



Packaging, Shopper Marketing and the Retail Experience

Monica Lucas

Let me introduce myself

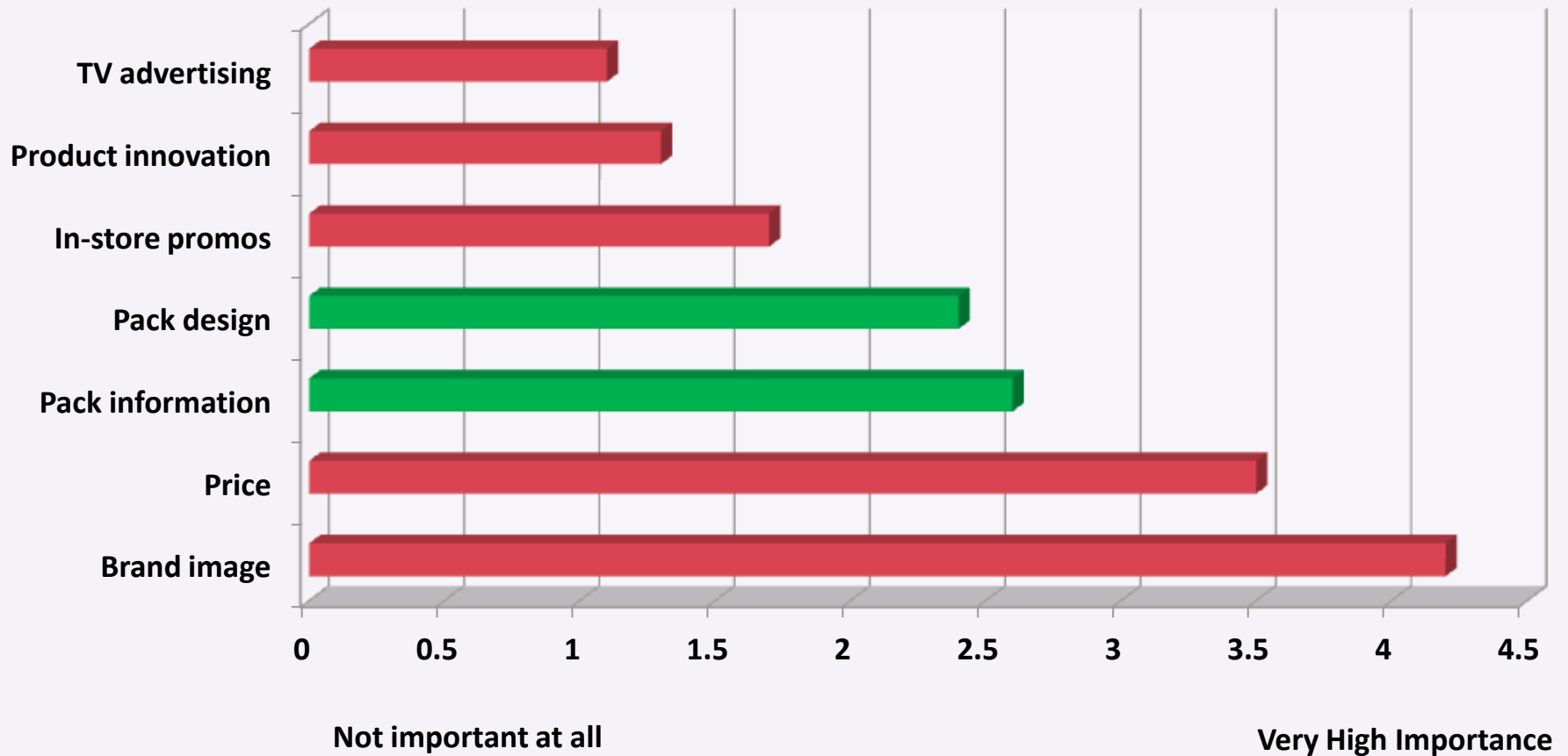


- ✓ **Shopper insight**
- ✓ **Brand communication**
- ✓ **Retail effectiveness**
- ✓ **Powerful point-of-sale**



Packaging is a potent medium

A strong in-store choice driver



Shopper Marketing

The latest marketing buzz word?

What's it all about?



Pioneered by



Now a key focus
for all the major
brands

Decline in media effectiveness

- ✓ **More channels**
- ✓ **Time-shift viewing**
- ✓ **Digital message overload**
- ✓ **Over-saturated consumer**

