

Shopper Marketing Roadmap

**Sales & category growth by
influencing & changing
shopper behaviour**

Retailer: Deeper collaboration & shared data to leverage opportunity

Shopper Marketing

Consumer Marketing

Agency Execution

Insights

- Understand the Shopper
- Retailer/channel specific
- Data sources & research
- Data into insight
- Commercialisation

Relationship

- Two way flow
- Access to retailer teams
- Sharing of insights
- Development to trial
- Shared cost of insight
- Customisation

Capability

- Skill set enhancement
- Org specialists
- Related role up skilling
- Agency relationships

Org Structure

- Which function?
- Culturally embedded
- Life cycle progression
- Contact interfaces?

Resource/Funds

- Activity measurability
- Activity ROI
- Budget controller?
- Reallocation targets?
- Prioritisation decision