challenging path to purchase.



2/Inside the Mind of the Shopper

Objective/ To explore the reality of shopper behaviour and how routine shopper behaviours deter incremental sales growth (and how better engagement increases impulse sales).

- ✓ ☑ The neuro-science behind routine shopper behaviours.
- ✓ ☑ The unconscious mind and habitual purchase behaviours.
- ☑ The need for positive disruption in-store and online.
- ✓ ☑ The emergence of experiential retail.
- ✓ ☑ Moving from a persuasion model to a seduction model (emotive triggering),
- ✓



3/ Engaging Your Shopper

Objective/ To illustrate how we can engage shoppers and trigger incremental sales behaviours by utilising a multi-sensory approach in physical retail environments and by applying innovative and new approaches (illustrated by global case studies).

- ✓ The noise of what we see in-store and why most POS is ineffective.
- ✓ Why observing shoppers is key in understanding how to change behaviours.
- ✓ What eye-tracking and other biometric research tools can show us.
- ✓ How using breakthrough POS achieves cut through in-store.
- ✓ How scent marketing increases consideration & purchase.
- ✓ How sound marketing influences shopper decisions in-store.
- ✓ Why taste and sampling are so critical.
- ✓ How technology advances are helping us better target sampling.
- ✓ How advances in technology (NFC, RFID, AR) deliver for shopper marketing.



4/The Digitally Immersive Shopper

Objective/ To explore the ever evolving digital and cyber behaviour of shoppers and to understand the future of the shopper interaction (and the relationship to Shopper Marketing).

- ✓ The maturing of the millennial and Gen Z shopper
- ✓ How AI will step-change the nature of consumerism and shopper interactions.
- ✓ Hyper-connectivity and what it means for the modern shopper.
- ✓ The shift in trust: from us to them and leveraging the peer-to-peer economy.
- ✓ Self-centricity, generation me and the need for personalisation.
- ✓ The “I want it now” shopper. Instant gratification & the implications.
- ✓ The sharing economy and the experiential consumer.
- ✓ The importance of shopper collaboration.



5/ Behavioural Economics & The Irrational Shopper

Objective/ To outline how non-traditional approaches to sales and marketing can increase sales utilising behavioural economic theory (the psychology of decision making) and how this should be integrated into Shopper Marketing strategy.

- ✓ How irrationality defines us as humans (and thus as shoppers).
- ✓ How the herding effect works (and how we can harness it in-store and online).
- ✓ Why decisions are difficult for shoppers (and how over-complicated product ranges don't help).
- ✓ Nudging the shopper: nudge, push, shove. Loading the decision dice.
- ✓ How to use choice architecture to get shoppers to buy what you want them to.
- ✓ Why loss aversion results in so many failed new products in consumer goods.
- ✓ How priming works and how to utilise it in shopper decision making.
- ✓ Why we need to arouse shoppers and better manage their expectations.



6 / Data, Insight, Action

Objective/ To discuss the role of data and insight in Shopper Marketing and to plot a course for the future as data sources increase in frequency and complexity.

- ✔ Data Alchemy: Turning data from silos to strategy.
- ✔ Predictive modelling.
- ✔ Using data along the path to purchase.
- ✔ Data v insight: understanding the difference.
- ✔ Data v resource: the imbalance in shopper marketing.



7 / Solution over Sales

Objective/ To understand the move from a 'product' to a 'solution' focus and how Shopper Marketing aims to drive Shopper Satisfaction by driving this change.

- ✔ Shoppers buy solutions not products.
- ✔ What are we really selling? Sell the benefits.
- ✔ Shopper marketing driving behavioural change in consumption.
- ✔ Shifting from transactional to relationship models with shoppers.



8/ Shopper Marketing Pitfalls

Objective/ To outline the challenges organisations face as Shopper Marketing beds down and how to avoid these pitfalls going forward.

- ✓ Getting shopper marketing communication right in-store and online.
- ✓ Why planograms and category management are not the end-points but only the beginning.
- ✓ The need for innovation and creativity.
- ✓ Proving shopper marketing ROI.
- ✓ Where shopper marketing fits in an organisation structure (and budgets).
- ✓ Weaning activity from the promotion drug & moving to strategic use of promotions.
- ✓ In-store execution – The 'herding cats' metaphor.



9 / Shopper Safari (Bespoke Add-On to the masterclass)

Objective/ To put delegates 'directly' in the shoes of the shopper and to bring to life the challenges and opportunities that are presented in-store within Shopper Marketing strategy.

Here we expose all participants (management and strategy teams) to the everyday real decisions your shoppers are making in store, relating to your SKUs, brands, categories, within the context of the whole store. Too often senior management are a great distance from the shopper and a few store-visits a year doesn't bridge that gap. Nothing ever beats 'walking a mile' in the shopper's shoes.

Here delegates meet real shoppers, interview them, and then shop for a specific meal solution for their household, debriefing with the shoppers afterwards. The main 'value' from this exercise is the understanding of the REAL reasons behind final SKU decisions.

Sometimes low price isn't the answer. Sometimes routine and habit blind a shopper to other better alternatives. Sometimes a shopper makes decisions based on emotion and not along rational cost/benefit lines.

The REALITY of the shop, versus our predetermined expectations of consumer and shopper behaviour, is key to the experience.

Each project team discusses their key findings from the experience, what they have learned and more importantly, what their experience shopping in tandem for a 'real live shopper' has taught them regarding shopper decision making in-store.

**KEN
HUGHES**

A black and white photograph of Ken Hughes, a man with short hair, wearing a white shirt and a dark vest. He is standing and gesturing with his hands while speaking to an audience. In the background, several people are seated at tables, listening. The setting appears to be a formal event or conference.

**Book This
Masterclass**

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