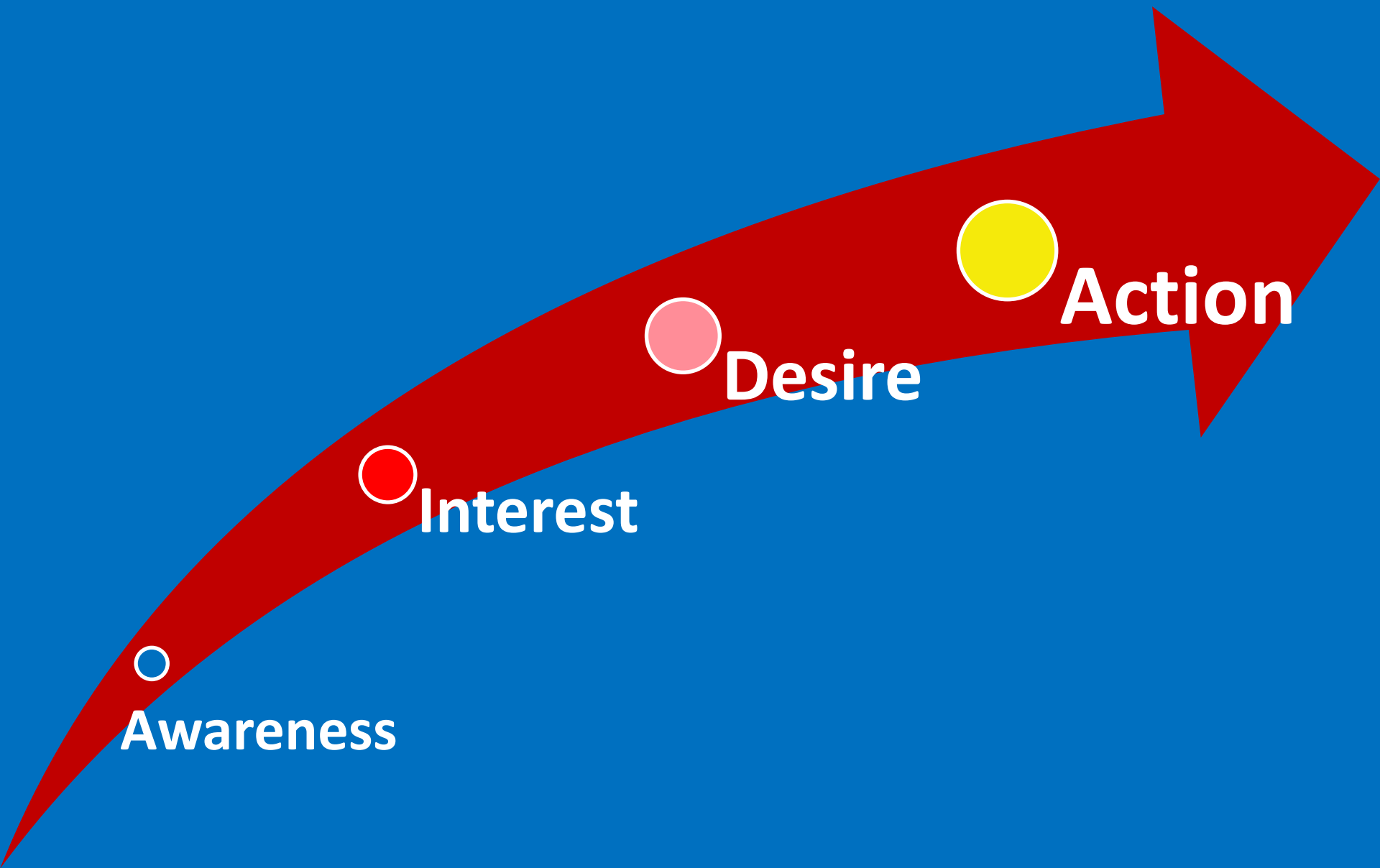






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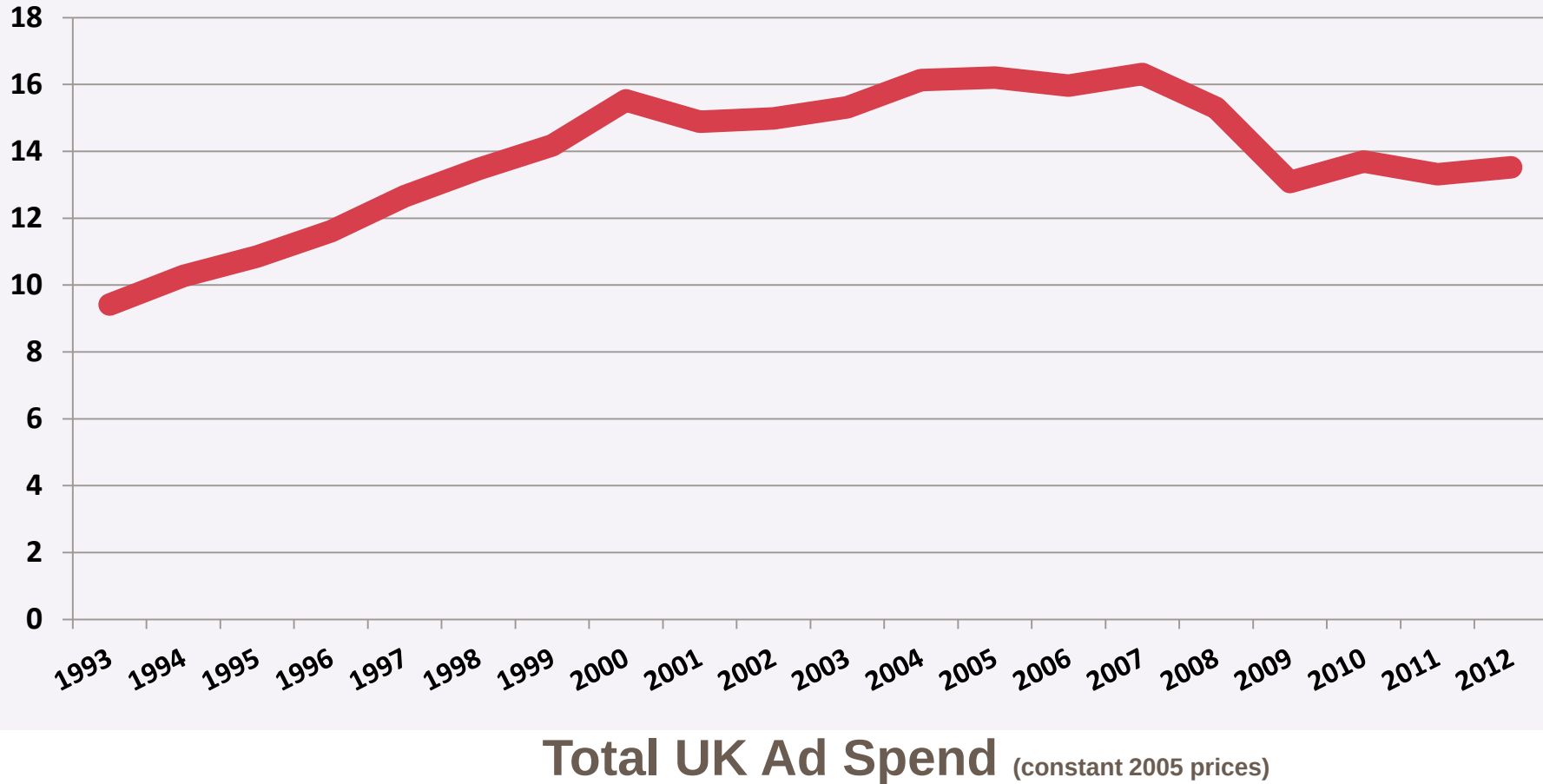


**Create
love**

**Consumer
buys**

But ad spending is being squeezed

£bn



Total UK Ad Spend (constant 2005 prices)



Barbeque Sauce

8 brands

18 variants

28 variants/sizes

13 different criteria

364 datapoints

73 products per shop

26,572 calculations

A close-up portrait of a woman with long, dark brown hair. She has a wide-eyed, questioning expression on her face, with her eyebrows slightly furrowed and her lips pressed together in a small, tight smile. Her skin is fair, and her eyes are a light, hazel color. The background is a plain, light gray.

Er....??@#!

A woman with short grey hair and glasses, wearing a green shirt and a pink scarf, is standing in a grocery store aisle. She is holding two packages of yogurt. The package on the left is red and white, and the package on the right is blue and white. She is looking at the packages with a slight smile. The background shows shelves stocked with various products, including boxes of cereal and bags of rice.

**70% of
purchase
decisions
made in
store**

**68% are
brand
switchers**

Retailer power



**20 million Tesco
shoppers per week**



**16 million peak X-
Factor viewers**

**Tesco own
brand:
over half
of sales**



Key realisation....



**Consumers are
not.....**



....shoppers

And so

**Shopper
Marketing
was born**



One of the three good fairies

“I drive retailer relationships and ensure the brand is well presented”

“I get shoppers to make buying decisions and act upon them!”

“I create awareness, brand engagement, and consumer desire”

**TRADE
MARKETING**

**SHOPPER
MARKETING**

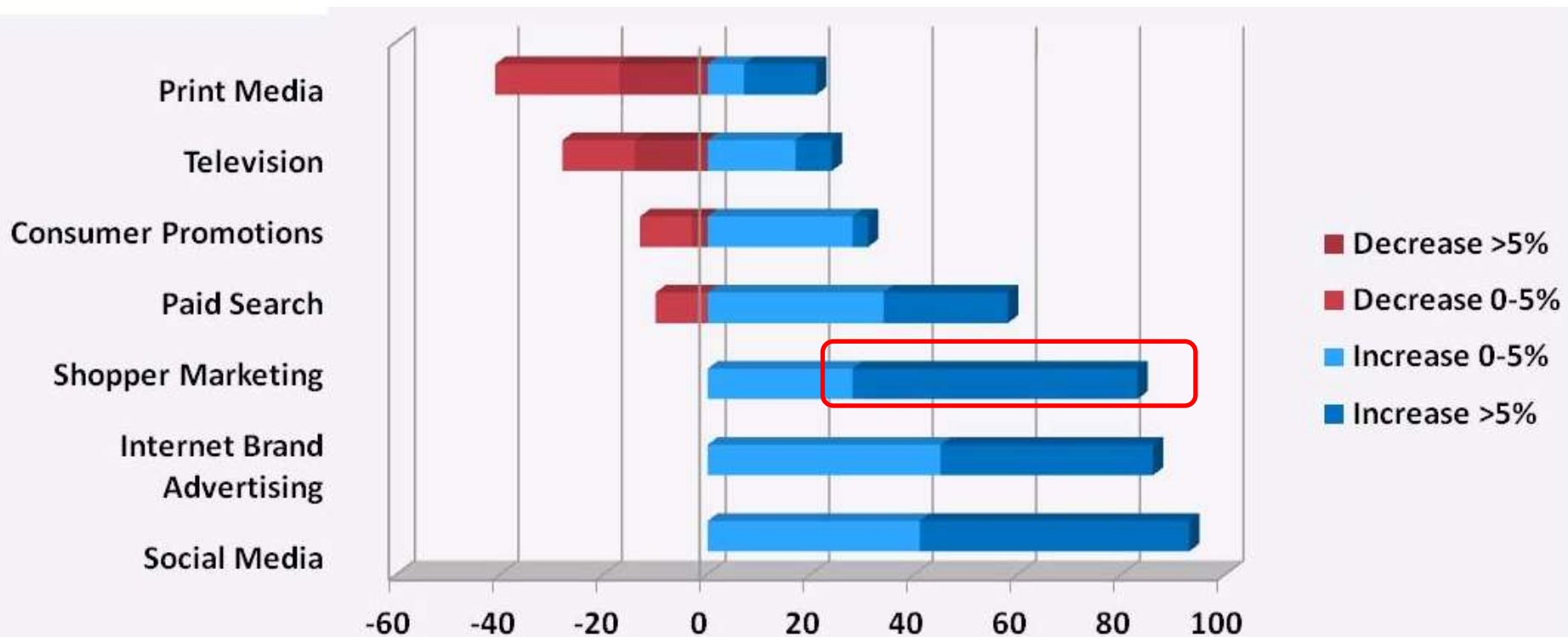
**CONSUMER/
BRAND MARKETING**



The formal definition

An alignment of all marketing stimuli, based on a deep understanding of the shopper (i.e. a consumer in shopping mode), designed to lead him/her to make a purchase

