the 2017 guide to Retailer & Shopper Insights

Featuring in-depth profiles from leading companies, including:

- Catalina
- Explorer Research
- GfK
- InContext Solutions
- Inmar Inc.
**OUR PHILOSOPHY**

Catalina understands how evolving shopper attitudes and behaviors impact shopping decisions based on their lifestyles, shopping methods, brand affinities and motivations.

Driven by the insight that no two shoppers are alike, we strive to individualize our high-value programs to connect shoppers with what they want or need at the most relevant moments — building meaningful brand, retailer and shopper connections for increased sales performance.

**OUR DIFFERENTIATORS**

- **Hyper-Relevant Targeting at Scale:** Backed by 150 data scientists and the world’s largest shopper behavior database — we mine with micro precision at macro scale to uncover the largest data set of hyper-relevant shoppers.

- **Shopper Truths:** We identify a shopper’s highest propensity to purchase based on preferences, behaviors and motivations, then nimbly activate actionable programs with predictive precision in real time.

- **Omni-Channel Marketing:** Our unmatched scale and end-to-end solutions enable us to consistently deliver efficient, high-performance campaigns.

**OUR CAPABILITIES**

- **GLOBAL SHOPPER INTELLIGENCE**
- **HYPER-RELEVANT TARGETING AT SCALE**
- **OMNI-CHANNEL DIGITAL MEDIA**
- **INDIVIDUALIZED DIGITAL PROMOTIONS**
- **PURCHASE BASED PROGRAM MEASUREMENT**
- **REAL TIME OPTIMIZATION**

**AT-A-GLANCE**

**WHO WE ARE**

Catalina is the world leader in shopper intelligence and engagement.

We put the shopper at the core. We partner with retailers and brands to drive shopper engagement through insight informed omni-relevant marketing solutions that deliver what shoppers want — when they want it. Anytime. EVERYWHERE.

**EXPERTISE**

Only Catalina has the comprehensive expertise to combine precision marketing, digital media, advertising technology and data science to deliver brands and retailers profitable and incremental sales growth.

**PRODUCTS & SERVICES**

- **Brand Solutions**
  - Established Brands
  - Emerging Brands
- **Retailer Solutions**
- **Digital Media Solutions**
- **Predictive Shopper Solutions**

**INDUSTRIES SERVED**

- Retail: Grocery, Mass, Drug in US, Europe and Japan
- CPG: Manufacturers in US, Europe and Japan

**MAJOR CLIENTS**

- Catalina serves more than 80% of the world’s top CPG Brands and Retailers
- Global and U.S. Agencies across the Shopper Marketing and Advertising spectrum

**KEY EXECUTIVES**

- Andy Heyman, CEO
- Aaron Miller, COO
- Todd Morris, President US
- Rob Gonda, CTO

**CONTACT**

Marta Cyhan, Head of Marketing
727.579.5000
Shoppers ignore 99.3% of all products in store.*

**HOW WILL YOU BREAK THROUGH?**

Driving Shopper behavior and business results requires actionable insight informed marketing solutions aimed at engaging micro-segments of shoppers with the offers they want — when they want them. Anytime. EVERYWHERE.

Break through with Catalina’s unique shopper data truths. Powered by:

- **WORLD’S LARGEST SHOPPER DATABASE**
- **REAL TIME HYPER-RELEVANT TARGETING**
- **OMNI-CHANNEL DIGITAL MEDIA**

* Average results: 2016 Catalina Engaging the Selective Shopper Study*
WHAT MAKES US DIFFERENT

Behavioral Expertise: Explorer is the leading behavioral research company with over one million shopper observations and extensive behavioral expertise for packaging, planogram and store of the future initiatives.

Leading Edge Shopper Labs: Explorer has the largest tech enabled shopper labs in the U.S. and can accommodate a 60 foot run of product. Our labs are equipped with focus group facilities, team rooms and Virtual Reality to recreate any in-situation environment.

Life-Size Virtual Reality with Eye Tracking: Immerse respondents in life-size virtual environments to measure real behavior. Real shopping behavior cannot be measured on a computer screen. Eye tracking measures what respondents are viewing and engaging with in the environment.

Integrated Research: We customize the approach for your study and combine traditional research with Neuro/biometric tools to uncover subconscious drivers.

