



Forward-looking shopper insight has never been more important than it is right now.

**What changes will supplier Marketing organizations in total—and Shopper functions in particular—have to make?**

**How will post-recessionary shoppers behave? Where will they shop and what will they buy?**

**Which new trends will last? What are the latest research techniques?**

How will Shopper Marketing's continuing evolution and accelerating importance change the way your company works?

- ✓ Best Practice Examples from Best-In-Class Companies
- ✓ Cutting Edge Case Studies
- ✓ Worldclass Speakers

*"Brilliant case studies! Thanks for showing us the roadmap to get there!"*  
—Regional Account Team Leader

*"I found something interesting in every presentation. I really enjoyed the "real world" applications."*  
—Manager, Shopper Insights

#### Schedule at a Glance

May 12 General Session (8a-5p)

#### Logistics

The Westin O'Hare

6100 North River Road

Rosemont, IL 60018

1.847.698.6000

Room Rate: USD 129

Cutoff Date: 4/23/2010

## Agenda

### Shopper Insights: Unlocking the Door to the New Retail Marketplace

John Rand, Director of Retail Insights, Kantar Retail



Retailers' increasing dominance of the route to the marketplace is based on the power of the customer to understand and segment the shopper as opposed to the consumer. John Rand clarifies the drivers that support this power shift, including the changing nature of retail growth in a post-modern store landscape, the evolving nature of technology to communicate, and the shifting dynamics of the shopper population itself.

### The State of Shopper Marketing Today: Where are we and what's next?

Brett Stover, VP of Consulting, Kantar Retail



As supplier organizations turn their eyes firmly away from the past and focus on reaching a changed shopper in new ways, forward-looking shopper insight—and the org structures, teams, skills, and capabilities that support it—will have to make changes. Gain insight into what the work is, how it integrates with other functions, and where the opportunities to raise ROI lie. Brett Stover contemplates the industry globally, outlining strategic direction, dissecting best-in-class work and process, and sharing case studies from his extensive work in Shopper Marketing.

### ShopComm™ & Cross-Media Optimization: Measuring the Path-to-Purchase

Kathryn P.G. Casavant, Managing Director, Kantar Retail



Maximizing shopper marketing ROI requires marketers to understand how consumers shop, how they make purchase decisions, and what motivates them to buy. Determining which (shopper) marketing vehicles/contact points are most influential for the category and brand, engaging for the shopper, and effective at driving purchase is essential. Yet quantifying shopper marketing ROI is only possible if hard metrics are in place linking the stimulus (media) with the behavioral response (frequent shopper card data) and the attitudinal reaction (online panel) across all shopper marketing touch points: T.V., print, online, in-store, digital, mobile, etc. Katie Casavant discusses the analytical capabilities, methodological processes, and strategic partnerships that make it possible. She also shares a case study.

## For More Information & Registration

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Web [www.MVI-Worldwide.com/Events](http://www.MVI-Worldwide.com/Events)

Call 1.800.370.3261 or 1.617.588.4100

Full Day Rate USD 1650

*Multi-seat rates available. Please contact MVI – A Kantar Retail Company for details. MVI – A Kantar Retail Company accepts: Visa, MasterCard, American Express, and Discover.*

Orders totaling less than USD 5,000 require payment at time of registration. Session fee includes continental breakfast and lunch each day and hard copies of relevant Kantar Retail training outlines. Website subscribers have access to soft copies online. Cancellations/ Substitutions Cancellations received in writing 10 days before the program will qualify for a credit on a future Kantar Retail program. Substitutions must be communicated and are allowed at any time. Kantar Retail is unable to issue refunds for cancellations. If, due to travel restrictions, security issues or other business reasons, Kantar Retail determines that it is not preferable to deliver its traditional classroom programs (such as Workshops and Forums), Kantar Retail reserves the right to substitute comparable, alternative learning systems (such as interactive Webcasts) in their place. Content Speakers and topics subject to change. Kantar Retail specifically disclaims any liability for the editorial content of the presentations made by non-Kantar Retail speakers, which wholly originates with the speakers. The analysis and conclusions presented by Kantar Retail represent the opinions of the company. The views expressed do not necessarily reflect those of the retailers under discussion, nor are they endorsed or otherwise supported by the management of those retailers. Sessions may be taped by Kantar Retail for internal training purposes.

## The Post-Recession Shopper

Mary Brett Whitfield, SVP, Kantar Retail



As much as retailers and suppliers hope that shopping behavior will return to “normal” as the economy moves toward recovery, the changed circumstances of key shopper segments and the individual behaviors of shoppers themselves indicate that there will not be a wholesale return to previous shopping patterns and behaviors. Conspicuous consumption has already given way to a more practical conscientious consumerism. Deal-seeking will continue as shoppers move to permanently incorporate the shopping techniques and tools discovered during the recession. Mary Brett Whitfield leverages Kantar Retail’s ShopperScape™ data to illuminate consumers’ new shopping behaviors and the implications for success in today’s evolved marketplace.

## One Step Beyond Transparent: Digital Media in a Multi-Channel World

David Marcotte, Director of Retail Insights, Kantar Retail



Within the store, digital media has had an uneven path of evolution that has been driven less by media and more by technical capability. With the move to transparent computing standards, the technical is only limited to power sources, not pipes of information. In the same manner it is no longer solely aimed at the physical store, but now actively includes all channels of trade, providing the means of a targeted message regardless of shopper contact point. David Marcotte journeys into this new world and highlights some of the current and future possibilities that can tie together the full value proposition.

## New Media, New Standards: Contacting the Next Generation of Shoppers

Robin Sherk, Analyst, Kantar Retail



Gen Y—the largest cohort since the Baby Boomers—is distinct for its fluency in new media; it grew up on ICQ, Napster, Yahoo!, Wikipedia, and eBay. Now this generation is entering its household formation years, and companies must cater to its evolved behaviors and expectancies to maintain resonance. Robin Sherk explores how new personalized media radically transforms communication with these shoppers and points to how suppliers should think about where these interactions are headed.

## About Kantar Retail

Kantar Retail is an insight and consulting business that delivers a competitive advantage to clients through forward-looking insight, proven advisory and transformative education. The end result is enhanced revenue and profitability for our clients. By combining the resources of MVI, Glendinning, Cannondale, Retail Forward and Red Dot Square, we can solve client issues from strategic to tactical and provide organizations with the skills and capabilities to act. We offer clients better internal alignment and project efficiency, from insight through strategy to activation, and across marketing through category to sales.