Marketing budgets are rapidly changing out of traditional media



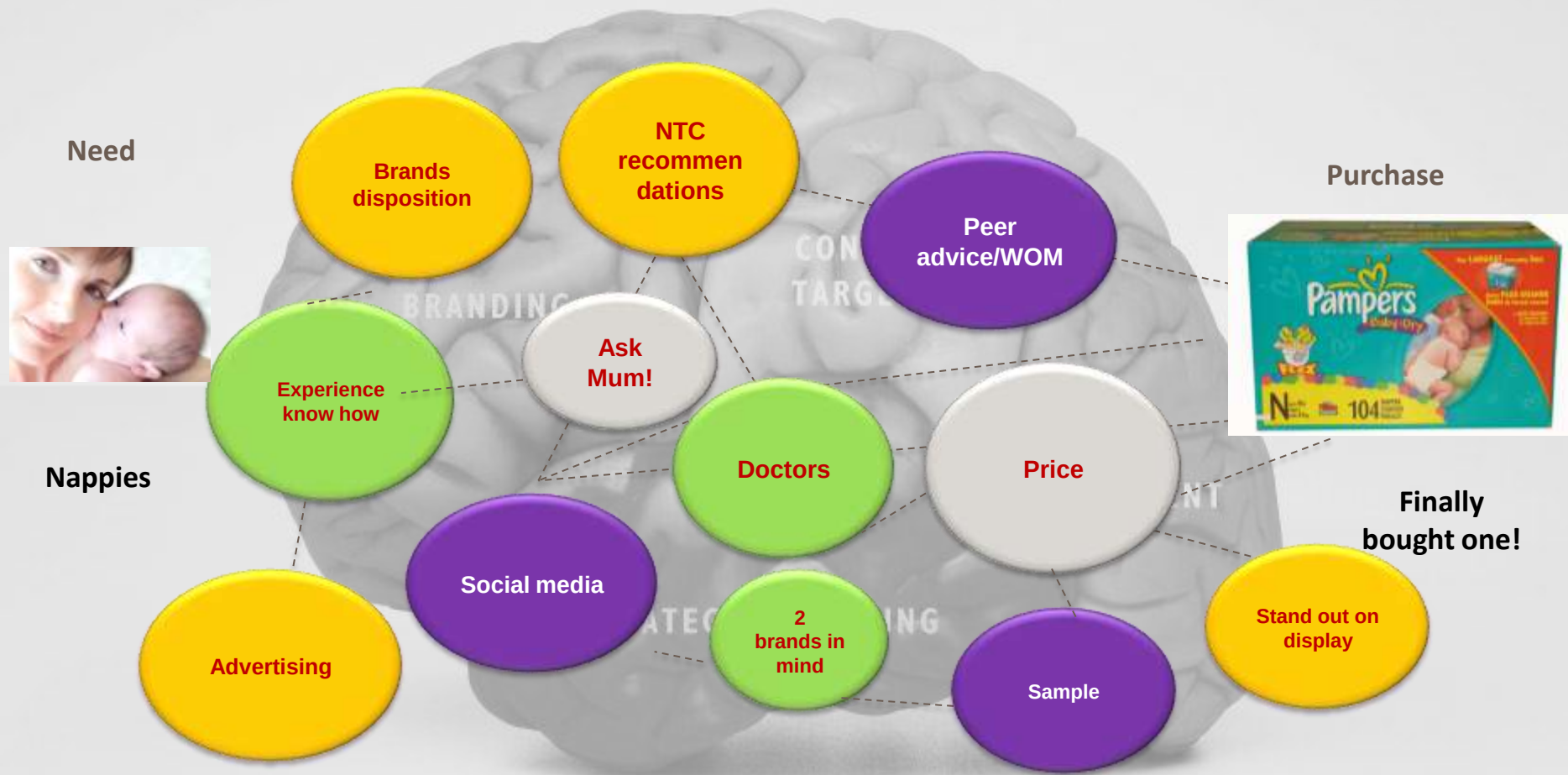
Expected Growth in Manufacturers' Advertising and Promotions Mix

(Average Annual Increase or Decrease over the Next 3 Years)

Need to understand the shopper journey



Which can be very complex ...