DELMIVERING RESULTS FOR OUR CLIENTS

We can help optimize packaging and shopper initiatives (planograms, section layout, aisle/store reinvention, store design and signage testing). Find out how leading CPG companies and retailers have worked with Explorer to optimize:

- **Aisle Reinvention**: A major CPG company in conjunction with a leading retailer launched an aisle reinvention resulting in 5% improvement in sales.
- **Package Testing**: A snack company launched a new package that increased brand sales by 7%.
- **Planogram Design**: A leading CPG developed planogram principles that resulted in 3% category lift.
- **Signage Development**: A retailer optimized the placement and design of their signs resulting in improved viewing and recall.
- **Flyer Layout**: A major retailer redesigned their flyer resulting in increased engagement and conversion.

“Explorer Research are innovative, and cutting-edge research professionals. This company has had a major influence on our organization. We have begun to blend traditional methods, such as qualitative and quantitative, with more advanced Neuroscience and Biometrics. We are seeing a change in the quality of our recommendations, and ultimately positive changes in our sales.”

Director Shopper Insights
Consumer Packaged Good Company

EXPERTISE

Explorer Research are experts in blending traditional research with neuro and biometric approaches. We are behavioral researchers specializing in shopper and packaging research. Explorer has the largest state of the art shopper labs including virtual reality with eye tracking.

INDUSTRIES SERVED

- Consumer Packaged Goods
- Retail
- Quick Service Restaurants
- Consumer Electronics
- Office Supply
- Home Improvement
- Auto
- Financial Services

WHO WE ARE

Explorer Research is an award winning provider of integrated research specializing in packaging and shopper research. We bring proven methods and cutting-edge technologies to solve real-world problems. We test “in situation” using eye tracking, Virtual Reality, EEG and facial coding.

CONTACT

Anne Stephenson Partner
astephenson@explorerresearch.com

Chris Whitaker Partner
cwhitaker@explorerresearch.com

855.251.5434
Real Behavior. Real Results.

Explorer Virtual Reality with Eye Tracking immerses respondents in life-size environments so you can measure what shoppers are viewing and capture their real behavior. Explorer Research are experts in Packaging and Shopper Research, utilizing the latest in neuroscience and technology to deliver better insights.

Better market research through advanced behavioral science.

For more information www.explorerresearch.com
OUR CAPABILITIES
We are GfK. We turn market and user experience research into smart business decisions.

WHAT MAKES US DIFFERENT
Digital meets bricks – We focus on the converging worlds of digital, mobile, and bricks-and-mortar, with deep insights from the shopper perspective.

Breadth of resources – From custom studies to the GfK FutureBuy survey of the global shopper we have the retail shopper landscape covered.

Depth of experience – Our team members have exceptional experience, both on the research and client sides of the business.

Strategic emphasis – With our knowledge of the marketplace and strength in innovation, we go beyond data collection to help guide your marketing at every level.

Global footprint – When needed, we can seamlessly add a global component to almost any project.

WHO WE ARE
GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK’s long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers’ experiences and choices.

EXPERTISE
We think about your business issue first by blending research and business acumen to tightly connect the insights to your business needs & opportunities. With an unsurpassed methodology kit and a passion for activation, we are driven to turn insights into in-market initiatives.

PRODUCTS & SERVICES
• Shopper Segmentation: Identifying unique attitudes, belief and behaviors to pinpoint your most important shopper
• Path to Purchase: Detecting triggers, touchpoints, barriers both in-store and online
• Controlled Store Testing: Testing in real store environments and building turnkey execution from testing plan to analytics
• Optimal Retail Execution: Delivering a shopper-centric shopping experience with the right assortment, pricing and shelf layout
• Merchandising Effectiveness: Maximizing every day and promotional stopping and closing power
• Ecommerce Optimization: Building both brand and retailer’s most productive online presence

INDUSTRIES SERVED
• Consumer Goods & Services
• OTC
• Retail
• Media
• Technology
• Financial Services
• Travel & Tourism
• Automotive
• Government
• Fashion & Lifestyle

CONTACT
David Albert
Managing Director, Shopper, GfK
david.albert@gfk.com
973.599.3564

Joe Beier
Executive Vice President, Shopper, GfK
joe.beier@gfk.com
203.571.1443

Neal Heffernan
Executive Vice President, Shopper, GfK
neal.heffernan@gfk.com
513.766.7309

Susan Stacey
Senior Vice President, Shopper, GfK
susan.stacey@gfk.com
610.331.1418
EXPERTS IN SHOPPER AND RETAIL TRENDS

As thought leaders in our industry, we have a deep understanding of consumer experiences and choices. We identify developing trends all over the world and deliver globally with vital insights into local markets in 100 countries. We help you look ahead to understand the purchase journeys of tomorrow. How will shoppers select channels, plan, shop and buy? We turn research into smart business solutions. And enable you to create winning strategies to enrich consumers’ lives.
VR AND RETAIL’S EVOLUTION TOWARD INNOVATION

As shopper trends shift and more people get everyday items delivered to their doors, the role of brick and mortar retailers—and the brands whose products reside there—is evolving. People need a reason to go into a store, and it’s not to be overwhelmed with confusing shelves and long lines. They need an engaging experience.

