

SHOPPER MARKETING MASTERCLASS

Shopper-centricity,
retail futurology and
shopper behaviour



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speaker** to ever present
at **Google EMEA HQ**

**KEN
HUGHES**

Leading Consumer &
Shopper Behaviouralist,
CX Strategist and Keynote
Speaker



The Case for Effective Shopper Marketing

The Power of the Shopper

Today there is no doubt that the shopper holds the power, not the brand or the retailer. Loyalty continues to dissolve for both brands and store banners. For every opportunity omnichannel presents, it also presents significant challenges for retailers and manufacturers to hold on. The fate of your brand or your store now lies in the shoppers hands, more than it has ever before.

The Golden Moment of Truth

This is it. The moment the shopper either chooses to buy from your category or not. To buy your brand or not. To put another item in the basket or not. Everything that has gone before has built up to this moment. All the research and innovation, the product development and packaging, the logistics and promotion, the marketing and strategy. In the split seconds that shoppers make decisions, you are either going to succeed or fail – don't you think we should do our utmost to CONTROL this decision? 'Last Metre Marketing' has become centre stage for organisations eager to see strategy turn into sales and profits, be that in-store at the shelf, online or anywhere along the Path to Purchase.

The Evolution of Shopper Marketing

Shopper Marketing is a behavioural science, one that borrows from consumer psychology, behavioural economics, neuro-marketing as well as from social and cultural anthropology. It focuses on understanding shopping and consumption behaviours, leveraging insight to effect change and ultimately build brand equity

and profit. Previous retail management theories in consumer goods have had limited success for all parties. Trade Marketing remains a blunt negotiation instrument relating to product feature in-store, having now become a revenue stream for the retailer and a 'necessary evil' for the brands hungry for promotion volumes. Category Management promised a win-win but never fully delivered, becoming for most an efficiency-led model delivering small single digit returns once initial inefficiencies were addressed.

Shopper Centricity

Shopper Marketing aims to change shopper behaviours, is focused on triggering incremental sales and does so to the benefit of both manufacturer and retailer. It is also a genuinely shopper centric model. For years organisations have been claiming to be shopper centric but the evidence shows otherwise. Stores that are operationally led, manufacturers that are brand led.

Shopper Marketing is now one of the biggest growth areas globally (alongside Digital Marketing) as the focus shifts to the shopper. Organisations that fail to equip themselves for this change will find themselves quickly irrelevant in the new retail landscape.



“Some quotes from this Masterclass

“Most retail and consumer goods companies are stuck in the 1980's or 1990's when it comes to Shopper. Few have made the change to true shopper centricity. Instead they remain stuck in an everlasting cycle of trading negotiations”

“The over reliance on price promotion in the consumer goods industry is madness. It demonstrates a short sightedness and obsession about sales volumes at all costs. The Marketing and Trading managers of today are steering the brand and store equity ship on to the rocks”

“Good Shopper Marketing initiatives build brand equity for the manufacturer, drive sales and profit for the retailer and increase shopper satisfaction and category involvement. It is truly a win-win-win”



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Key learnings

- ① Why Shopper Centricity is no longer a choice for either retailer or manufacturer, but an ethos for every organisation to embrace.
- ② How to deliver excellent shopper marketing strategies for your brand or store by using creativity, innovation and available technologies.
- ③ How to utilise non-traditional sales and marketing strategies to catalyse your sales growth.
- ④ How to prepare for the new challenges that Shopper Marketing bring to the organization.



"Ken's Shopper masterclass at Baltika Brewery (Russia) was both informative and entertaining, managing to hold people's attention for all eight hours. Ken was very effective in transforming theory into practice and answering the specific business needs of our Retail & FMCG industry. We gained significant insights and inspiration for our future work and are now reviewing our approach to shopper insight. I would strongly recommend this master class to any organization"

KIRILL SHPARA
BALTIKA BREWERY

"We brought Ken into our organization to energise our thinking around Shopper Marketing. It was a roaring success and definitely had the desired effect! It resulted in very 'buzzed-up' team members and some very healthy conversations in the weeks following around how we can improve on Shopper Marketing, Shopper Insight and Data Analysis, both within our organisation and with our agencies"

GILL IRVINE
HEINEKEN

"Ken Hughes led a Shopper Masterclass for 40 Unilever consumer, customer & shopper marketing managers in Europe for me. The Masterclass was highly inspirational but at the same time practical enough for managers to bring back to their daily jobs. Feedback was very positive and people spontaneously came to me to thank me for the master class saying they had not experienced such an inspirational and engaging workshop for a long time. If you want to have an inspiring and leading edge thinker on shopper marketing, Ken Hughes is your man, but be prepared to leave his workshop thinking different about shopper marketing than ever before!"