Neuromarketing



Neurobiology

Genetics

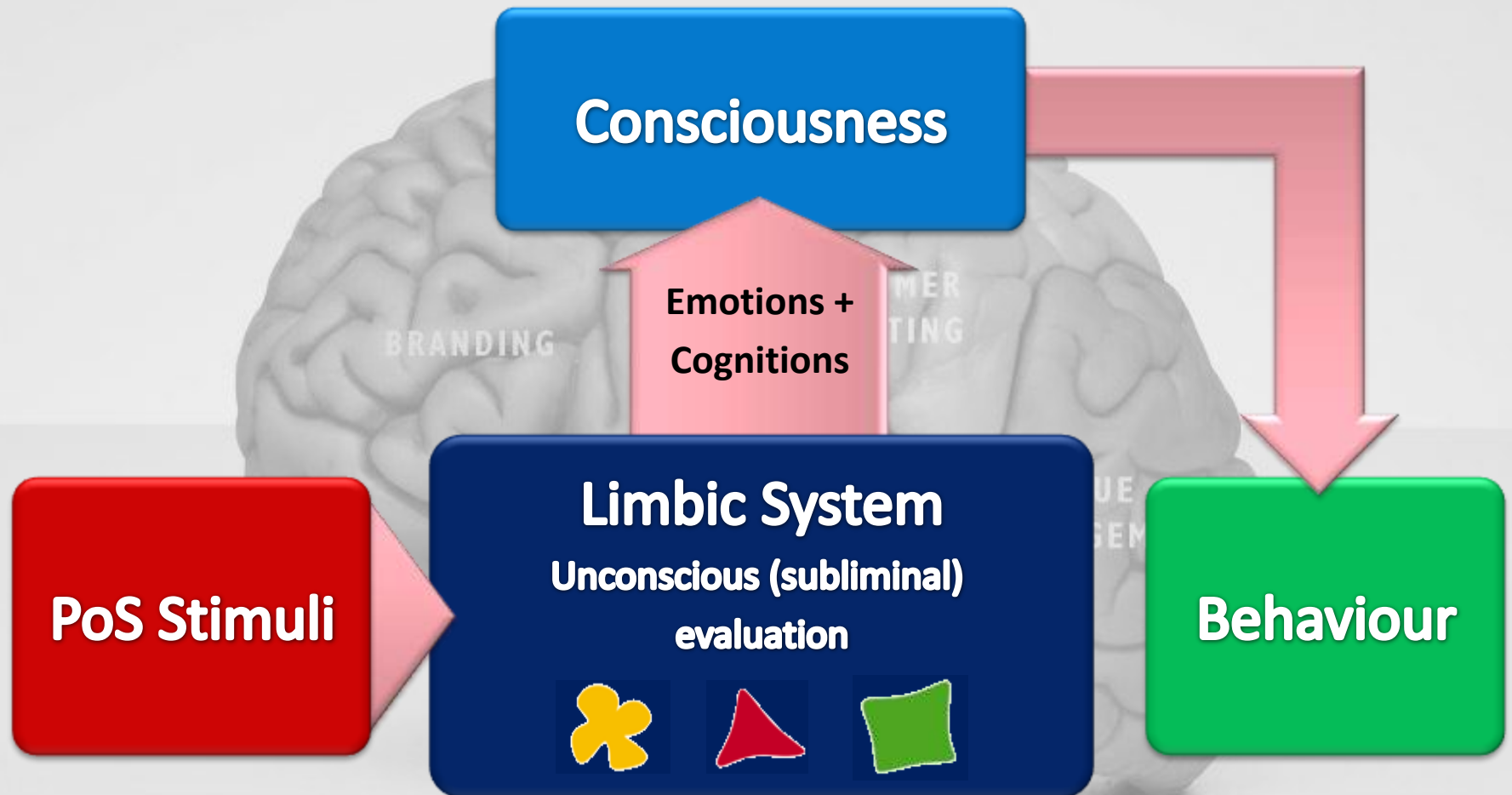
Semiotics

Psychology

Psychiatry

Ethnography

The brain converts subliminal stimuli into buying behaviour





Canned fruit
Desserts

12

