A special supplement to Shopper Marketing

the 2017 guide to Retail & Shopper Insights

Featuring in-depth profiles from leading companies, including:

• GfK
• InContext Solutions
• Inmar
• Retail Solutions, Inc. (RSi)
• Symphony EYC
• WSL Strategic Retail
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 consumer’s perspective.

**Breadth of resources** – From custom studies to GfK MRI’s Survey of the American Consumer® to our POS Tracking teams, we have the retail 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.

OUR SERVICES

**Path to Purchase:** We map today’s omni-channel shopper journey using a combination of online surveys, diary, and online digital tracking of consumer behavior.

**Shopper Segmentation:** We understand who are the most important shopper groups for your category, what motivates them, why they shop the channels they do, and how to influence their purchase behavior at your key retailers.

**Retail Reinvention:** We transform the retail shopping experience to drive category growth – leveraging assortment, merchandising, and navigation.

**POS Pre-Check:** We maximize the impact and effectiveness of POS through pre-launch testing that is cost-effective, fast, and actionable.

**Activation:** We maximize the impact of your research investment through cross-functional Action Road Mapping – the development of retailer selling stories, utilization of data visualization, and more.

**GfK FutureBuy:** A proprietary GfK global study fielded annually since 2009 across categories and markets tracking changes in shopping behavior in the ever-changing omni-channel world.

**Shopper Marketing Measurement:** We optimize the in-store environment and shopper marketing decisions based on our integrated 360 degree view of the consumer – from our Shopper Conversion solution measuring how browsers convert to buyers in-store to our industry-leading, flexible In-Store and Digital Testing Solutions for evaluating shelf location, assortment/planograms, in-store merchandising (and more) to our Coupon Prophet® Analytics enabling marketers to step beyond redemption rate and marketing mix analytics for a deeper understanding of digital and print consumer offer performance.

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

GfK analyzes and combines multiple data sources to fully understand shopper behavior and how to influence purchasing decisions. By combining a deep understanding of what influences purchasing decisions at the point of sale with shoppers’ experiences we provide our clients with the “what” and the “why” to support marketing decisions.

INDUSTRIES SERVED

- Consumer Goods & Services
- Health
- Retail
- Media
- Technology
- Financial Services
- Travel & Tourism
- Automotive
- Government & Academic
- Fashion & Lifestyle

KEY EXECUTIVES

David Krajicek, Member of the Management Board; CCO, GfK Consumer Experiences
Gary Cofer, Regional CCO, North America
Adrian Sanger, Global Head, Shopper
David Albert, Executive Vice President, Shopper, North America

CONTACT

Sarah Gleason
Senior Vice President, Shopper, GfK
sarah.gleason@gfk.com
203.571.1448

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

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

Susan Sakach
Senior Vice President, Shopper, GfK
susan.sakach@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.
VIRTUAL REALITY: POWERING THE FUTURE OF RETAIL

Shoppers now expect different things from different retailers—there should be no such thing as a one-size-fits-all shopper experience anymore. So when it comes to new concepts, it just makes sense to use forward-thinking solutions rooted in cutting-edge technology.

Virtual reality simulations offer a way to ideate and evaluate new concepts before ever activating them in the real world—which means you can create your ideal concept today, and make an impact at retail whenever you’re ready. With our cloud-based virtual reality simulations platform, ShopperMX™, along with our custom research offerings, we help our customers make better decisions at retail by allowing them to:

• Visualize ideas in a hyper-realistic virtual store
• Modify concepts on the fly
• Evaluate with predictive model
• Test with real shoppers to gain valuable insights
• Collaborate with anyone, anywhere
• Immerse team members and partners in virtual images and videos for optimal communication
• Activate go-to-market plans effectively and efficiently

We focus on the future of retail, and our virtual reality platform and solutions make it so our customers can, too.

AT INCONTEXT, PEOPLE ARE AT THE CORE OF WHAT WE DO

At InContext, we’re all about people. We live by five core values, all of them focused on client delight:

• We believe no problem is unsolvable, no client need unfulfillable.
• We recognize that great ideas hold great power.
• We strive to be humble, be kind and empower one another.
• We believe in integrity and honesty, always.
• We know change is constant, necessary, and welcome.

WHAT MAKES US DIFFERENT

ShopperMX™, our enterprise cloud-based VR platform, blends cutting-edge technology and insights for a unique, in-depth perspective on what consumers see on the shelf, how this drives their purchase behavior, and why. We have revolutionized the way companies understand shopper behavior in a time when brick-and-mortar stores are being challenged by the rapidly evolving world of e-commerce and changing shopper needs. Our collaboration with Intel allows us to develop best-in-class VR solutions that continue to stay a step ahead of the shifting retail ecosystem, while bringing even more innovation and forward-thinking solutions to our platform.