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ENERGY DRINK

the
Agenda

①

The Evolution of Retail Management

Objective

To ground the 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
- Trade marketing, category management & now shopper marketing
- Where category management failed and why shopper marketing is different
- The difference between shopper and consumer (marketing)
- A changing and challenging path to purchase

②

Inside the Mind of the Shopper

Objective

To explore the reality of shopper behaviour within consumer goods and how routine shopper behaviours deter incremental sales growth (and how better engagement will open up impulse sales).

- The neuro-science behind routine shopper behaviours
- The unconscious mind and habitual purchase behaviours
- The need for positive disruption
- The emergence of experiential retail
- Moving from a persuasion model to a seduction model (emotive triggering)
- A changing and challenging path to purchase

③

Engagement: A Shopper Five Senses Approach

Objective

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

- The noise of what we see in-store
- Why observing shoppers is key in understanding how to change behaviours
- What eye-tracking and other biometric research tools 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 NFC, RFID and augmented reality deliver for shopper marketing

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The New Shopper DNA: The Digital Native Advance

Objective

To open a discussion about the role that digital plays in Shopper Marketing and to illustrate how consumer goods companies need to be aware of the key shifts in expectations of the new consumer.

- The digital native v the digital immigrant: a changing consumer
- The step change of the new shopper
 - Hyper-connectivity and what it means for the shopper
 - The shift in trust: from us to them (peer networks)
 - Self-centricity, generation me and the need for personalisation
 - The "I want it now" shopper. Instant gratification & same day delivery
 - The sharing economy and the experiential consumer
 - The destruction of the value chain (and the implications for shopper marketing)

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Shopper Irrationality

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 can 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)
- 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-store
- Why we need to arouse shoppers and better manage their expectations

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Big Data v Big Insight

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.

Predictive modelling

- Using data along the path to purchase
- Data v insight : understanding the difference
- Data v resource: the imbalance in shopper marketing

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Sell the Benefit not the Features

Objective

To understand the move from a 'product' focus 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

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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 beyond)
- Why category management is not enough
- 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
- Better execution in-store



Shopper Safari (Immersion)

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 management and strategy teams to the everyday real decisions 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 a 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 their families.

The main 'value' from this exercise is the understanding of the REAL reasons final SKU decisions are made. 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 pre-determined expectations of consumer and shopper behavior is key to the experience. Each project team discuss 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.

Implication Workshops

Where working internally with one organisation or company, we can in-build implication workshops to the programme as we move through the various segments of the thought leadership and exercises.

Usually done in teams, we apply the theory learned and any practical examples to the business, using the session as a strategy setting catalyst.

What does this mean for the organisation? How best to implement? What are the challenges? How do we best move forward?

This adds another dimension to the masterclass, moving from a training to a vision session.

Also many clients will use this opportunity to get delegates to work on a real business case, new product launch or pending campaign. This moves the conversation on the day from the theory of the course to a practical implementation workshop and is highly effective in bringing the process and theory to life, taking the business issues into account.



About Ken Hughes

Every year, Ken speaks to tens of thousands of participants all over the world. He has performed in arenas and small boutique events, led full-day sessions and 18-minute TED talks. Drawing on his experience as a global speaker, actor and strategist, this is one session that will deliver.

Ken has been a full-time motivational speaker for over 7 years. Prior to that, he has spent his entire life performing to and training corporate audiences, as a consultant and CEO of a boutique insight agency. He also trained as an actor in his earlier life, later blending those skills into his corporate world.

Ken advises some of the biggest brands in the world on customer experience, omnichannel strategy, shopper marketing, retail trends, the millennial and Gen Z shopper and the peer-to-peer economy. As an accomplished author, TED speaker, university lecturer and actor, his performances are not only insightful and thought-provoking but are infamous for their sheer energy, entertainment and passion, not to mention his generous Irish wit.

Every year, Ken shares his thought-disrupting insight with tens of thousands of delegates all over the world as one of the most popular keynote speakers booked on the international conference circuit. He is regularly voted best speaker at events to which he is invited to speak and believes in engaging and delighting event attendees at every opportunity.

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- World Renowned Consumer & Shopper Behavioralist
- Author of The Blue Dot Consumer
- Keynote Speaker & CX Strategist



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This is a great speech for an internal HR event, or an industry event showcasing the challenges facing the HR industry as a whole. It can be tailored to a specific congress theme or presented as broad commentary. Bespoke tailoring of a speech to the needs of the event producer is standard in all keynote.

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