But it can be difficult for brands, not to mention expensive and risky, to learn what in-store changes will move the needle. That’s why virtual reality is quickly being adopted by forward-thinking companies as a cutting-edge solution.

VR simulations offer a way to ideate and evaluate new concepts before executing them in the real world—eliminating risk and setting your brand up for success. With our cloud-based VR simulations platform, ShopperMX™, along with our custom research offerings, we help customers make better decisions at retail by allowing them to:

• Visualize ideas in a hyper-realistic store
• Collaborate with anyone, anywhere
• Modify concepts on the fly
• Test with real shoppers for valuable insights
• Evaluate with predictive models
• Immerses stakeholders within a virtual environment for deeper understanding and optimal collaboration
• Activate go-to-market plans effectively and efficiently

WHAT SETS US APART

With our ShopperMX™ enterprise VR platform and our custom virtual research offerings, InContext provides the most groundbreaking and innovative VR solutions for retail. Through revolutionary technology and best-in-class customer support, we give retailers and manufacturers a unique perspective on today’s shopper, while saving them time and money—and arming them with the tools they need to evolve with the changing retail landscape.

A few of our one-of-a-kind VR solutions include:

• ShopperMX™ Indicators - Rapid retail concept evaluation tools that deliver behavioral and attitudinal shopper data within weeks.
• ShopperMX™ HIVE – Concepts created in ShopperMX™ can be experienced in an immersive VR headset, delivering an unsurpassed in-store perspective.
• Shopper Decision Trees - Using VR simulations we collect respondent-level purchase data and attitudinal data from the moment after purchase, for true product substitutability insights and walk rates.

WINNING WITH SHOPPERMX™

A manufacturer wanted to identify the optimal shelf arrangement for a product. Three different shelving strategies—ribboning, vertical blocks and horizontal blocks—were being used in varying degrees across retail partners, and our client wanted to learn the best POG and move to implement this best practice across all retail partners.

ShopperMX™ Approach
The client created each arrangement in ShopperMX™ and then tested them with ShopperMX™ Indicators. They ran a generic store Shelf Indicator to capture results relevant for all accounts and then subsequent Indicators to validate results specific to key retail partners.

Customer ROI
The Indicator tests revealed significant results: horizontal blocks delivered a 14% lift over the other strategies. Establishing horizontal blocks as a best practice across retailers meant a $40 million growth potential for the brand.

AT-A-GLANCE

WHO WE ARE

InContext Solutions is propelling the retail industry into the future through the use of virtual reality simulations. Our cloud-based enterprise VR platform, ShopperMX™, allows manufacturers and retailers to visualize, evaluate and present new in-store concepts virtually—and budget, and faster than ever before.

EXPERTISE

The experienced teams at InContext stay two steps ahead of industry trends, so our clients have access to the most up-to-date and invaluable VR solutions for retail. Manufacturers and retailers can confidently, seamlessly, and more affordably bring winning ideas to market.

MAJOR CLIENTS

• Walgreens
• Walmart
• Kellogg’s
• Smucker’s
• Coca-Cola
• Anheuser-Busch
• Pfizer
• Home Depot
• Johnson & Johnson
• Starbucks

PRODUCTS & SERVICES

ShopperMX™—our enterprise, cloud-based virtual reality platform—powers the following solutions for faster, smarter, more profitable business decisions:

• Retail Simulations – Create and modify new in-store experiences with virtual reality simulations.
• Shopper Intelligence – Discover crucial shopper insights by testing your retail concepts in virtual reality—before you invest.
• In-Store Activation Tools – Gain buy-in and activate your new concepts to win at retail.

INDUSTRIES SERVED

• Retail
• Consumer Packaged Goods (CPG)
• Office Supply
• Consumer Electronics
• Pet Supply
• Retail Fixtures
• Home Improvement
• Advertising Agencies
• Quick Service Restaurants (QSR)
• Higher Education

KEY EXECUTIVES

Mark Hardy, CEO
Tracey Wiedmeyer, Chief Technology Officer & Co-Founder
Rich Scamehorn, Chief Research Officer & Co-Founder
Derick Goodman, Group VP, Solutions

CONTACT

Patrick Niersbach
Senior Director, Marketing
Patrick.niersbach@incontextsolutions.com
312.583.7786
Retail Innovation That Makes a Lot of Cents.