AT-A-GLANCE

WHO WE ARE
InContext Solutions provides virtual reality solutions for the retail industry. Powered by our cloud-based VR platform, ShopperMX™, InContext helps manufacturers and retailers confidently create in-store concepts that work—enabling faster, smarter, more profitable business decisions.

EXPERTISE
InContext understands the challenges of the current retail industry. Therefore, we provide cutting-edge virtual reality solutions that allow our clients to confidently create engaging shopper experiences for their customers—on budget, and faster than ever before.

PRODUCTS & SERVICES
ShopperMX™ our enterprise, cloud-based virtual reality platform powers the following solutions:

• Retail Simulations – Create and modify new retail 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 - 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

MAJOR CLIENTS
• Walgreens
• Walmart
• Kellogg’s
• Smucker’s
• Nestle

KEY EXECUTIVES
Mark Hardy, CEO
Tracey Wiedmeyer, Chief Technology Officer & Co-Founder
Rich Scamehorn, Chief Research Officer & Co-Founder

CONTACT
Derick Goodman, Group VP, Solutions
Derick.goodman@incontextsolutions.com
312.489.8489

INCONTEXTSOLUTIONS.COM
Welcome to the new era of shopper engagement.

Virtual reality simulations allow you to confidently create in-store experiences that increase shopper loyalty and drive sales like never before. Step into the future with ShopperMX™.

Faster, Smarter, More Profitable Decisions at Retail
DELIVERING ACTIONABLE INSIGHTS FOR UNDERSTANDING SHOPPERS AND DRIVING GROWTH

UNDERSTAND BETTER. INFLUENCE MORE.

Providing comprehensive shopper analytics, Inmar enables clients to focus their marketing efforts on the channels where they can generate the greatest influence in the category. Brands and retailers, guided by Inmar’s ongoing, syndicated survey findings and customized research can drive incremental sales and successfully engage targeted shoppers in store, in print and online.

INCREASE COMPETITIVENESS – AND PROFITABILITY.

Inmar helps retailers grow sales by connecting marketing to shopper preferences and behaviors. Employing a proprietary shopper database and ongoing marketplace analysis, Inmar delivers actionable insights enabling retailers to optimize assortment, develop coordinated pricing and promotion strategies and implement programs that engage and convert targeted shoppers.

DRIVE GROWTH THROUGH GREATER VISIBILITY.

Trading partners can leverage Inmar’s extensive manufacturer expertise and deep retailer knowledge to inform performance-based strategies that work for both the supply side and the demand side. Integrating analytics with cost modeling, Inmar delivers critical insight into channel activity, category movement, brand performance, and item-specific profitability.

To access reporting, research, and educational materials from Inmar Analytics, visit: www.inmar-insights.com.

AT-A-GLANCE

WHO WE ARE

Inmar, offering clients the combined expertise of Inmar Analytics and Willard Bishop, an Inmar Analytics company, has more than 36 years’ experience providing clients with actionable shopper insights, advanced campaign analytics and comprehensive, performance-based solutions for engaging and activating targeted shoppers.

EXPERTISE

We are expert at helping retailers and brands identify, quantify and leverage opportunities for moving product, reducing costs and driving profitability.

PRODUCTS & SERVICES

Inmar has the most robust analytics platform in the marketplace – leveraging classic market research practices and proprietary research tools to deliver actionable insights in all phases of the shopper journey and strategies for optimizing retail operations.

Our products include:
- Shopper Journey Studies
- SuperStudy™ Grocery
- SuperStudy™ eCommerce
- Mix-Master™ Efficient Assortment Tool
- Reset Analyzer™
- Promotion Optimization

MAJOR CLIENTS

- ConAgra
- Kimberly-Clark
- Kroger
- Safeway

KEY EXECUTIVES

John Ross, President, Promotion Network
Jim Hertel, Senior Vice President, Willard Bishop, an Inmar Analytics Company
Will Potts, Vice President, Retail Analytics
Susan Jones, Senior Director Promotion and Shopper Analytics

CONTACT

solutions@inmar.com
866.440.6917
UNDERSTAND YOUR SHOPPER’S PATH TO PURCHASE BEFORE THEY LAND AT SHELF.

