the 2015 guide to Shopper Marketing Agencies

Featuring in-depth profiles from leading companies, including:

- Arc Worldwide
- Blue Chip Marketing Worldwide
- Catapult
- Collaborative Marketing Group Inc.
- Epsilon
- FCB/RED
- Geometry Global
- HMT Associates Inc.
- Hunter Straker
- IN Marketing Services
- MarketingLab
- Match Marketing Group
- Saatchi & Saatchi X
- Shoptology
- The Integer Group
- The Marketing Arm
- The Mars Agency
- TPN
- TracyLocke
- Two West Inc.
- Upshot Inc.
Arc is the intelligent activation agency that provides brands with innovative, insightful and creative solutions. Rooted by the understanding of people and behaviors, we see through the lens of the shopper and predict habits. Our global activation capabilities include shopper marketing, consumer promotion, retail design, packaging, digital activation, CRM/direct and optimization.

We are the only activation agency that works both independently and in partnership with a world-class creative agency network, Leo Burnett Worldwide. Being partnered with best-in-class, we strive for nothing less and produce award-winning work for iconic, category-leading companies such as P&G, McDonald’s, Coca-Cola and Sprint and are proud of the diversity – CPG, technology, telecom, restaurants, pharmaceutical – represented within our client roster. Through our clients’ partners we also work closely with leading retailers such as Target, Walgreens, CVS, Kroger and Publix.

At Arc, we believe that creativity has the power to transform human behavior. But in order to transform it, we must first find the spark and ignite it. That’s why we depend on insights, imagination and innovation to deliver intelligent creative. We know that the best creative expressions guide people to experiences, connect with them on a human level and lead them to act.

In the age of technology and the ever-changing marketplace it’s more important than ever to create seamless interactions between the physical and digital worlds. This meCommerce world has put shoppers in control. This is why we rely on our proprietary ShopperBack philosophy and tools to bring understanding to the category, shoppers’ motivations and behaviors and even the barriers that they face.

Industry Leadership: Each year Arc hosts FutureShop and Leovative events where clients are able to experience the newest cutting-edge technologies. Beyond that, we have created Pyxis®, a proprietary retail visualization software platform that lets clients see contextually accurate representations of campaigns set in retail environments before they are deployed in the marketplace. Furthermore, our clients always have access to our interactive retail lab, digital interactive prototyping lab and retail store environment lab, which are all located within our worldwide headquarters.

Talented Experts: Leading blue-chip clients into the future demands world-class talent and subject experts. Our reputation has always helped recruit top talent and being named a Top Place to Work by the Chicago Tribune helps us attract even more of the best and brightest to work at our agency.

Innovative Partnerships: When clients choose to work with Arc, they gain access to our strategic partnerships with companies like Amazon, Google, Huffington Post, FRCH and technology vendors. These partnerships help us to create new products and allow us to deliver end-to-end solutions because we work very upstream and in an extremely collaborative fashion.

Benefit of Scale: Being part of Leo Burnett’s global network enables Arc to bring our clients great value. Our Strategic Vendor Management practice leverages our high production spend levels to get the best pricing, service and timeline efficiencies, while our ISO certifications ensure effective and efficient iterative processes are in place.
Welcome to our retail innovation lab created exclusively for Arc clients. Here, we’re inspired by the latest technology and find breakthrough ways to connect brands with shoppers. Helping clients stay ahead of the ever-changing retail environment.

Want a peek into the future? Talk to Nick Jones, EVP Innovation and Growth, for a tour of our retail innovation lab. Admission is free.

Email him at nick.jones@arcww.com or call 312.220.4533.
WE UNITE

We unite our clients’ marketing and sales organizations with a holistic approach to deliver breakthrough marketing that inspires shoppers and customers. We do so with a singular and passionate focus—to help them grow. That’s what matters—growth. And that’s what we do best. In fact, Blue Chip delivered more than $315 million in incremental sales for its shopper marketing clients in 2014.

Fulfilling our promise as uniters requires enlightening research and analytical tactics; smart, effective strategy; agnostic media planning; cutting-edge digital thinking; groundbreaking creative and persuasive public relations. This is where we thrive—the gateways to uniting brands to sales, shoppers to purchases and patients to wellness.

HOW WE UNITE

We are exceptionally proud of the work we do, and also the results we deliver to our clients. Here are just a few examples of how we have helped to deliver transformational growth to a few of our clients:

**Bomb Pop**
We transformed the classic frozen treat into a teen-relevant brand with an integrated, multiplatform campaign that included:
- A redesigned, Tumblr-based website
- Authentic and original content via Tumblr, Instagram, Twitter and YouTube
- #PhotoBombPop online promotion, leveraging Twitter & Instagram
- Little League Baseball and Softball sponsorships
- Bomb Pop sponsored YouTube content
- Crowd-sourced video content
- PR support for National Bomb Pop Day (June 25)
- Shopper marketing programs targeting moms

**Celestial Seasonings**
We delivered growth for Celestial Seasonings teas at Walmart:
- During the competitive hot tea season, Celestial Seasonings developed an integrated campaign that engaged the shopper at several touch-points along the path-to-purchase to drive incremental volume for their key customer, Walmart
- Pre-shop engagement was delivered by a blogger network, digital coupons, FSI and narrative content driving traffic in-store
- Walmart exclusive in-pack lip balms were aligned with Celestial Seasonings tea flavors, and provided a “surprise and delight” benefit for shoppers

**P&G The Home Depot Movers Program**
We engaged a generation on the move for P&G and The Home Depot, to incredible results:
- 240,000 direct mail kits with samples and a coupon brochure were delivered to Millennial Movers in 5 key market areas
- Over 140,000 clicks to HomeDepot.com and custom microsite
- Over 86,000 views of the DIY Projects and Clean Up & Organize Tips pages on a customized website
- Secured high-caliber DIY social influencers with a strong millennial readership (our core target demographic) to create and distribute engaging content through the integrated campaign

AT-A-GLANCE

**WHO WE ARE**
We are an independent, fully integrated, global marketing agency that unites with brand, retail and healthcare marketers to achieve remarkable business results.