Retail ROI starts with VR.
ShopperMX™ gives retailers and manufacturers a faster, smarter, more profitable way to bring new concepts to life.
With an expansive, nationwide digital promotion network, Inmar enables brands to activate shoppers on a national, regional or retailer-specific basis. Through Inmar’s innovative technology and proprietary platforms, brands can directly engage millions of shoppers online and via mobile channels with personalized, sales-driving offers. Inmar’s load-to-card and print-at-home promotion solutions provide marketers with flexible, customizable options for propelling shoppers to action while optimizing promotion spend.

The organic content and authentic voice of the Collective Bias influencer community is the kind of messaging that today’s shoppers embrace. The immersive experiences created by Collective Bias’s content-rich campaigns inform and affect consumer decisions all along the path-to-purchase. With the option to connect promotions to these campaigns, marketers have a turnkey strategy for advancing brand objectives at every stage of the shopper journey.

With an expansive, nationwide digital promotion network, Inmar enables brands to activate shoppers on a national, regional or retailer-specific basis. Through Inmar’s innovative technology and proprietary platforms, brands can directly engage millions of shoppers online and via mobile channels with personalized, sales-driving offers. Inmar’s load-to-card and print-at-home promotion solutions provide marketers with flexible, customizable options for propelling shoppers to action while optimizing promotion spend.

Inmar has the most robust promotions platform in the marketplace – representing a single, strategic resource for brands and retailers to create, execute, and assess holistic, omni-channel promotions.

Our offerings include:
- Digital Promotions
- Shopper Analytics
- Retail Analytics
- Rebates
- Trade Promotions
- Promotion Analytics
- Influencer Promotions
- Coupon Processing and Settlement

Inmar has more than 36 years’ experience providing clients with actionable shopper insights, advanced campaign analytics and comprehensive, data-driven promotion solutions that enable superior shopper engagement both pre-shop and in-store.

Inmar’s ability to match content to audience based on actual purchase behavior gives brands and retailers a competitive advantage in a marketplace where shoppers demand relevant, personalized engagement. Leveraging Inmar’s shopper research, advanced analytics and access to POS transaction data for millions of households, brands and retailers can gain a deeper understanding of shopper behavior and use it to develop optimized campaigns and offers that drive results.

We are expert at helping brands and retailers grow share and drive revenue by enabling true 1:1 shopper engagement through data-driven insights that deliver targeted, equity-building content matched with motivating promotional offers.

We are an industry innovator with more than 36 years’ experience providing clients with actionable shopper insights, advanced campaign analytics and comprehensive, data-driven promotion solutions that enable superior shopper engagement both pre-shop and in-store.

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WHO WE ARE

PRODUCTS & SERVICES

EXPERTISE

INFLUENCE SHOPPERS. SHAPE THE PATH-TO-PURCHASE.

ACTIVATE SHOPPERS. DRIVE SALES.

INMAR.COM

CONTACT

Lari Harding, Vice President, Product Marketing
336.770.3504

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KEY EXECUTIVES

Roy Simrell, President and Chief Client Officer
John Ross, President, Promotion Network
Bill Sussman, President, Collective Bias and SVP, Inmar
Jim Hertel, Senior Vice-President, Willard Bishop, an Inmar Analytics company

CONTACT

Lari Harding, Vice President, Product Marketing
336.770.3504
With Inmar’s acquisition of Collective Bias, brands now have an incredible resource for creating comprehensive shopper marketing that leverages content-rich connections to motivate shoppers, move product and grow share.

By pairing the power of promotions with the impact of consumer endorsement, Inmar and Collective Bias are enabling marketers to engage, influence and activate shoppers at unmatched scale. And to realize data-driven connections between promotion-enhanced influencer marketing and in-store sales.

Contact Inmar today to learn more about connecting influence, incentives and incremental sales.

solutions@inmar.com • (866) 440-6917 • www.inmar.com
Don’t miss these other upcoming Industry Guides appearing only in Shopper Marketing magazine in 2017 and 2018.

E-Commerce
December 2017

Digital Shopper Marketing
January 2018

P-O-P Design & Manufacturing
February 2018

Contact Rich Zelvin at the Path to Purchase Institute at rzelvin@ensembleiq.com or (773) 992-4425 for more information.