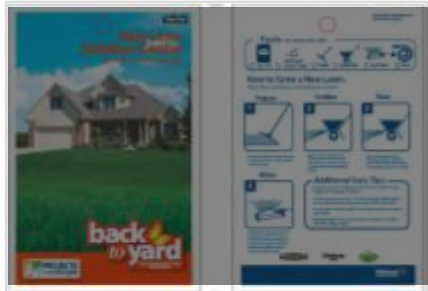
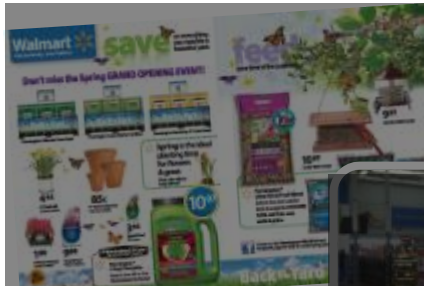


Case Study: High Impact Shopper Engagement



Business Objective

Strengthen Shopper Marketing to accelerate growth with a focus on converting casual customers into destination shoppers



Deliverables / Key Accomplishments:

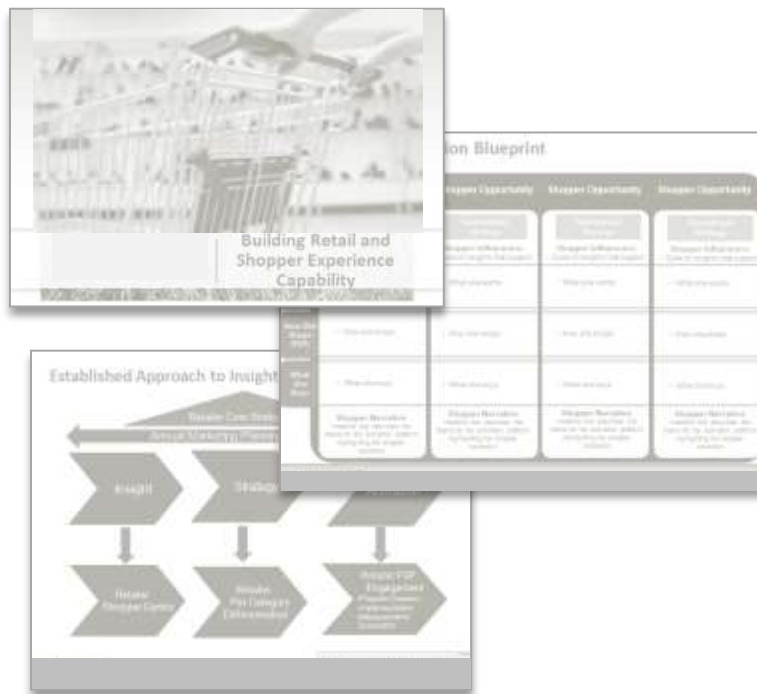
- Expanded shopper marketing process and created tools to fully leverage shopper insights.
- Integrated into JPB process for greater impact
- Insights led shopper strategy resulted in a shift from tactics to integrated P2P platform with clear metrics for success.
- Worked with agency to develop programs that were approved and supported by retailer :
 - Category revenue increased by 25%
 - Partnership Named Category Captain of online strategy
 - Awarded Supplier of the year



Case Study: High Impact Shopper Engagement

BUSINESS OBJECTIVES

- Deepen shopper insights capability within Shopper Marketing function of the organization to drive strategic insights to action (“so what” to “now what”)



Deliverables / Key Accomplishments:

- Defined tools and approach for outlining shopper program strategy and infusing insights into agency process; commercialized with agency resulting in a shift from initiatives to more powerful and impactful shopper programs
- Developed and executed training to SM function that introduced new process and built new competencies; training was highly rated and SM resources began applying process immediately
- Coached SM resources which jumpstarted application and ensured sharing of best practices.