**INDUSTRIES SERVED**
- Consumer Packaged Goods
- Retail
- Pharmaceutical
- Health & Wellness/OTC
- Beauty
- Home Improvement

**PRODUCTS & SERVICES**
- Integrated Shopper Marketing
- Strategic Planning & Research
- Media Buying & Planning
- Digital
- Creative
- Public Relations

**MAJOR CLIENTS**
- P&G
- Fisher Nuts
- Blue Bunny Ice Cream
- Bomb Pop
- B&G Foods
- Helen of Troy
- Feld Entertainment
- Ricola
- Celestial Seasonings

**KEY EXECUTIVES**
- Stanton Kawer, Chief Executive Officer
- Larry Deutsch, EVP/GM, Brand Marketing
- Jeff Skolnik, EVP/GM, Retail Marketing
- Lowell Cantor, Chief Operating Officer

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Move from one-and-done transactions between your customers, shoppers and consumers, to transformational partnerships. Because when we unite, you won’t just meet your goals, you’ll LEAVE A LEGACY.
OUR CAPABILITIES
As the pioneers of Conversion Marketing, Catapult delivers strategy and activation capabilities across four core disciplines:

1.) Insights:
Our dedicated professionals work expertly with research from across all core constituents and across all levels of data. Some of our most powerful insights come from our proprietary set of tools:
- Shopper Lab: An online community of 2MM shoppers, segmented by retailer
- RADAR: A social listening resource that tracks shopper commentary around purchase dynamics (things that help/hinder purchase)
- DSM 5.0: A proprietary research study tracking digital shopping habits across top retailers, by category
- Epsilon Data: Direct access to Epsilon’s vast data assets to shape targeting and insights development

2.) Shopper Marketing:
As one of the nation’s top-ranked shopper agencies, this capability is core to our DNA:
- Capabilities that span in-depth retailer collaborative planning to menu marketing
- E-Commerce team to develop, manage, and execute sales and marketing strategies with e-commerce retail customers

3.) Consumer Marketing:
Ranked by Ad Age among the "Top 5 Promotions agencies," we offer:
- Full-service capabilities from strategy to execution
- Extensive sports, entertainment, and music partnership experience
- Experience with growing list of digital targeting and activation platforms and resources including Facebook, Twitter, Coupons.com, Buyervision, Triad, RevTrax, Adwords, etc.

4.) Digital:
We have full service digital design, production, technology, and full execution resources required to build any digital solution from branded websites, to social media platforms (Facebook, Pinterest, Twitter), to promotional microsites, mobile marketing, search, SEM, and more. Additionally:
- Our Digital Shopper Marketing (DSM) discipline focuses on tracking technologies that make the shopping experience easier for shoppers
- We’re breaking new ground in targeting by shopping behavior, by retailer, and with full attribution of purchase to exposure.
- Our dedicated e-commerce practice focuses on helping clients develop stronger strategies and capabilities in e-commerce.

CASE STUDY: SONY EXPERIENCE AT BEST BUY
Sony is a premium consumer electronics (CE) brand whose Home Entertainment offering is extensive: Sony PlayStation, HD and 4K Ultra HD televisions, 4K Ultra HD Media Players, 4K camcorders, sound bars, and home theater sound solutions.

Best Buy and Sony had an amazing opportunity to partner and create a one stop shop for Sony’s premium Home Entertainment products, as well as, a suite of services including dedicated expert sales associates at each location.

Catapult’s integrated agency team partnered with Sony and Best Buy to design an interactive and innovation store-within-a-store concept, bringing together the full range of Sony’s premium Home Entertainment solutions into one place, Sony experience at Best Buy — now open in hundreds of Best Buy locations.

The interactive retail space allows the shopper to explore Sony’s entire Home Entertainment offering, as well as experience Sony’s leadership within 4K Ultra HD solutions firsthand. Since pre-shop is vital to driving purchase in the category, Catapult also created an immersive brand destination on BestBuy.com to complement the in-store experience (BestBuy.com/sonyexperience).

The results to date are impressive, with same store sales of Sony products up significantly, year over year. What’s more, the Sony Experience at Best Buy delivers a powerful impression of innovation and quality for the brand, improving the way that Sony goes to market at Best Buy.

OUR PHILOSOPHY
Our philosophy is best captured in what we call The Art of Conversion™. It’s our belief that marketing efforts must do more than simply change shopper behaviors; they must drive brand conversions. We do this by turning data-driven insights into creative solutions that have the power to drive conversions. Consumer to shopper, shopper to buyer, buyer to advocate.

AT-A-GLANCE
WHO WE ARE
A recognized and versatile leader in shopper marketing, ranked #1 shopper marketing agency by the HUB Magazine (2013/2014) and named to Ad Age’s “Top 5 Promotions Agencies” list in 2015. An agency of 350 passionate associates, we’re part of Epsilon.

EXPERTISE
We take a fact-based approach with both shoppers and retailers, and turn insights into actionable solutions. Our proprietary tools provide a unique window into shopper behaviors, and our field-based retailer experts provide retailer penetration, insights and access that is unequalled.

WHAT WE DO
Catapult is the pioneer of Conversion Marketing, where branding and buying are part of the same overall customer experience. Conversion Marketing uses data, technology, and ongoing analysis to reach, connect, and move consumers overtly along the purchase funnel.

PRODUCTS & SERVICES
- Shopper Insights and Strategy
- Shopper Marketing
- Digital Shopper Marketing
- Multicultural Shopper Marketing
- e-Commerce strategy / execution
- Omnichannel planning / execution

MAJOR CLIENTS
- MARS
- ConAgra
- Kellogg
- Kraft
- Bayer
- Gerber
- Whirlpool

KEY EXECUTIVES
Paul Kramer, CEO
Peter Cloutier, CMO
Joe Robinson, President
Jen Mathissen, EVP Strategy & Insights

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Conversion Marketing is about making people act. It’s getting consumers to feel, click, like, view, search, post, play, shop, buy, and advocate. That’s what Catapult does. We’re the first Conversion Marketing agency that does this end to end, and we’re experts in making consumers take action.
IT’S ALL ABOUT EXECUTION

Welcome to CMG, a Shopper & Partnership Marketing EXECUTION agency with a successful track record of providing strategic, cost-effective program solutions. From day one, we have utilized our knowledge of retailers and what it takes to effectively plan and execute marketing programs that deliver results. Our relationships with our clients’ direct and broker sales organizations have allowed us to collaborate with them, and create impactful events that drive incremental volume and high ROI. At CMG, we focus our Account and Creative teams on understanding our clients’ objectives, and then creating the right programs to win with our clients’ key retailers.

If you are looking for an agency that can combine consumer insights and brand strategies, and turn them into impactful, well executed, Shopper or Partnership Marketing programs for your top retail partners, give us a call.

WHO WE WORK FOR...

Our Clients – CMG works with CPG companies of all sizes. Our approach to servicing these clients is the same no matter what the client’s size. The first, and most important step in our approach is to immerse ourselves in our clients’ organizations, to better understand their objectives, strategies and internal systems, so that we can plan, develop, and execute successful marketing plans. After this initial step with our client, it’s all about...

