

HOW DO YOU HIRE A SHOPPER MARKETING AGENCY—WHAT'S IN A RFP?

In order to shop for a Shopper Marketing agency, one must truly understand the difference between a national program and a Shopper Marketing program. A national program typically is based on positioning and creating awareness of a brand within a marketplace—in short, marketing the brand. Specific tactics may include FSIs, national sweepstakes program, in-pack or on-pack offers, etc—the tactics focus on awareness and branding. A Shopper Marketing program is based on integrating this positioning and branding (marketing) for the ultimate increase in sales within a specific retailer at store level.



With the current economic situation and with families tightening their budgets, it is no longer about convenience, it is about creating retailer destinations based on need, price and desire. Retailers are looking for ways to increase their ring and bring back shopper loyalty.

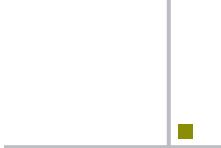
Finding a successful Shopper Marketing agency is key.

Programs based on just awareness and branding are not enough. Shopper Marketing is about knowing the different channels, working thru relationships and partnering together for the end result—increased sales.

Before you start the RFP process, ask yourself two questions...Are you ready to commit the needed budget, share your brand and partner with retailers? Is your agency, in question, able to list their strategic program planning experience and examples for the below initiatives?

- 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

If you are unable to answer yes to both questions, your Shopper Marketing efforts will not work to their fullest extent. Not surprising, since even though 60% of manufacturers and retailers have



“significant” shopper marketing organizations, only 5–10% of companies are considered advanced.¹

Bring in BARD on your next Shopper Marketing program and experience the difference in programs that truly engage the shopper at a specific retailer. 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.

Jay Zemke
Vice President, Strategic Development

¹ BRANDWEEK, 2008.