The complexity of the shopper journey demands that brands and retailers deepen their knowledge of shopper behavior or risk losing share. For more than 36 years, Inmar has been helping marketers mitigate this risk and drive profitability – providing actionable insights for influencing shoppers at every step along the path to purchase.

To learn more about how Inmar can help you measure, model, motivate and move shoppers, contact us at solutions@inmar.com or (866) 440-6917.
MEASURE AND MAXIMIZE EVERY CAMPAIGN

Ansa is delivered automatically, by the leading ad platforms in digital shopper marketing including MaxPoint, DynamIQ, Valassis Digital, Crisp, Catalina, Conversant, Quotient, AMP, MyWebGrocer and MediaMath.

Campaigns running on Ansa are automatically optimized in 3 phases:

- Before each campaign: By targeting the most important stores for each campaign / brand, you can increase your spending efficiency 50%+.
- During each campaign: By optimizing your campaign performance on the fly, based on daily, store-store level sales.
- After every campaign: By receiving automated post-campaign measurement and insights (% lift, incremental dollars and incremental units), 1 week after your campaign ends, using Ansa test vs. control store measurement.

CONTINUOUS IMPROVEMENT REQUIRES CONTINUOUS LEARNING

Shopper marketers and their agencies rely on Ansa to maximize the efficiency and impact of every marketing dollar. Ansa analytics are available at an incredible cost effective price at Walmart, Target, Kroger, Safeway, Ahold, Walgreens, Family Dollar, Sam’s Club and more. When you ask for Ansa from any of our trusted ad partners you automatically get targeting, optimization, and measurement of the in-store effectiveness for your digital media initiatives. In addition, the insights provided will help you fine-tune strategies for your future campaigns.

ANSA IS NOW AVAILABLE FOR YOUR TRADING DESK

We believe that every store matters for every campaign. Ansa is proud to announce that a new offering for agency and CPG trading desks is rolling out now, with select agencies. To learn more, please contact Meredith Williams: meredith.williams@retailsolutions.com
Measure and maximize your digital campaigns through automatic store-level targeting, optimization and measurement.

To get Ansa, simply ask any of our trusted ad partners for “Ansa Inside” every campaign.

To see a listing of our partners, visit www.ansainside.com
WHAT SETS US APART

The EYC suite of solutions is based on a federated architecture and links decision support, forecasting to operational execution, allowing retailers to make data-driven decisions and truly understand their customers. Symphony EYC solutions help power Symphony Retail Cloud, the industry’s first customer-centric cloud solution designed to enable retailers and manufacturers to drive customer insights into marketing, merchandising, supply chain and store operations delivering more than 2% revenue growth. The solution brings together several well-known retail brands, Symphony EYC and Symphony GOLD, together with the highly-regarded Simmons consumer insights and the differentiating Symphony Advanced Media. Customers experience improved operational efficiency, increased revenue growth with role-based intelligence and integration of demand and supply, as well as the ability to deliver customer-centric insights, maximizing the path to purchase.

OUR CAPABILITIES

Symphony EYC’s World Class predictive analytical tools and industry expertise help retailers and manufacturers globally achieve their business objectives through our unique suite of solutions:

- **Amplify™**: Our industry-leading CRM software-as-a-service tool delivers rapid, automated and personalized communications to individual consumers at scale, enabling you to understand your customers better than even before across multiple touchpoints. Amplify™ allows retailer campaign managers, category managers and CPGs to collaborate and manage marketing operational activity at a previously unseen speed of turnaround from insight to customer interaction, while maximizing sales and ROI and improving customer engagement.

- **OfferBeam™**: Our mobile CRM solution provides real-time proximity marketing, increasing engagement with your App via smart devices and wearables. Using outdoor geo-fencing and in-store beacons, our mobile solution enabled you to deliver your message at the exact time and location where they have the maximum impact.

- **Acknowledge™**: Our customer-centric KVI pricing perception solution identifies the Key Items customers value most and prices them competitively. The modeling capabilities of Acknowledge enable basket-level benefits to be quantified and analyzed before market launch.

- **Anticipate™**: Our unique solution consolidates all category and channel promotional offerings, customer behavior and profit impact into a single platform and dashboard for full transparency into the actual promotion effectiveness, and it predicts the financial impact of any given promotion.

- **I2e™**: This is the industry’s only customer-centric integrated assortment & space planning system localized to store or store-clusters. With I2e you can easily improve individual store performance, utilize extensive item data and predictive science to create optimized store-specific space allocations.