- The Customer – The customer (retailer) is king, and without the proper knowledge and experience, any Shopper/Partnership Marketing program can quickly be derailed before it even gets started. CMG has executed account specific programs at retailers throughout North America for 15 years, and our senior management team has over 60 years of combined experience planning and executing these programs.

- The Shopper – CMG has demonstrated time and time again that shoppers respond to our programs. We provide a robust balance of offers and tactics that exceed both retailer expectations, and our clients’ desire to reach their most important consumers.

WHO WE ARE

CMG was established in November 2000 to provide leading CPG companies with a cost-effective alternative for their retail marketing program development and in-store execution. Our agency objective is to develop programs that address not only our clients’ needs, but also their key customers’ objectives and merchandising philosophies.

EXPERTISE

Retail Marketing, concentrating in Shopper and Partnership Marketing, with a focus on EXECUTION.

PRODUCTS & SERVICES

- Shopper Marketing Planning
- Partner Solicitation, Negotiation, and Contract Development
- Creative and Concept Development
- Program Execution
- Budget Management
- Post Promotion Reporting and Evaluation
- Sweepstakes Rule Writing and Fulfillment

INDUSTRIES SERVED

- Food and Beverage
- Pet Supplies
- Health & Beauty Aids
- Office Supplies
- Home and Housewares

WE ARE A NATIONALLY RECOGNIZED AGENCY

Collaborative Marketing Group, Inc. is currently featured in several publications’ list of top agencies, including The Hub and Promo Top Shops, and was recently recognized in Shopper Marketing’s 2015 “Who’s Who in Shopper Marketing.”

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Tools

THE FINAL KEY TO OUR SUCCESS...

Our Team – We must be doing something right because our employees never leave! Our account team has an extremely high retention rate. And as a result, we have an experienced team of professionals who are dedicated to their clients’ businesses, and passionate about delivering the right answers.
Like solving a puzzle, the greatest rewards are realized when an insight-driven strategic plan unites with perfect execution.

At the Collaborative Marketing Group, we have a successful track record of providing our client partners with effective, profitable program ideas by matching up sound consumer insights with our knowledge of the retail landscape.

If you are looking for a strategic, execution-focused, and cost-effective agency solution to your Shopper or Partnership Marketing needs, come visit us at www.collaborativemktg.com. We know how to fit the pieces together.
WE SEE WHAT OTHER AGENCIES DON’T

Our database is the largest in the world. Fed by proprietary shopper surveys, ongoing consumer research, the world’s largest retail coalition of transactional data, and real-time digital behavior, we have a very clear picture of 300+ million consumers and 120+ million households. The incredible amount of intelligence we have means that we can see things other agencies don’t: consumer buying behavior, precision targeting, cross-device activity, the exact when, where and what of real buying behavior. Our 200 data scientists specialize in everything from predictive modeling to segmentation and media effectiveness. This intelligence fuels our strategies, and our creative solutions. By combining it with some of the leading minds in strategy, creative and targeting, we’re able to use what we see that other agencies don’t, to drive results that other agencies can’t. Including connecting to over 1.5 billion unique digital IDs across devices – web, mobile, social, email, and video.

WE WORK WITH THE BEST BRANDS IN THE BUSINESS

We seek out client partners who share our passion for deep insights, smart strategy and big ideas that grow brands and categories. With our clients, we’re leading the way, intersecting with shoppers at the precise point in time – with the right message and on the right device – to trigger the desired behavior.

AT-A-GLANCE

WHO WE ARE

Epsilon is an all-encompassing global marketing company. Our three core business capabilities — marketing, data and agency services — provide a comprehensive set of services to over 2,600 clients around the globe.

EXPERTISE

Epsilon’s point of difference is that with our depth of data resources and analytics capabilities, we are able to merge transactional and behavioral data with insights for deep consumer understanding and robust shopper profiles.

PRODUCTS & SERVICES

- Marketing Data
- Insights & Strategy
- Agency Services & Creative
- Marketing Technology
- Media Reach
- Loyalty Engagement
- Media Reach
- Loyalty Engagement

MAJOR CLIENTS

- GlaxoSmithKline
- Organic Valley
- Bacardi USA
- Unilever
- Nestlé Waters
- Purina
- Nature’s Way
- Walmart

INDUSTRIES SERVED

- CPG
- Retail
- Healthcare
- Financial
- Entertainment
- Telecom
- Automotive

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We connect brands with today’s always-connected shopper.

Epsilon is much more than a shopper marketing agency. We’re an all-encompassing marketing partner that helps you reach, engage and retain shoppers for your brand.

First, we find out who you need to talk to. Using our breadth of data and tools, our insight team works to understand who they are, how they think, and how and where to talk to them.

Then, we create targeted messages and experiences that hit them in the right place, or on the right device, at precisely the right moment to convert them into buyers.

After we’ve helped you win their business, we help you win their hearts. We engage them with your brand to turn them into your most loyal fans so that great results become sustainable.

epsilon.com
ENTERPRISING CAPABILITIES

As the shopper-first brand agency, FCB/RED considers every consumer and shopper touch point—from initial brand engagement to sustainable consumer advocacy. Our deep relationships with retailers, coupled with cultural sensitivity and empathy for their consumers and shoppers, informs and guides our work.

We believe creative collaboration is key to building great ideas and that good design is essential to providing memorable experiences. Our expertise in digital, mobile, social, retail, experiential, and broadcast channels yields seamless solutions that holistically address the needs and desires of today’s in-control, omni-channel shopper.

We drive results—and create competitive advantage for our clients—by approaching every connection as an opportunity to provide a brand experience, and a change in shopper behavior.

Backed by complete through-the-line content capability and scale, we meet the fast, efficient needs of clients large and small.

THE FCB/RED EDGE

The best work in our industry exists when we bring together the most creative and diverse talent—from research analysts to strategists, to producers, poets and creatives, from in-store to digital, activation and broadcast. We’re serious about diverse points of view, and we believe that every idea starts with an insight. And we know what a real insight is. Ask us.

