

SMIC Shopper Marketing Case Studies 2011

Go Red for Women Tie in with Woolworths 2010

Situation:

Uncle Toby's oats wanted to leverage its sponsorship with the National Heart Foundation's Go Red for Women, a great fit with heart wellbeing for the brand. But getting retailer buy in for a charity event, which had no shopper hook or retailer tie in was proved tricky, especially since the retailer needed the agreement to pay back in sales.

Task:

To create a compelling campaign that spanned the path to purchase to engage one key retailer (Woolworths), by including a strong shopper call to action even though the awareness for the GRFW campaign was still very low.

Activity:

A campaign was created that shoppers could understand in a nano second and that brought to life Uncle Toby's partnership with the National Heart Foundation. Woolworths were engaged with the path to purchase initiatives including Uncle Toby's Nail Bars strategically placed in shopping malls near prominent Woolworths stores, in store ambassadors to educate their shoppers about GRFW and Uncle Toby's cholesterol lowering capabilities and an ATL Radio campaign encouraging shoppers into Woolworths.

Result:

Impactful displays built in stores, refreshing Uncle Toby's oats season mid way through, keeping POP displays up for longer, resulting in record sales oats season in Woolworths.

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Coles Oats Season 2011

Situation:

Uncle Toby's aim was to kick off the oats season early in Coles. Usually oats displays go up post Easter but with Easter being very late in 2011, both Uncle Toby's and Coles were concerned about missing a whole month's worth of sales. Coles had their own winter theme of "Get out and Get Active" where as the key brand messages for Uncle Toby's were "cholesterol" and "Ready in 90 seconds"

Task:

A display unit was required that would satisfy both Coles and Uncle Toby's in terms of design and artwork that could go into stores for April (it was now March)

Activity:

Uncle Toby's worked collaboratively with Coles to find an artwork solution where both parties were happy. A Coles' look and feel was created to tie in with their winter theme ("Get Oat and About with Coles this winter") enabling Uncle Toby's to maintain their key branded messages. Uncle Toby's also worked closely with their own operations team on the actual design of the unit – making sure it ticked all Coles' boxes and had enough stock weight for the oats brand. Nutella was also included on the oats display following a request from Coles, despite this causing some strong internal discussions at Uncle Toby's. Ultimately the decision was made to put the customer first and allow Nutella to join the Uncle Toby's display, however honey, a more natural fit will be pushed to partner in the display in 2012.

Results:

The unit was placed in over 500 stores and kick started the oats season early in Coles, ensuring a successful 2012 oats season.

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Diageo Expect Sales Growth After Focusing in on Shoppers



Situation:

Understanding who the shopper is yielded a hugely important learning about what the shopper is thinking and as Diageo delved deeper into their customer base they discovered something hugely surprising: Women are the primary shoppers for spirits and liquors not men, as had been the assumption. The other shopper insight that Diageo was able to tap into was when and where their customers shop for spirits. The industry as a whole had focused on the 'big events' (New Year's Eve, Christmas and family celebrations), but the reality was those occasions formed the minority and for informal get-togethers with friends and other spontaneous occasions provided a bigger opportunity for the business. Harnessing these and other shopper marketing insights has given Diageo new resolve to create more effective shopper marketing programs with its retail partners.

Task:

A key shopper insight was that cocktails are appealing to people but there is an intimidation factor if they are making cocktails for themselves or others. So Diageo needed to create a display and merchandising area for retailers where shoppers were drawn into curiosity about making cocktails using Diageo spirit brands and complementary products. The key was to make easy and less intimidating so shoppers could purchase the products they needed.



Activity:

The Diageo displays have a “Simply Cocktails” banner and in their fully deployed mode, three adjacent displays of different types of spirits, soft drinks and complimentary products. Each of the displays comprises a particular level of difficulty for the shopper – “Ready/Pour” is one, “Simple Mix” another and “Easy Shake” for the more sophisticated cocktail maker. Retailers have the flexibility of customising the displays based on their footprint and clientele.

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Campbell's Soup Playing to Meal Solutions for Busy Shoppers



Situation:

Over the past year, Campbell has been able to develop and launch some new shopper marketing initiatives stemming directly from their new approach and corporate structure. And this new approach of integrating shopper insights with customer and brand teams is paying off with better programs for shoppers and retailers.

