

SHOPPER MARKETING

Over the last year, the key words, Shopper Marketing, have struck a cord within the industry. So hard, in fact, that consulting companies are writing 35 page documents on the definition of Shopper Marketing, corporations are developing sub-divisional teams to manage the Shopper Marketing needs within their retail accounts, and finally, agencies are changing their names to reinforce their newfound knowledge in this category.



As retailers push their private label brands and become highly effective marketers within their industry, consumer packaged goods manufacturers are scrambling to do everything in their power to keep control of their budgets. This is where Shopper Marketing comes in.

Finding the correct agency partner is crucial to the success of your Shopper Marketing programs.

If your current agency is not addressing the following initiatives of your strategic program planning, your Shopper Marketing efforts will not work to their fullest extent.

- Integrate marketing and sales
- Align brand marketing and trade promotions
- Understand the account specific retailer
- Research and implement key shopper insights
- Ensure flawless execution
- Confirm performance and increase ROI

Bring in BARD on your next Shopper Marketing program and experience the difference in program development and execution. We've been developing and executing Shopper Marketing programs with flawless execution for over 12 years. Our results-driven programs have been earning our clients double and triple digit returns each and every time. We are the bridge between marketing, sales and account specific retailers that drive sales and increase results.

Call me at 952-345-8000 to discuss your upcoming Shopper Marketing needs.

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