PRODUCTS & SERVICES

- Shopper & Consumer Insights, Planning, Measurement and Analytics
- Branded Experience, Environmental Design, Creative Services
- Retail & eCommerce Shopper Strategy and Solutions
- Digital, Social, Mobile Engagement and CRM
- Brand Activation and FCBX Experiential Events
- Content Creation, Full-Scale Production, Media & Distribution

MAJOR CLIENTS

- AB InBev
- Big Heart Pet Brands
- Brown-Forman
- Coca-Cola
- Johnson & Johnson
- Kikkoman
- MilkPEP
- Samsung

KEY EXECUTIVES

Tina Manikas, President
Teddy Brown, EVP, Creative
Curt Munk, SVP, Planning & Insights

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Milk-Bone® Brushing Chews Launch
Creating end-to-end solutions for each retailer and its shoppers

The Paint Studio at Ace
Attracting shoppers via a reimagined campaign and destination in store

AB InBev Global Brand Retail Platforms
Retail branding and shopper platforms that cross channels

Jack Daniel’s® Uncut Series
A bold repositioning of a brand’s role in culture through music

FCB/RED added new clients and earned more combined HUB and Shopper Effie awards than any other shopper agency in 2015.

*HUB Top Twenty
WE ARE THE SHOPPER-FIRST BRAND AGENCY

Thank you to our clients for making us #1 in shopper excellence on the HUB Top Twenty.
GEOMETRY GLOBAL: THE LARGEST AND MOST GEOGRAPHICALLY COMPLETE ACTIVATION NETWORK IN THE WORLD

With teams in 56 markets, and 11 offices across North America, the Geometry Global network develops highly compelling marketing programs - informed by data and insights - connecting people with brands at precisely the right times, in the right places, and the right ways - making a measurable difference to our clients’ business. Geometry Global delivers award-winning creativity and integrated talent across a range of disciplines including Shopper, Relationship, Promotional and Experiential, Trade and Digital Marketing. Geometry Global is a WPP company.

WE INSPIRE PEOPLE TO BUY WELL

We dive deep into data to analyze behavior. From there, we unearth insights that become platforms for our planning. We apply pitch-perfect creativity at the key points of influence to reshape shopper journeys. We call that Precision Activation: the right combination of spaces, places, moments and voices that enable us to sell more for our clients.

WE ARE INSPIRED BY GREAT TALENT

Imaginative, effective, influential: we search worldwide for exceptional people from all backgrounds, all infused with these qualities. We don’t have people to place – we have careers to build.

We are a diverse global team of passionate creatives, analysts, strategists, digital specialists and account managers. We all share an obsession with shopper marketing, consumer understanding and the power of ideas. We are inspired by technology innovation. Our goal? To help our clients sell more and help our people develop their skills with innovative, high quality training.

AT-A-GLANCE

WHO WE ARE
Geometry Global is an award-winning, multi-practice marketing agency that influences people’s buying behavior with transformative creative solutions informed by rich data and sharp insights.

PRODUCTS & SERVICES
- Shopper Marketing
- Digital Activation
- Consumer Promotions
- Experiential Marketing
- Relationship Marketing
- Media Planning

MAJOR CLIENTS
- Unilever
- Kimberly-Clark
- Heineken
- Nestle
- General Mills
- Liberty Mutual
- John Deere
- Mondelez
- American Express
- Campbell Soup Co.

KEY EXECUTIVES
Carl Hartman, CEO
Bruce Henderson, Chief Creative Officer
Eric Pakurar, Chief Strategy Officer
Carl Preller, Chief Performance Officer

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Is that your brand gathering dust on the store shelf?

Hey, at least it’s in good company. Some very powerful brands are languishing in the aisles right this moment.

It’s not for lack of awareness. These are household names.

But knowing or even desiring a brand simply does not ensure that one will buy it.

Activating brand demand does. And that’s what we do.

We shape people’s purchase behavior by motivating them to act. That’s why some of the most successful companies in the world—including General Mills, Heineken, Kimberly-Clark, and Unilever—partner with Geometry Global to keep their brands flying off the shelves.

And leaving the rest in the dust.

We inspire people to buy well.
OUR CAPABILITIES

At hmt, we understand that successful shopper marketing activation depends on strategically integrating the retail experience into the brand plan from the get-go. Combining consumer/shopper insights with our extensive retailer knowledge, we consistently deliver thought leadership in shopper engagement as the foundation for best in class shopper marketing planning and execution. We have a remarkable track record for creating dynamic, shopper-stopping programs that work in today’s complicated retail environments and drive sales results. We know every shopper makes choices that affect your bottom line; our expertise is knowing where to reach them, how to interact with them and what to say once we have their attention.

Core Competencies:
- Shopper Marketing Planning & Activation
- Consumer Promotion & Customer Engagement
- Brand Hospitality/Experiential

OUR PHILOSOPHY

hmt is grounded in a single-minded, core philosophy: strive to be an indispensable partner to our clients.

Our success is founded on the principles we follow:
- Be Marketing, Sales and Retail Experts
- Add Value at Every Opportunity
- Be Reliable and Trustworthy
- Be Straight-Forward and Down to Earth
- Be Financially Prudent

AT-A-GLANCE

WHAT OUR CLIENTS SAY

“They quickly grasped the nuances of our business and responded with strategic, creative solutions that were true to our brands and embraced by our retailers. Their professionalism, sense of urgency and creative thinking has been a breath of fresh air for everyone on my team.”

Customer Vice President
E. & J. Gallo Winery

EXPERTISE

Leveraging consumer/shopper insights and applying our vast retailer knowledge, we deliver shopper marketing programs that generate profitable sales while building equity and loyalty for your brand.

HOW WE ARE DIFFERENT

hmt is the perfect combination of know-what and know-how.

- We’re efficient & effective
  We’re experts at developing and executing superior marketing programs which extend our clients’ key marketing initiatives at retail.
  Our long-standing, highly-skilled project management staff steeped in our proprietary processes and tools, deliver value by minimizing cost while maximizing activation impact.

- We’re expedient
  Our company structure enables us to move at the “speed of retail”, delivering flawless program execution with consistently exceptional client service.

- We’re proven
  We have a remarkable track record for creating dynamic marketing solutions that work across today’s complicated retail landscapes, driving best in class sales results for some of the largest, most iconic brands in the industry.

PRODUCTS & SERVICES

- Smart Shopper Marketing Solutions
- Consumer Promotions
- Shopper Marketing Planning and Activation Tools
- World-Class Corporate & Consumer Events
- Sweepstakes Administration and Fulfillment

MAJOR CLIENTS

- The Kraft Heinz Company
- Mondeléz International
- E. & J. Gallo Winery

KEY EXECUTIVES

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If you have a company or brand initiative that could benefit from a cost-efficient planning tool designed to deliver shopper activation across the entire retail landscape, we’ve got all the right moves.

The hmt gameplan℠ effectively extends your brand equity along the shopper journey, elevating programs beyond price point executions to increase your ROI and enhance your relationships with customers. It’s your move... contact us today!

Maximize shopper activation across the board!