- **Joint Business Planning**: Developed jointly by Symphony EYC and The Partnering Group, our Joint Business Planning (JBP) workbench solution automates and digitizes the JBP process with structure and workflows that allow retailers to expand the range and scope of their JBP practices, increasing overall operational efficiency and stimulating business growth. Our JBP solution creates a shared plan and sets target objectives to drive multi-functional initiatives for growth and productivity.

- **SymphonyRxScores™**: Our Rx acquisition tool uses the combined power of health and loyalty data to help drug retailers across the US achieve previously unreachable growth through the identification, targeting and acquisition of Rx customers to their stores. SymphonyRxScores™ enables targeted activation for conversion and delivers valuable shopper health insights and predictive analytics.

WHO WE ARE

Symphony EYC is the global leader in providing World Class predictive analytical tools and industry expertise to retailers and Consumer Packaged Goods (CPGs) that enable them to realize 1-2% organic revenue growth. We undertake insights-driven transformation through simple, intuitive cloud-based software apps, big data analytical solutions and services that enable value creating customer-centric retailing opportunities.

EXPERTISE

EYC solutions recognize relationships and patterns in price, promotions and assortments across structured and unstructured data that deliver greater loyalty, increase growth and revenue, drive productivity and improve ROI for our retail clients. Symphony EYC provides dedicated consumer insights solutions. Big Data expertise, new heights of personalization and increased loyalty.

PRODUCTS & SERVICES

- Omni-channel, Hyper-Customized, Real Time CRM
- Advanced Category Management Solutions
- Shopper Segmentation
- Customer-driven Promotional Evaluation and forecasting
- Customer-centric KVI Pricing Perception Solutions

INDUSTRIES SERVED

- Grocery Retailing
- Drug Retailing
- Consumer Packaged Goods

MAJOR CLIENTS

- Albertsons
- HyVee
- Ahold USA
- Rite Aid
- Rewe
- Musgrave Retail Partners
- Albert Heijn
- The Coca-Cola Company
- Danone
- Colgate-Palmolive
- Mondelez
- Nestlé
- Unilever

CONTACT

Jateen Patel
SVP, Client Solutions, Analytics & Delivery
Jateen.patel@eyc.com
+1.925.577.5898

AT-A-GLANCE

- Omni-channel, Hyper-Customized, Real Time CRM
- Advanced Category Management Solutions
- Shopper Segmentation
- Customer-driven Promotional Evaluation and forecasting
- Customer-centric KVI Pricing Perception Solutions
Symphony EYC
Next generation predictive tools for retailers and CPGs

Creating 2% revenue growth for retailers & CPGs

Next generation predictive tools and industry expertise

Personalization
Amplify™
Automated and personalized CRM campaign management tool
Simple to use for Omni-Channel campaigns
Campaign targeting achieved in one hour

Price
Acknowledge™
KVI pricing perception solution
Identifies customers’ most valuable items and prices them competitively

Product & place
i2e™
Customer-centric integrated assortment and space planning system
Localized to store or store clusters

Promotion
Anticipate™
Predicts the financial impact of any promotion
Consolidates data into a single platform

INDUSTRY EXPERTISE
“With the software and the IT service solutions of our partner Symphony EYC we are able to make future oriented decisions and identify and implement measures to increase growth and efficiency” - Hilmar Hübers, Executive at REWE

Targeting 68m households with 345m offers
- First to market Rx acquisition solution creating 1% growth in Pharmacy script acquisition
- Partnering with 10 of the world’s largest retailers
WE PROVOKE OUR CLIENTS TO DEVELOP INNOVATIVE SHOPPER-LED RETAIL STRATEGIES

“We recognized a long time ago (1986 to be exact) that understanding shoppers and their Shopping Life® is the path to successfully building the future of retail.”

“We consult with retailers and manufacturers around the world to help them do just that – build innovative retail strategies that drive shoppers to stores (real or virtual) to buy today and tomorrow.”

– Wendy Liebmann, CEO & Chief Shopper

WSL’S 360° VIEW OF SHOPPERS, RETAIL AND CATEGORIES ENSURES WE DELIVER INNOVATIVE GO-TO-MARKET SOLUTIONS.

SHOPPERS
We research thousands of shoppers every year, their attitudes and behaviors, and everywhere they shop… to understand their Shopping Life®. Our continuous shopper insights will provoke you to think differently about How America Shops®.

RETAIL
We study everywhere they shop. Really everywhere. From drug to department stores, from grocery and big boxes to online and mobile. Because we know they shop lots of different places and their trips are changing.