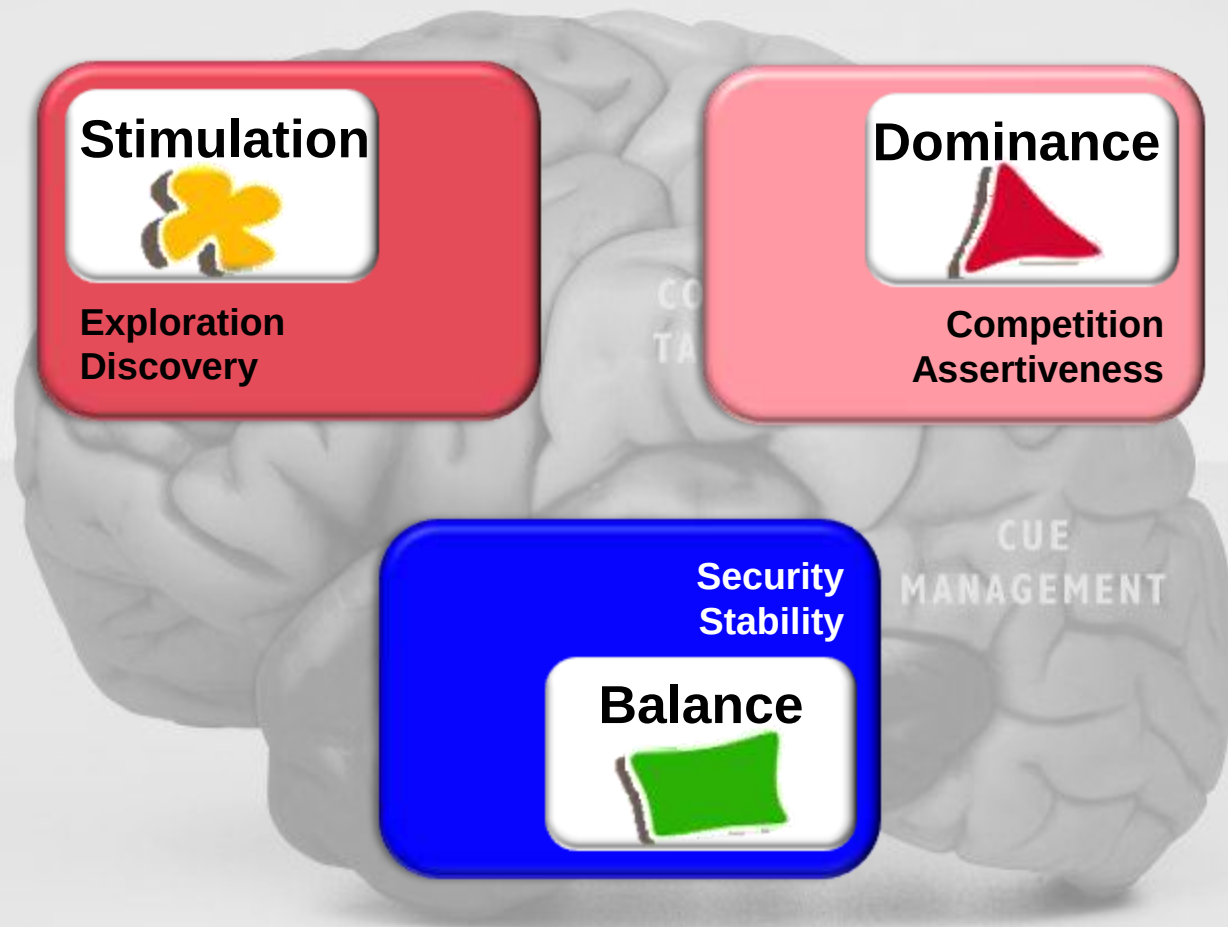
Longlife
Jam & marm

ed fruit

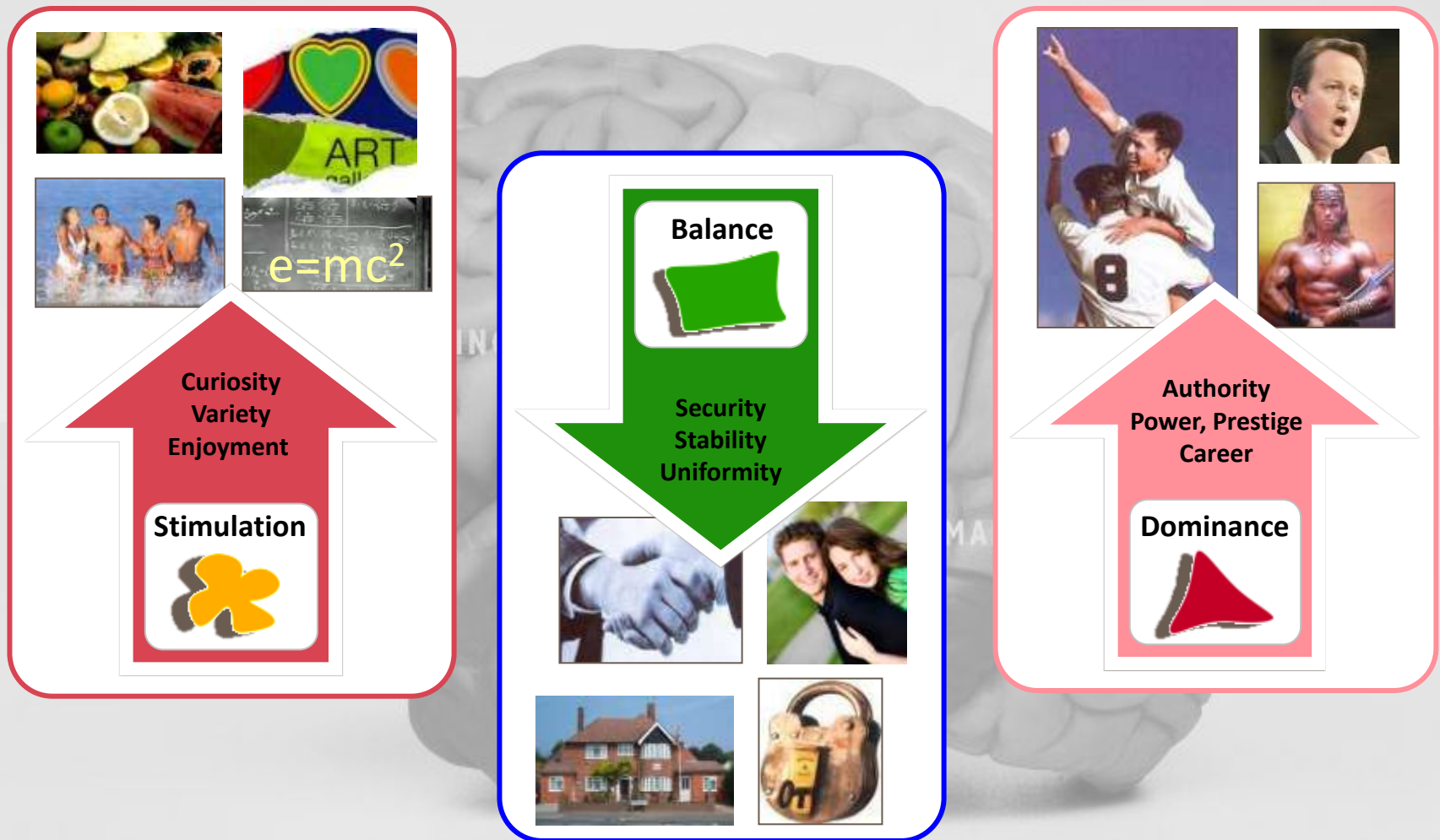
nacking

Baby

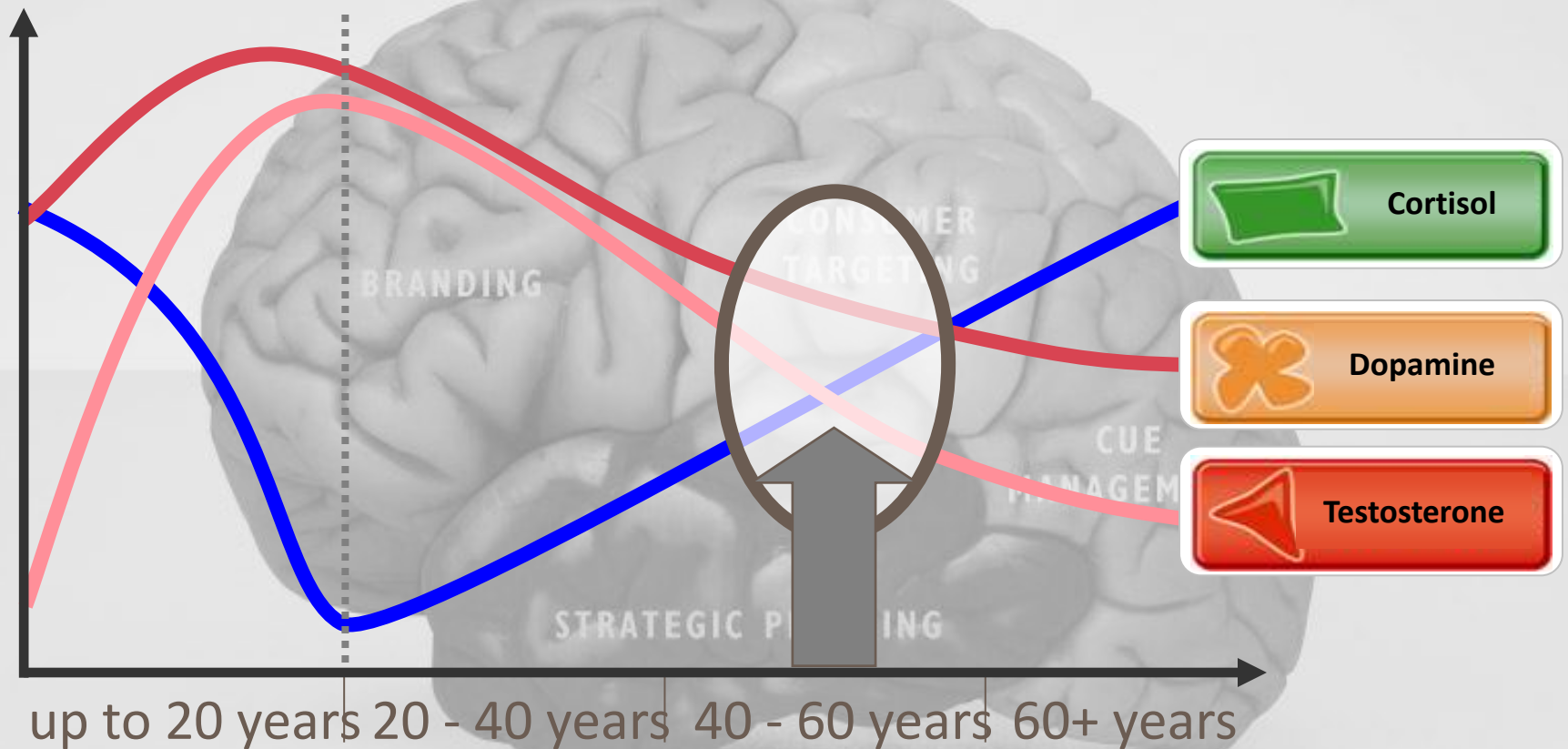
Three basic neural drivers



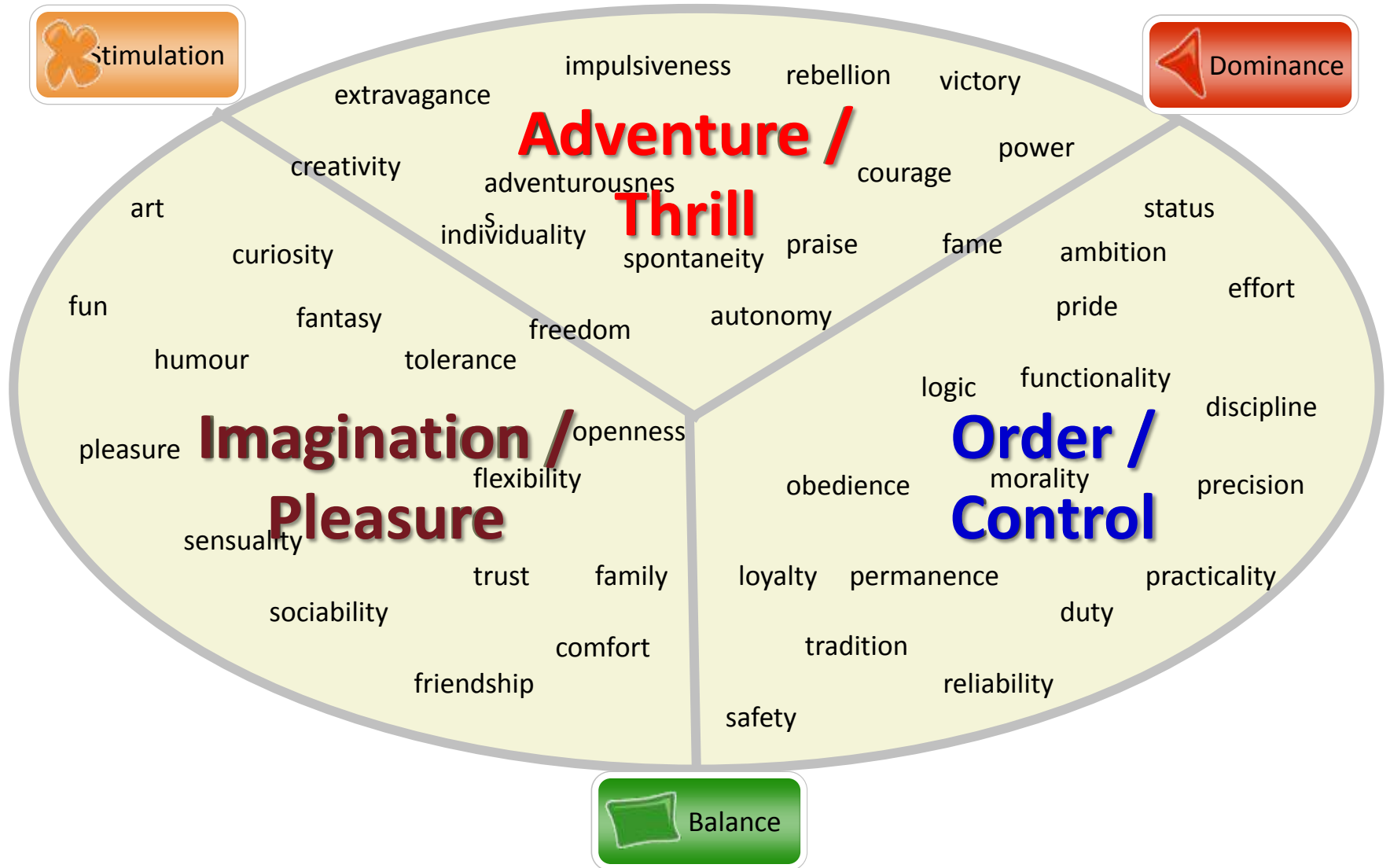