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> scalable
> customizable
> turnkey

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WE ARE BIG AND SMALL AT THE SAME TIME.
A lot of agencies talk about global scale and multiple offices. We have the size and scale, as part of one of the world’s largest sales and marketing companies, Acosta, but we like to behave small. We don’t have a thousand layers of people or unnecessarily complex systems. And we like to move fast. Very fast. Our approach is simple: we come in, have a conversation, determine what success looks like, and then do everything in our power to deliver it. We like to say, we identify and solve what matters.

MORE THAN A™.
Sure, we have trademarked processes and tools – but then we thought, are you buying the process or results? So we only have one trademark that truly matters, Purchase Design™. Because everything we do is designed to drive purchase.

AT-A-GLANCE
WHO WE ARE
North America’s only Purchase Design™ agency.

INDUSTRIES SERVED
- Consumer Packaged Goods
- Electronics
- Wine/Spirits
- Retail
- Pharmaceutical/OTC
- Baby
- Beverage

PRODUCTS & SERVICES
- Shopper Marketing
- Deconstruction™ (Insights & Strategy)
- Shoppergraphics™
- Digital Path of Influence™ (Influencer & social)
- Innovation, Product Launches & Consumer Promotions
- Brand Identity & Package Design
- Multi-brand, Scale Programs & Partnership Marketing

MAJOR CLIENTS
- Starbucks
- Clorox
- Georgia Pacific
- McCormick
- AB InBev
- Johnson & Johnson
- General Mills
- Diageo

KEY EXECUTIVES
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Matthew Diamond, SVP, Canada
Jason Katz, EVP, Head of Digital
Chad Grenier, EVP, Retail Marketing Services

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WHY US?
Lots of agencies in this magazine will talk about "driving conversion" and "turning shoppers into buyers." But how many are willing to put their money where their mouth is? One.
ENOUGH ABOUT US. WHAT’S YOUR TOUGHEST CHALLENGE?

Write a note or sketch it up. Snap a pic and text it to James Fraser 416-575-8896.
TAILORED TO YOUR NEEDS

Over the last 15 years, we have garnered expertise in over 50 categories, built marketing relationships with over 100 retail partners and managed $1 billion of our clients’ marketing dollars. It means our ability to build brand experiences across the purchase journey, to live in the intersection of consumer and shopper, has proven highly successful for clients of all sizes and levels of marketing sophistication. We are solution agnostic; our programs are customized to solve the business challenge. Similarly, customization extends to our team structures, our ROI models, our extension into new channels such as E-Commerce and DIY, and our building of mobile platforms from the ground up – all to enable consumers to shop anywhere at any time.

WHAT WE BELIEVE

Execute flawlessly. Explore fearlessly. Our unique legacy as part of Advantage Sales & Marketing means that shopper is part of our DNA and we have the bench strength to get things done at retail, giving clients a measurable competitive advantage. But we believe the distinction between consumer and shopper is mindset. As such, our work seamlessly connects consumer promotion and shopper marketing, building branded experiences along the full purchase journey. And our restless dissatisfaction for the status quo means we are always thinking about a future state – of our services, of the retail landscape itself, of what consumers will embrace and what will shape their lives.

That entrepreneurial spirit means that we will always stay flexible, solution agnostic and shaped by what our clients need.

WHAT MAKES US DIFFERENT

We are the only agency rooted in retail and built to map along the purchase journey. And we strive to be the absolute best when it comes to turning consumers into shoppers, and shoppers into buyers. As such, our model ensures seamless connectivity between Category Dynamics, Brand Objectives, Sales Needs, Retailer Requirements, Big Creative Thinking and Executional Excellence.

We fuel that effort through unique differentiators:

- Deep Retail Relationships – Live, working relationships with 100+ retailers.
- Unmatched Insight Resources – $10MM invested annually in a variety of consumer and shopper insight tools.
- Recognized & Rewarded – We’re honored to be ranked in the top 10 of every promo agency ranking and awarded for our expertise. For the past 2 years running, Advertising Age ranks us #1 in Promotion and #1 in Experiential/Events.
- Diverse, Dynamic Associates – Our experienced team members come from a variety of manufacturers, agencies and research companies – all of whom go the extra degree to create raving fans of our clients.
- Commitment to Measurement – Adept at Lifecycle Analytics™ which allows us to build tailored, predictive models, establish KPIs and rigorously measure post-promotion.

We pride ourselves in having a dynamic culture built on teamwork, mutual respect and an entrepreneurial spirit that fosters growth and development. To know us is to see immediately our passion, responsiveness and willingness to go that extra mile.

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ADVERTISEMENT
THE POINT IS PURCHASE™

We turn shoppers into buyers, delivering superior results for our clients and their customers.
OUR CAPABILITIES

We mine, dig and research until we discover something new. A new insight. A new energy to spark something different. A new idea to ignite shopper marketing which is to think, feel and act. It is honest to the brand, relevant to the shopper and remarkable in its ability to drive sales.

To aid us in the creation and validation of our innovative ideas for clients, we’ve created and employed proprietary, industry-leading tools to ensure we consistently deliver against goals and objectives defined by our clients. Tools include: 

**ML6**, the foundation of our planning process, six key criteria found in all successful shopper marketing programs. 

**The 4C's**, our industry-recognized tool that validates and provides assessment of your shopper communications ensuring effecting retail communications. 

**SellCheckSM**, an easy-to-use service that evaluates and improves retail POS communications to drive incremental sales. Finally, we deliver your program’s results while it’s happening with our **Quantum Report**, which not only shows you what’s happening but why it’s happening.

OUR PHILOSOPHY

No longer can shopper initiatives be on a singular mission to simply move a shopper from consideration to purchase at a retail destination. Today the instant gratification from data networks and mobile devices has changed the way we shop for everything. Marketing requires an even deeper understanding of the shopper: how, when and where they want to shop.

Shopper solutions need to surround the consumer and their shopping experience wherever the intent may lead them. While sales lift is a key metric, the social dynamics of shopping, recommendations and influence require a more holistic approach to build both brand engagement and measurable sales. How do you change with your shoppers? You can’t keep doing the same thing and expect different results. Enter MarketingLab.

WHAT MAKES US DIFFERENT

We utilize our industry-leading proprietary process and tools to uncover critical insights that motivate shoppers, consumers and retailers to purchase and support our clients’ brands with features, displays, incremental shelf space and secondary placement, resulting in increased sales.

We invite you to talk to any of our satisfied clients. We’d be happy to make the connection for you – our clients love to sing our praises.

In the meantime, have you ever faced one of these challenges?