CATEGORIES
We track everything shoppers buy. It’s about the total share of wallet. From homecare to cosmetics, from food and beverage to electronics, and everything in between. We know what shoppers learn in one category informs and influences what they do in others.

THE FUTURE
We don’t look back (others do that). We look ahead to define how shoppers’ changing attitudes are changing their behaviors… fast. We also search the world for retail innovation that inspires. Then we tell you what you need to do about it… before it’s too late.

AT-A-GLANCE

WHO WE ARE
We are retail strategists and shopping futurists. We help clients develop a deep understanding of shoppers and their Shopping Life®. Then we help them build retail strategies that drive shoppers to buy today and tomorrow.

KEY EXECUTIVES
Wendy Liebmann, CEO and Chief Shopper
Candace Corlett, President

INDUSTRIES SERVED
• Consumer Packaged Goods
• Retail
• Healthcare
• Entertainment
• Financial Services

PRODUCTS & SERVICES
• How America Shops® Syndicated Research
• Custom Research
• Futures Strategies
• New Distribution Strategies
• Category Development Strategies
• Retail Collaboration Strategies
• Retail Innovation & Immersions

CONTACT
Kristine Martinek, Consultant
kmartinek@wslstrategicretail.com
Ignoring your shopper is not a crime

But it should be.

The biggest mistake companies make today is not anticipating where shoppers are headed. And how fast.

WSL helps you do that. Our insights help you anticipate changing lifestyles, the changing competitive environment, and where your best opportunities lie.

As one client says, “You tell us what we’re not thinking about. And what we need to do about it…now.”

If you want to know where your shoppers are headed, contact us.
212-924-7780 or kmartinek@wslstrategicretail.com
SPOTLIGHT:
‘SHOPPER MARKETING’ SPECIAL REPORTS

The writers and editors of Shopper Marketing supplement monthly feature articles, reports and campaign stories with a variety of bonus content. Some of the content is produced in collaboration with sponsors. Among the special reports …

ANNUAL WHO’S WHO

- Who’s Who in Merchandising, February 2017
- Who’s Who in Shopper Marketing Agencies, April 2017
- Who’s Who in Digital Shopper Marketing, June 2017
- Who’s Who in Shopper Marketing, August 2017
- Women of Excellence, November 2017
- Who’s Who in E-Commerce, December 2017

REPRESENTATIVE SPECIAL REPORTS

- Grocery Shopping, the Millennial Way, February 2016
- Social Status and Conversion, March 2016
- Drones Prepare for Liftoff, April 2016
- Understanding E-Commerce’s Evolution, May 2016
- Shopper Marketing Effies, June 2016
- Healthy Food Shoppers, June 2016
- Anywhere Commerce, August 2016
- Modern Shoppers, October 2016
- Design of the Times Winners, October 2016
REPRESENTATIVE WALL CHARTS, ETC.

- Retailer Receptivity, April 2016
- Digital Shopper Marketing Landscape, July 2016
- Precision in Conversion Marketing, July 2016
- P-O-P Trends Survey, August 2016
- Digital Collaboration Playbook, September 2016

ANNUAL SURVEYS

- Trends Report, January/March 2017

WHITE PAPERS

- Decision Science, June 2016
- Impulsivity, September 2016

EXPERTS THAT DRIVE EDITORIAL EXCELLENCE

Each member of the Shopper Marketing editorial staff is steeped in experience serving the industry. Month after month, they deliver editorial excellence and unprecedented access to shopper marketing thought-leaders.

Bill Schober
20+ years with the Institute
Editorial Director
bschober@p2pi.org
(773) 992-4430

Peter Breen
10+ years with the Institute
Managing Director – Content
pbreen@p2pi.org
(773) 992-4431

Patrycja Malinowska
6 years with the Institute
Associate Director – Content
pmalinowska@p2pi.org
(773) 992-4435

Tim Binder
7 years with the Institute
Executive Editor, Shopper Marketing
tbinder@p2pi.org
(773) 992-4437
Don’t miss these other Industry Guides appearing only in Shopper Marketing magazine in 2017.

- **Digital Shopper Marketing**
  - January 2017

- **P-O-P Design & Manufacturing**
  - February 2017

- **Digital Incentive Platforms**
  - June 2017

- **Shopper Marketing Agencies**
  - September 2017

- **Shopper Marketing Teams**
  - October 2017

- **Retail & Shopper Insights**
  - November 2017

- **Retail Services**
  - December 2017

Contact Albert Guffanti at the Path to Purchase Institute at aguffanti@ensembleiq.com or (973) 607-1301 for more information.