Determine most human behaviour



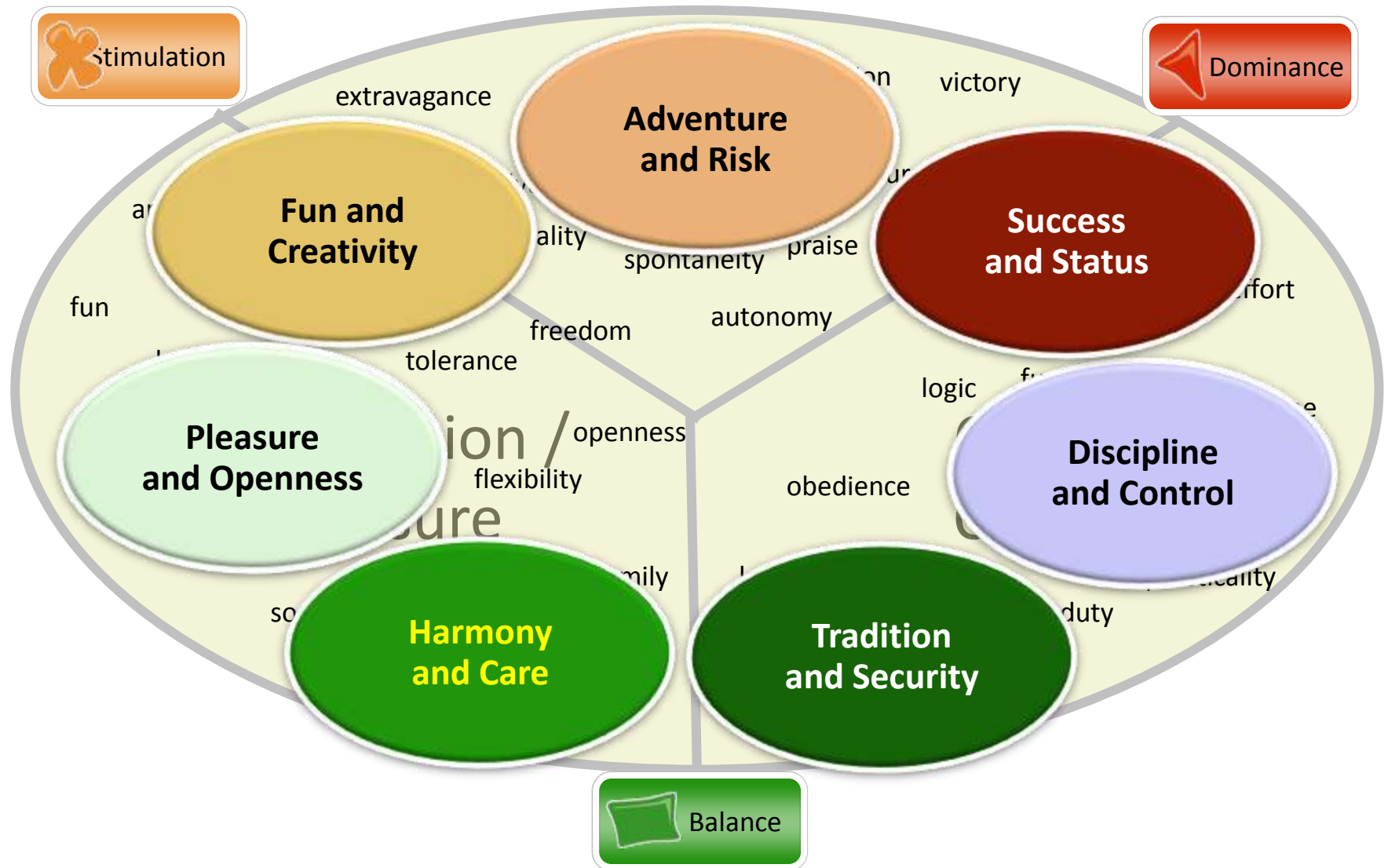
Which change over time



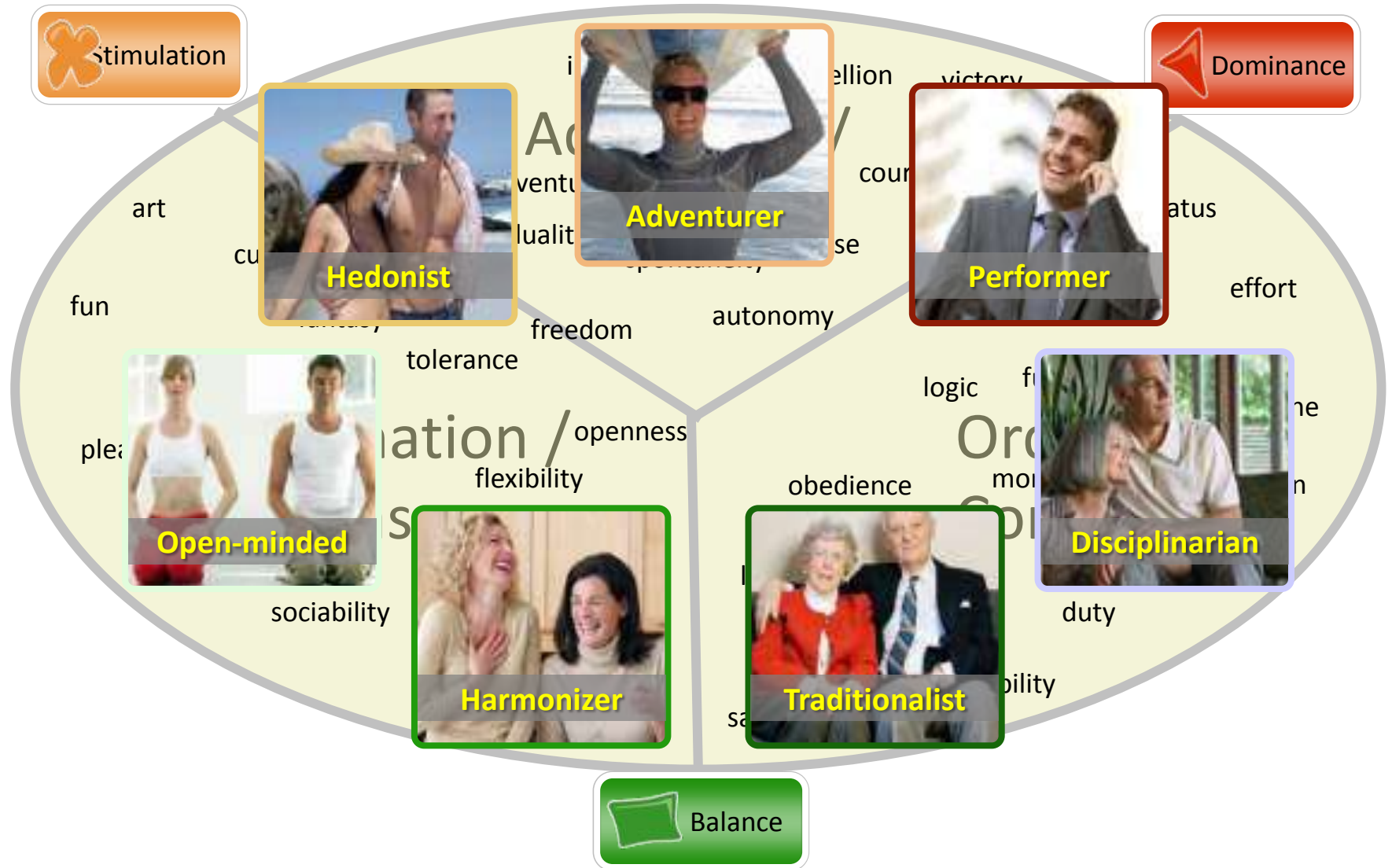
And determine key traits



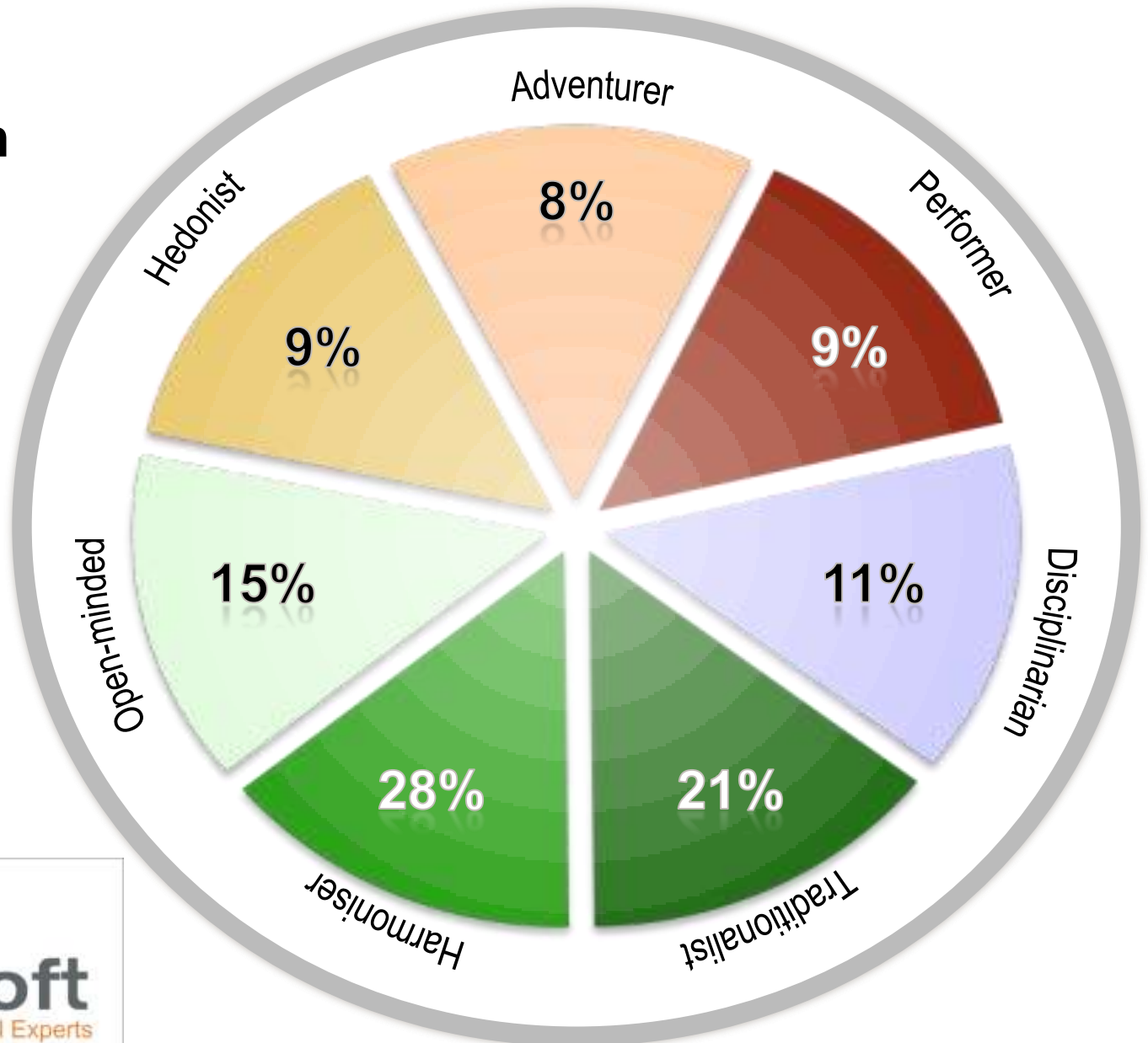