- How do you triple sales while building a stronger relationship with your most difficult retail partner? Call MarketingLab – that’s what Little Debbie did!
- How do you get 1 million samples in shoppers’ hands while filling retail shelves with new products at stores thousands of miles away? Call MarketingLab – that’s what Land O’ Lakes did!
- How do you get space beyond the shelf while promising bigger baskets for your preferred retail partners? Call MarketingLab – that’s what Western Union did!
- How do you meet lofty yearly goals set by your retail partner while spending little or no incremental dollars? …Well, you get the idea!

AT-A-GLANCE

WHO WE ARE

We are a group of marketers that have come together with a singular purpose: to help clients sell more of their products and services by utilizing the collective knowledge, creativity and expertise of our team. Our range of experience on both the agency and client side make us uniquely qualified to consistently exceed our clients’ expectations.

INDUSTRIES SERVED

- Consumer Packaged Goods
- DIY/Home Improvement
- Financial Services
- Consumer Durables
- Healthcare
- Healthcare

PRODUCTS & SERVICES

- Shopper Marketing
- Promotional Marketing
- Retail Marketing
- Experiential Marketing
- Social, Digital & Mobile Marketing
- Shopper Research

MAJOR CLIENTS

- CenturyLink
- Bellisio Foods
- Delta
- Galbani
- Honeywell
- Land O’ Lakes
- Phillips Distilling Company
- P&G
- Twin Cities Orthopedics
- Western Union

KEY EXECUTIVES

Rich Butwinick, Founder & President
Mark Lenss, Sr. Vice President & Managing Director
John Tieszen, Vice President & Managing Director
Chris Haas, Creative Director

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LET’S TURN IT ON

Today, a brand is fully turned on only when consumers are taking action. We discover actionable shopper and retailer insights to create programs which motivate consumers to think, feel, and act. From iconic brands to new products, MarketingLab is committed to igniting our client’s sales. Are you ready to turn your brand on?

Visit us at www.marketinglab.com

Boost shopper engagement and ignite sales.

Win recognition.

Turn your brand on today.
**CONNECTING WITH THE CONNECTED SHOPPER**

It’s critical to stay ahead of the technology, insights, content and experiences that drive shopper’s decisions. That’s why Match Marketing Group has developed an internal focus around First To Recognize™, our principle that ensures our teams in every office are identifying and advancing the insights, ideas, technology and content that will affect tomorrow’s shopper landscape.

To enable best-in-class marketing and service, Match MG has developed an integrated marketing capability spanning strategy, creative, promotions, shopper marketing, digital, CRM, experiential and merchandising – with over 7,000 employees in the field.

**AT-A-GLANCE**

**WHO WE ARE**

Our goal for every client is to create seamless experiences that change behavior, enhance brand value and drive demand. To do this, we’ve built an agency with truly connected capabilities that reflect how people plan, buy, shop and share.

**PRODUCTS & SERVICES**

- Research, Insights, Innovation
- Integrated Marketing
- Social & Digital
- Experiential & Event Marketing
- Direct Selling & Merchandising
- Retail Operations & Management
- Food/Beverage
- Health & Wellness
- Retail
- Sports/Entertainment
- Telecommunications

**INDUSTRIES SERVED**

- Alcohol
- Automotive
- Consumer Electronics
- Education
- Energy
- Food/Beverage
- Health & Wellness
- Retail
- Sports/Entertainment
- Telecommunications

**KEY EXECUTIVES**

- Brett Farren, President & CEO
- Michael Dill, President / North America
- Liz Crawford, SVP, Strategy & Insights
- Paul Neel, SVP, Executive Creative Director

**CONTACT**

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CEO
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Michael Dill
President - North America
203-286-0554
We focus on what’s next

It can be a Herculean task to stay ahead of the technology, insights, content and experiences that drive today's shoppers to act. That’s where we come in. Match Marketing Group is the First to Recognize™ what motivates shoppers to better connect with brands, stores and one another.
RELATIONSHIPS MATTER

We are committed to the success of our client partners and the success of our team members. Relationships take work, and we are in it for the long haul, which is why we have client partners and team members who have been with us for over 15 years. In fact, our first client partner from 1997 is still a key client today.

The collaboration and partnership we build with our client partners is legendary, as we take the time to fully understand our their businesses and challenges. Having that confidence means we bring them the strategic solutions and activations which deliver outstanding sustainable results and share growth to their businesses.

RESULTS MATTER

With more than 30,000 new SKUs introduced per year, 3,000 messages competing for our attention daily, and shoppers making purchase decisions in about 3 seconds, you want a partner you can count on in a rapidly changing retail environment. Working together to utilize the strengths and talents of our strategy, creative, and production services, we achieve game-changing results for our clients.

Working in a trusted and collaborative partnership with our clients is why Saatchi & Saatchi X has earned more Shopper Marketing Effie awards than any other agency. An Effie Award is the most prestigious honor our industry can bestow and is based on results. In shopper marketing, it’s all about the numbers – and our clients’ results are outstanding.

WHO WE ARE

Saatchi & Saatchi X is trusted by category-leading billion dollar brands as well as small start-up companies to deliver growth and sustainable business results in a dynamic retail environment. Earning more Shopper Marketing Effie Awards than any other agency, we deliver results.

WHAT WE DO

We drive results through fully integrated programs with strong shopper insights, creative that engages shoppers, and brilliant activation across all retail environments. Our long-term client and retailer relationships enable us to make retail simple for retailers, brands, and shoppers.
NOTHING IS IMPOSSIBLE.

The unknown factor that helps solve a problem. The secret weapon that brings brands, retailers, and shoppers together.

At Saatchi & Saatchi X, our experts know how to create in-store and online shopping experiences that drive sales. With an unprecedented 16 Shopper Marketing Elite Awards, we've proven that we know how to motivate shoppers and influence their purchase decisions. We dream big and fuel our belief that when it comes to shopper marketing, we are the X factor.

Saatchi & Saatchi

© 2015 Saatchi & Saatchi X
MOVING BEYOND THE BUMP TO CREATE A LASTING BOND

What if shopper marketing could deliver more than just a bump to the bottom line – what if it could create a bond with shoppers? We believe it can, that’s why we created Shoptology. We approach collaboration from a hands-on perspective, bringing the right people together – brands, retailers and our team of Shoptologists – to build passion around shared solutions. Good shopper marketing should do more than deliver a one-time sale. We think it’s time for brands to move beyond the bump and create meaningful, lasting bonds with shoppers.

REVEALING INSIGHTS. BUILDING IDEAS. ENGAGING WITH SOLUTIONS.

