

SHOPPER MARKETING SUCCESS—IT'S IN THE LAYERS

In order to truly understand and sustain a long-term Shopper Marketing Program, one needs to fully comprehend the layering aspects of a Shopper Marketing Program. By peeling back the layers of a successful program, we can see the elements that are needed to achieve long-term annual program success.



A Fortune 10 CPG company has been implementing successful Shopper Marketing Programs for the past decade. In fact, one of their programs is in its 6th year of success with its first year setting the benchmark at achieving 199% lift and each consecutive year achieving at least 80% lift over the previous year. Why was this program so successful?

To start with, they partnered with a Shopper Marketing agency. Not an agency known for their FSIs and national promotions but an agency that specializes in Shopper Marketing—an agency that understands the manufacturer and the retailer, knows how to align marketing and sales, and executes through strategic distribution systems.

Based on key shopper and retailer insights, the foundation layer, the time period, was determined—Frozen Food month. The agency recommended creating a Shopper Marketing Program that would allow the manufacturer to push non-frozen foods during a time traditionally carved out for frozen food brands. Baseline layers were added to drive Shoppers to the cereal aisle by brand specific POP, wall displays and pallet wraps. In lieu of a traditional coupon, the consumer received a FREE limited edition cereal bowl with every 3 brand specific, cereal boxes purchased.

The agency then overlaid the foundation and baseline layer with a retailer incentive that increased the basket ring. They cross promoted the program within the milk category. Shoppers received a FREE half gallon of milk, the retailer's private label, with every 3 boxes of brand specific, cereal boxes purchased.

The entire promotion proved to be a win-win for everyone and it set the foundation for this to be an annual Shopper Marketing Program. For the Shopper it was about the takeaway—the FREE cereal bowl and milk. In many cases, the shopper purchased additional boxes to receive additional FREE cereal bowls and milk. For the retailer it was about the value add to the Shopper which



brought increased basket ring and brand recognition to its private label. For the manufacturer it was about the incremental sales created through a Shopper Marketing experience which ultimately built brand loyalty in an otherwise down month.

By fully comprehending and executing the layering aspects of a Shopper Marketing Program, one can achieve long-term annual success.

Retain BARD to develop a Shopper Marketing program that achieves layers of success!

Consider BARD for your next shopper marketing challenge. BARD delivers results-driven promotional programs and brand-building campaigns that increase awareness and sales. Call me at 952-345-8000 to discuss your upcoming Shopper Marketing needs.

Jay Zemke
Vice President, Strategic Development