The 7 key behavioural drivers



7 key Limbic[®] types



Limbic® Types 2011 Distribution in the UK population



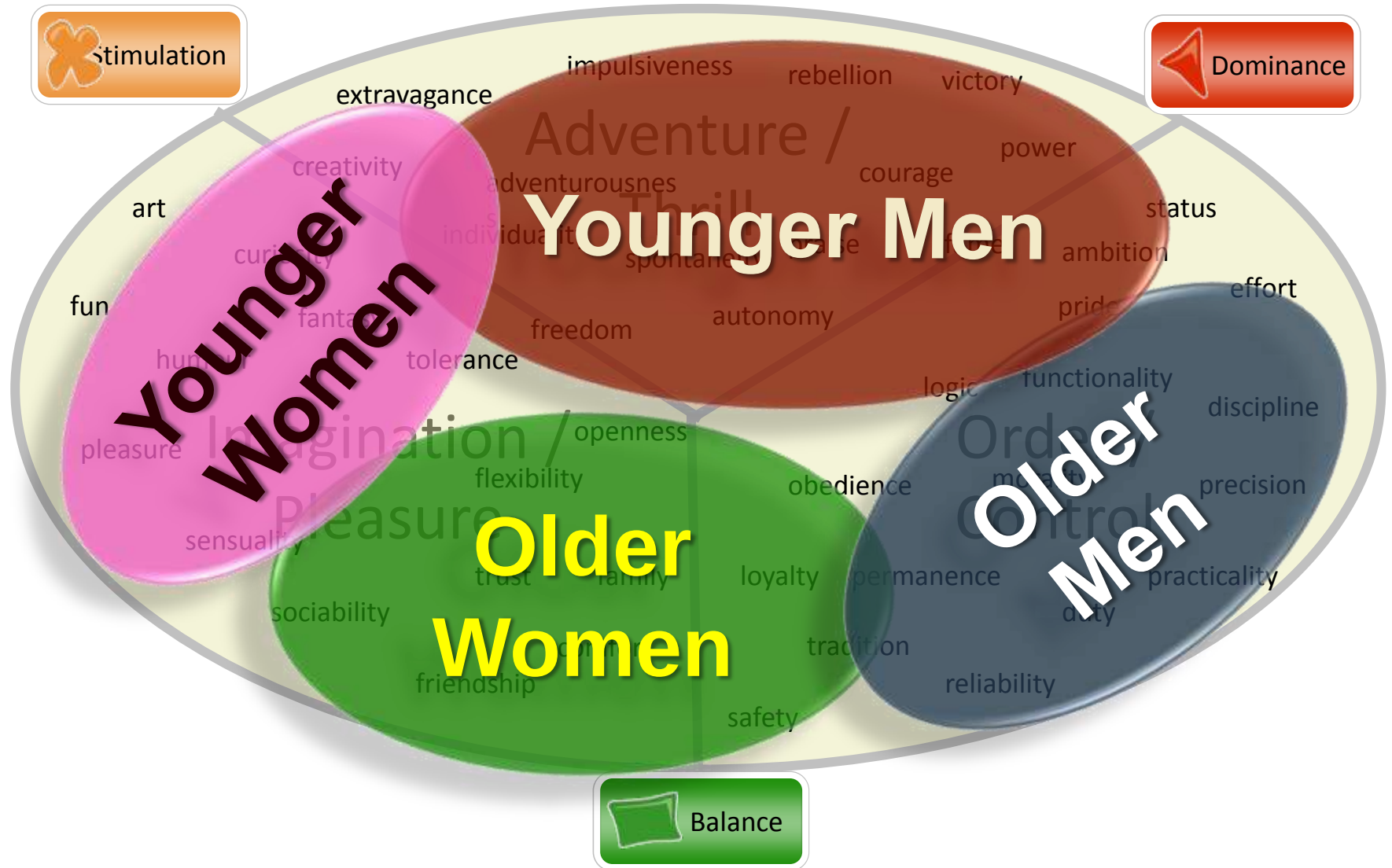
Data provided by:



Of course, there are gender and age variations



But broadly...