Since today’s shoppers can buy when, where and how they want, engaging them with relevant messages is harder than ever. That’s why everything we do revolves around the shopper. Observing the purchase journey, we uncover new ways to reach and engage shoppers where it matters – in the store, online and throughout their lives. We do this by generating revealing insights, building brand-strengthening ideas and bringing it all to life in a way that provides the right solutions for shoppers.

WHAT OUR CLIENTS ARE SAYING

“A partner that brings fresh thinking to old and new challenges – and helps innovation move faster.”

Jeff Swearingen, SVP Demand Xcelerator North America Commercial Team, PepsiCo

“A true business partner that brings fresh insights and ideas. And a great collaborator as a key part of the agency team to get great work to market.”

David Vanderwaal, Head of Marketing LG Electronics – US: HA/HE

CONNECTING TO THE NEXT, NOW & LAST

The purchase decision doesn’t happen at a single place or point in time. We work with our clients to create the kind of connected engagement that matters by focusing on understanding the entire shopper experience in context: What are they doing now? What was the last thing they saw? And where will they go next? Since every shopper’s journey is different, we map it and adapt our ideas to get the most out of the marketing strategy for our clients, engaging shoppers every step of the way and creating more effective bonds.

AT-A-GLANCE

WHO WE ARE
We’re a collaborative team of creative rebels, tech nerds, retail radicals and Who’s Whos in shopper marketing, who live by a shared code every day. Our Shoptologists are passionate about building meaningful bonds between shoppers, retailers and brands.

EXPERTISE
We were built to anticipate and create solutions for your newest shopper marketing challenges – and your most nagging ones. Our programs deliver breakthrough and sustainable growth by collaborating with brands and retailers to build insight-based ideas that bond with shoppers.

PRODUCTS & SERVICES
- Engagement Platforms + New Growth Initiatives
- Product Launches + Go-To-Market Strategies
- Retail Reinvention Shopper Immersions + Ideation Workshops
- Social Activation, Strategy + Community Management
- Capability Development + Training

MAJOR CLIENTS
- Walmart
- PepsiCo
- LG Electronics
- Sennheiser
- Direct Auto Insurance
- Estée Lauder

KEY EXECUTIVES
Charlie Anderson, CEO
Julie Quick, SVP, Head of Insights & Strategy
Dino de León, SVP, Head of Creative
Ken Madden, SVP, Head of Engagement

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HOW CAN YOU BOND WITH TOMORROW’S SHOPPERS TODAY?

Do you have a problem you’ve never encountered before?

- Nothing new? Okay.
- We like new challenges and breaking ground.
- We don’t like the same stuff over and over again either.

Is the standard approach getting you nowhere?

- Well, what about this?
- Okay, collaboration usually gets things moving.
- So you just like flowcharts then?

Are you having trouble getting your ideas to market?

- Yeah, that’s not it.
- Yes?
- No?

WE’RE SHOPTOLOGY. LET’S TALK.

We built our agency for where shopper marketing is headed because we know where it’s been. Our collaborative team is constantly evolving with the marketplace to create breakthrough solutions that will keep breaking through tomorrow. We excel at unconventional, uncharted or un-whatever marketing challenges because we build ideas that bond.
EVEN THE MOST COMPLEX THINKING HAS TO START SOMEWHERE

3 Lens Model™
The 3 Lens Model™ helps guide our selling strategy.
Brand: We uncover the brand traits that really speak to shoppers and consumers.
Shopper: We understand who the specific shopper is, and why they buy what they buy.
Retailer: We assess the retailer’s motivations and unique preferences.

Disruption®
Unprecedented brand results demand an unexpected approach.
We apply the art of Disruption® to ask better questions, challenge conventional wisdom, and overturn assumptions that get in the way of imagining new possibilities.

Retailer Intel™
All those smarts need to be harnessed somewhere.
Our dedicated knowledge base offers the deepest understanding of retailers and their needs.
From The Checkout to our Retail Arts Lab, we use our shopper knowledge to turn shoppers into buyers.

The Shopper Continuum®
Expertise in today’s retail landscape is more than connecting point A to point B.
We use the Shopper Continuum® to understand the journey and drive shoppers from consideration (Pre-Tail®) to purchase (Retail) to advocacy (Post-Tail®).

THE NEXT FRONTIER: SHOPPABLE CONTENT

As the shopping journey shifts increasingly online, with digital playing a more significant role than ever in defining consumer choices, agencies are continually looking to stay ahead of the intersection of digital and physical retail.

The Integer Group continually guides its clients through the new world of omnichannel retail, staying on top of the latest developments that affect the way brands drive their consumers to action. While social media has had an impact on how shoppers gather information to make a purchase decision, it is fast becoming the channel by which they will actually make the purchase. That’s the essence of “shoppable content.”

Morgan McAlenney, EVP of Integer’s Digitail® practice (the convergence of digital and retail) is well aware of the challenges brands face understanding the impact of new technologies. “For shoppable content to really catch on, content must be viewable in consumers’ social feeds, where they are already spending their time,” McAlenney explains. “Shoppable content needs to happen within familiar tools that users trust, like Facebook, YouTube and Amazon, and the content itself needs to be relevant to the consumer.” For example, a brand might create a video—delivered via Facebook or YouTube—highlighting a social event such as a Labor Day barbecue. Integrating a “buy now” button would let viewers purchase the food being cooked or the fashions being worn. Goods can be immediately delivered by a store partner, creating a seamless link between social activity and the retail purchase—all while making sure that the video is content-focused and not seen as purely an ad.

Brands need to marry creativity to strong execution, something that isn’t always the case. “The user experience of current shoppable content disrupts users’ actual enjoyment of the content,” says McAlenney. “Current solutions are to hack the YouTube player to make video shoppable or to send people to a digital destination to use a proprietary video player.” In fact, Integer believes the growth of digital video is going to further fuel the link between content and shopping. “The grand slam of shoppable content is video,” says McAlenney. “The experience of shopping within a video can’t be disruptive to viewers. Shopping needs to be something users can do while enjoying the content, not instead of. It’s time we put our heads together and dare to try something new and figure this out together.”

WHO WE ARE
We’re a promotional, retail, and shopper marketing agency from down the street and across the globe. Regardless of the address, we always live at The Intersection of Branding and Selling®.