Task:

Campbell were asked by a major retailer to cooperate with direct competitors to put together a shopper marketing program organised around meal solutions that would involve synergies amongst their non-competing product lines. Campbell was fully aware of the importance of this project to their customer and realised it was all about providing solutions to shoppers and cooperation was key.

Activity:

Campbell and its rivals got down to the business of designing and launching an effective shopper marketing effort around meal solutions. They came up with the most logical combinations of their products that would lend themselves to the concept. They erected important legal guardrails that would protect their directly competing brands in the midst of their temporary partnership. And they also cooperated on ways to encourage shoppers to purchase all elements of the merchandised meal packages instead of cherry picking some and then going to other retailers to pick up the rest. They ensured the dollar range for the meal was \$15 or less and that the active time for preparation was 15 minutes or less. The program was designed to endure throughout the year with a weight management

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emphasis after New Year's and a convenient meal accent during the Summer for parents dealing with kids underfoot for Summer vacation.

Result:

The trial demonstrated that competing FMCG brands can band together to deliver an outstanding shopper centric program within key retail environments and was planned to rollout in earnest in 2011.

Kraft Leverages Shopper Insights to Develop Occasion Based Marketing



Situation:

For a generation, consumers have been pushing their food shopping trips close to their actual consumption of those purchases rather than going like clockwork to retailers to restock with their weekly/fortnightly shopping trip. FMCG companies and large retailers have been slow to figure out how to address this cultural shift in their marketing and merchandising practices, until now. Leveraging shopper insights gained from a massive new research study, Kraft has been able to emphasise "occasion based marketing" aimed at tapping into the real time interests and passions that consumers demonstrate during trips with different purposes to various food retailers.

Task:

Today's stores are designed to help shoppers fill their pantry, not elicit the joy of the eating experience. The magic of occasion based marketing is to create a tighter link between a shoppers anticipated eating experience and the actual in store shopping experience, whilst unlocking the potential of everyday eating occasions we all experience. So the task was to examine the variety of occasions that motivate consumers to shop beyond the axiomatic weekly trek to the supermarket where they spend \$150-\$200 to restock.

Activity:

Kraft began by combining its' shopper insights and consumer insight teams as well as conducting new research with 15,000 consumers. As a result of this activity Kraft formed a 'call to action' to include retailers in exploiting these learning's. Kraft discovered that consumers more often than not are spreading shopping occasions for that evening's dinner, a family birthday party, a lunchtime snack or perhaps filling

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the grocery list of an elderly parent. They are also frequenting a growing number of grocery retailers as they address these occasions. So Kraft set out to define these occasions in more meaningful ways, to quantify them and to understand the occasions that are most important to it's various retail partners.

Result:

Kraft has now been working with a retail partner on snacking occasions that are important to their particular shoppers, helping differentiate from other retailers in their trading area. Stand-alone displays are one tool because they can prove very effective with a focused occasion based theme. This is where partnerships with retailers based on instore marketing, promotion and marketing can really optimise the occasion based marketing philosophy. Whilst the consumer is shopping for dinner, we'd love to get them thinking about tomorrow's breakfast or lunch and capture another occasion.

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Barilla on the Right Track for Leveraging Shopper Insights



Situation:

It's the new formula for success. Apply shopper insights to category management and shopper marketing to take these processes to the next level. Along the way, collaborate with trading partners and mine the data to boost performance in the marketplace.

One company is doing just that. Barilla's vision is to make sure they have efficiency and are working together as a team to extract information that will create better products, market better and sell better.

Task:

To align all of Barilla's information sources (marketing team, shopper marketing group, category management group, sales team, suppliers, market research) and remove the silos' to provide actionable insights and get more of the shopper's voice into the planning phase for category management, shopper marketing and brand marketing.

Activity:

Year One – Intialise

- Set up informal cross functional 'Shopper Insights' team
- Start with a project focus
- Develop shopper insights information sources
- Join shopper insights share groups

Year Two – Standardise

- Establish formal shopper insights team structure
- Develop and communicate a clear shopper insights business process

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- Create a shopper insights training module
- Align with retailers

Year Three – Institutionalise

- Formal organisation alignment
- Full integration of shopper insights

Result:

Barilla is between years one and two of the plan and have begun getting functionally what they need from the Shopper Insights team to drive the business and decision making. And along the way there have been several team benefits such as improved sharing of information, improved business results and growing people capabilities through the cross functional process.