Limbic® colour psychology



So, who are these most likely to appeal to?



The Shopper Marketing Friends



POS

Direct

Promotions

Website

Pack

Social Media

Shopper Marketing must start with deep insight of shopper mind set

Knowledge?

Occasion?

Budget?

Mood?

Time pressure?



**and provide the
right solutions
at the right
time**

**A chance
to win?**





**Save time
and effort
not
shopping
around?**



**Get
points
?**



**Feel you are
doing good?**

**Save a
child's
life?**



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*For details please see the Pampers website



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★★★★★

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★★★★★

[Three Days of Toddler Menus](#)

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Easy ways to donate more vaccines



Make a difference

This year, Pampers has created even more ways for you to get involved and make a difference. With your support, we'll be able to help UNICEF reach out to more women and babies in the world's poorest and hardest to reach communities.

4 simple ways to help*.

This year it's even easier to help save the life of a baby in need. Every time you do any of these 4 things, we'll donate the cost of one vaccine against maternal and newborn tetanus to UNICEF.



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Out&About

1 APP = 1 LIFE-SAVING VACCINE

Download the free Pampers Out and About App showing baby friendly locations near you.

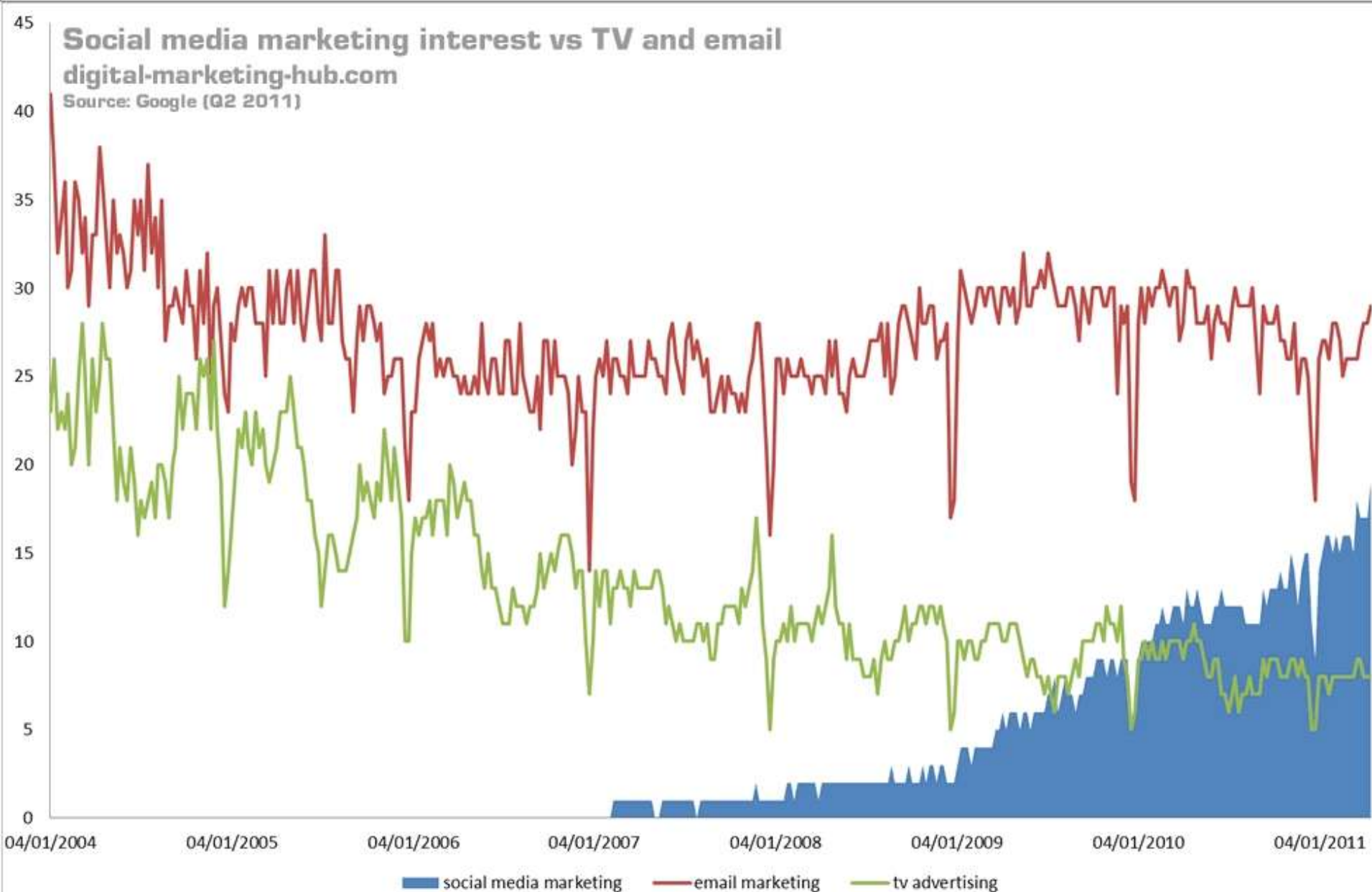
[App store ▶](#)



1 PACK = 1 LIFE-SAVING VACCINE

Buy a special pack of Pampers.

The rise and rise of Social Media



**20 million
Smartphone
users in UK
by 2012**

**Up 71% on
last year**





PackagingNews

May 2009 www.packagingnews.co.uk

Incorporating **PACKAGING** MARKETING

IN THIS ISSUE

PackagingNews

Environment report



Environment report

In-depth features, analysis and comment on the green issues affecting packaging

Project Profile

Printer Alito Color Group's £60k investment in new shrinkwrapping machine p26

Another dimension

Prototyping remains one of the best ways to put a

Quinn Gl...

SHELF REVIEW DUCHY ORIGINALS

HISTORY
Duchy Originals was launched in 1990 by the Prince of Wales, after he had converted his home farm in Gloucestershire to organic production. In 1990, the first Duchy product, the Oaten Biscuit, was launched and there are now more than 100 Duchy products. The range includes biscuits, sweets, preserves, desserts and bodycare products. The new biscuit range will be the first to include the Duchy logo and these include flavours such as Organic and Organic Sweet Oaten & Cranberry Honey.

The new packaging is the first packaging since the Prince of Wales created the firm and will be rolled out to all Duchy Organic ranges by the end of the year.

GRAPHICS & 10
The old brand for many products, featuring packaging in straw, but the new packs, which feature an image designed to look like the Duchy logo, reinforce the brand.

Monica Lacey of Prince has a look at the packaging of a well-known brand in the retail environment from the consumer's point of view. www.princedesign.com



FUNCTION & 10
The function has not changed from that of the previous pack. It is easy to open from the top and the biscuits are kept in two separate plastic containers to keep them fresh.

ON-SHELF & 10
Although the packaging is now darker, this does not lessen the shelf presence of the products, and it is different from their competitors. They are, however, still very recognisable and anyone familiar with Duchy can easily identify them.

OVERALL & 10
This is an effective makeover, retaining the essential Duchy look but enhancing the core values of the brand.

Charities unveil 'easy-open' tag

A new logo has been launched to mark out packaging as friendly to the elderly, as research showed that one in five people over the age of 60 would not purchase products with hard-to-open packaging. Age Concern and Help the Aged charity director Michelle Mitchell said: "Our research shows if packaging and design does not factor in the needs of older people, they may simply choose not to buy those products."

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of "exceptional circumstances" for the plant's construction in order to grant retrospective planning permission.



T Targeted

O Out-standing

S Simple

C Compelling

A Appropriate

**Thank
You**

**and enjoy
the
conference!**



Part of the

 **St Ives Group**