Smiths Snackfood Redefining "Grab and Go" at Retail



Situation:

Front of store location is a highly impulse area because it is the last shopping touch point in the store. Retailers know this location drives incremental basket sizes of full revenue products. By combining the right products that have good margins retailers can dramatically increase their revenue in this location. With the rise of express shopping areas at front of store, shopper insights identified a new type of shopper that only goes to the express area/front of store in grocery and the data shows that this percentage is growing.

Task:

The key objectives of the Snacking Station were to:

1. Negotiate with retailers to obtain display space immediately in front of the register, at prime location in the express check out or in an area close to this location

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2. Drive relevance to the retail environment and the shopper by driving high margin impulse sales and increasing basket size
3. Provide promotional flexibility to make it easy for retailers to say yes. As the retailer's promotional program changes every 4 weeks the display material needed to be easy to rotate and in addition provide flexible shelving to range a variety of products.

Activity:

A simple modular design was developed that allowed shelf height flexibility coupled with five point of sale sets designed to stimulate the different need occasions and drive impulse sales.

Results:

The prime location has seen incremental sales from aisle avoiders or the express check out purchasers. Smith's Snackfoods are showing huge growth with outstanding results tracked as a result of the unit's placement with retailers indicating a similar lift for associated products.

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Eukanuba delivers “Best in Class”

Situation:

The premium pet food category is a very complex and often confusing category for the shopper. The multitude of 'breed-specific', 'special needs' formulas as well as food for puppy, adult and senior dogs can make selecting a dog food very challenging.

Task:

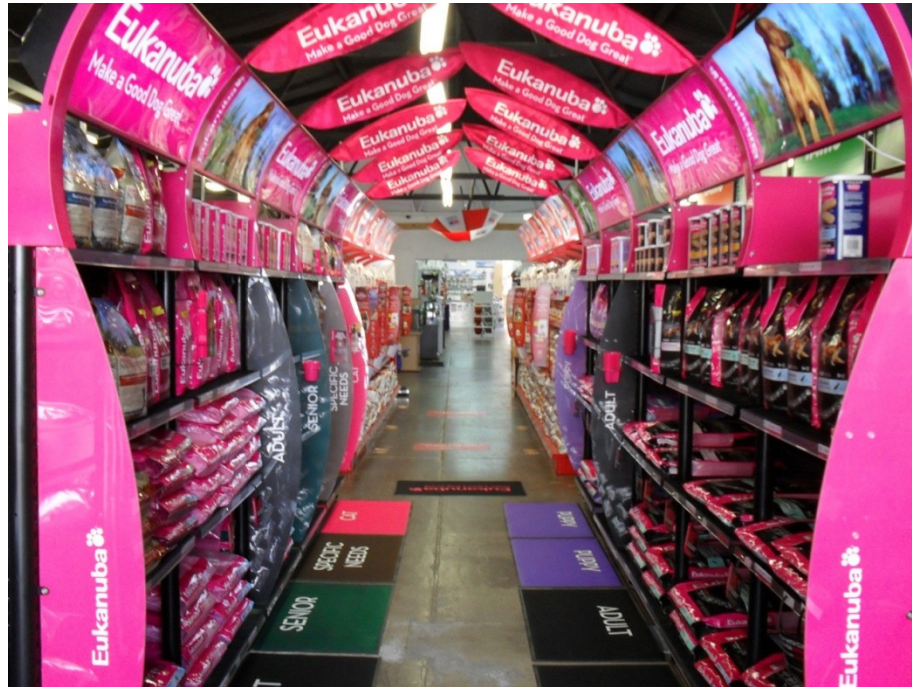
Eukanuba commissioned the manufacture of a shopper navigation solution for existing in-store racking systems. The key objectives of the solution were to:

- Engage the shopper visually and promote strong brand equity
- Aid shopper decision making by facilitating the location of the correct product
- Improve the shoppers experience
- Increase the share and presence of Eukanuba in-store

Activity:

The navigation solution was based on Procter & Gamble Pet Care's extensive consumer understanding to help make shopping easier. Branding was reinforced at multiple touch points from the end of aisle to the shelves and strong imagery of healthy vibrant pets to engage the pet owners. A combination of category navigation in the form of aisle flags, wings and floor mats plus provision for informative brochures worked to lessen confusion at the shelf and improve shopper product selection. It also aided in increased trial and trade up of the brand.

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Result:

The tools were extremely well received by retailers and aided in securing increased space in accounts previously reluctant to do so. The project ultimately grew the Eukanuba share in store and has been recognised by P&G Pet Care globally as best in class.