INDUSTRIES SERVED
• Retail
• Beverage
• Consumer packaged goods
• Telecommunications
• Home and shelter
• Automotive aftermarket
• Power sports

PRODUCTS & SERVICES
• Shopper Marketing
• Retail Design
• Retailer Marketing
• Digitail®
• Promotional Marketing

MAJOR CLIENTS
• MillerCoors
• P&G
• AT&T
• Kellogg’s
• Pella Corporation
• Polaris Industries
• Starbucks

KEY EXECUTIVES
Mike Sweeney, CEO and President, Denver
Frank Maher, COO & Group President, Midwest
Marc Ducnuigeen, President, International
Ellen Cook, President, Dallas

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With the technological and behavioral evolution taking place in shopping, understanding and improving the shopper’s experience can get pretty confusing. For over twenty years, Integer® has been turning shopper knowledge into transactions—converting sense into dollars—by activating brands at every retail touch point. Go to integer.com/untangle or call Nicole Souza directly at (303) 393-3235 so we can help untangle your consumer’s shopping experience.
BUILDING A CUSTOMIZED SHOPPER AGENCY SOLUTION

Imagine building a Shopper Marketing agency from scratch designed to meet your needs in today’s rapidly changing marketplace. What capabilities would you include? You’d probably start with the basics, marketing from the shelf back. But in today’s environment, these capabilities are table stakes. You’d also need scalable Mobile expertise and Social Media capabilities to create real-time dialogue between you and your shoppers. And you’d want the ability to produce original content to extend that dialogue and deepen the engagement. Today, these are the new essentials of shopper marketing.

Alright, good start, but wouldn’t you want to extend your impact beyond the store and into pop culture? You’d want to manage events or experiences that tap into impassioned platforms like sports and entertainment. And multicultural expertise is critical to engage with the various shopper communities that want/need your brand.

That’s a lot, right? But this unique collection of capabilities are needed to emotionally engage the shopper and deliver innovation to shopper your platforms.

And it’s exactly what The Marketing Arm has built.

YOU NEED AN OMNI-AGENCY TO WIN IN THE OMNI CHANNEL

Omni Channel is your new reality. And you need an omni-agency to take advantage of this new opportunity.

The Marketing Arm not only understands this omni-channel reality, we skillfully play in it everyday. We help our clients reframe the omni-channel opportunity through a different lens, one that aligns shopper marketing with emotion and innovation. We identify and seize opportunities by using the latest tools and motivating messaging to move shoppers to action.

First, our Planning, Insights and Performance Science team, staffed with experts in shopper behavior and data analysis, identify impactful intersections between shoppers, brands & retailers. Then our Shopper Experience Designers create powerful programs that intersect shopper insight and emotion with the latest retail media and innovations. This includes integration of owned and earned digital investments and creation of custom mobile content to drive conversion at store and e-commerce.

So, if you’re reading this, you recognize the changes happening around you, and realize the old ways of working are no longer working. If that’s the case, then TMA is the agency that can help you keep pace and maximize your effectiveness today and into the future.

AT-A-GLANCE

WHO WE ARE
Established in 1993 as a promotions agency, The Marketing Arm focused on the biggest consumer passion platforms - sports and entertainment. Today, TMA is an unparalleled leader in shopper marketing, designed to trigger emotional engagement through creativity and innovation.

EXPERTISE
Our proprietary Audit, Connect and Trigger (ACT) methodology helps us identify the critical intersection between shoppers’ passions and mindsets using a unique blend of data-driven insights, engaging creativity and behavioral science to fuel emotion and drive measurable behavior.

MAJOR CLIENTS
- Anheuser Busch
- AT&T
- Bacardi USA
- Dannon
- Frito-Lay
- GameStop

PRODUCTS & SERVICES
- Shopper Planning, Insights & Performance Science
- Shopper Experience Design
- Mobile Marketing & Social Media
- Promotions & Events
- Entertainment Marketing
- Crowdsourcing

KEY EXECUTIVES
- Dan Belmont, President
- Mike Paley, EVP, Shopper Marketing
- Terry Dry, President, Digital
- Jordis Rosenquest, EVP, Planning, Insights & Performance Science

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EMOTION IS AN UNTAPPED RETAIL CURRENCY

Most people believe that the choices you make are born from careful, rational analysis of all available alternatives. Yet, in reality, our emotions drive behavior more than anything else. Especially purchase decisions. More than product attributes, features, and, yes, more than facts. Ninety-three percent of all purchases are driven by emotional decisions.

So, you might be asking, “How do I ensure my brand wins at every shopper touch point? I compete in a category with similar branded products and fierce private label competitors.”

Well, it’s all in harnessing the power of shopper emotions. When brands tap into the emotional triggers to motivate shoppers, they win. It is The Marketing Arm’s unique approach (ACT) and innovative tools that help us activate around shopper’s emotional connections to influence where, when, and what they buy.
CONNECTING EMOTION AND INNOVATION

TAKE A JOYRIDE DOWN THE PATH TO PURCHASE.

themarketingarm
WE'RE IN THE UNIFYING IDEAS℠ BUSINESS


Everything is fragmented. The casualties have been many: efficiency, efficacy, profit, reach, sales, sell-through, volume, growth, etc.

We’ve set out to change it—all. With our approach. With our services. With our ideas.

We are The Mars Agency, and we’re in the Unifying Ideas℠ business. Our ideas transcend “bucketing,” “categorizing,” “authorship” and “medium” in favor of bridging marketing departments, agencies, disciplines and consumer journeys. They’re brand inspired, shopper focused and retail activated. And they’re all built to do one not-so-simple thing—create profitable, sustainable growth for our clients.

WHAT YOU CAN EXPECT FROM US

UNIFIED INTELLIGENCE
Our Whole-Person Insights, Advanced Customer Targeting System, Retailer Intelligence Group, Shopper Programmatic Engagement Engine and Shopper Journey Mapping all help us uncover growth opportunities and strategies to reach the shoppers who will be most profitable for brands and retailers.

UNIFIED IDEATION
We’ve built our agency on the backs of egoless ideators, industry experts who think holistically and realistically across shoppers, brands, business and commerce.

UNIFIED PLANNING & STRATEGY
We align brand equity and the shopper experience with our intimate in-market retail knowledge and relationships for better sell-in and sell-through.

UNIFIED ACTIVATION
We execute ideas supported by proprietary benchmarking, real-time forecasting and analytic tools that enable learning and optimizing for better ROI.

WHO WE ARE & WHAT WE DO
We are a globally recognized leader in shopper marketing. We are passionately independent, proudly woman-owned and fiercely focused on delivering growth. We create shopper-focused Unifying Ideas℠ that drive profitable, sustainable growth for brands and retailers.

INDUSTRIES SERVED
- Health & Wellness
- Personal Care
- Technology
- Consumer Electronics
- Food & Beverage
- Adult Beverage
- Private Label
- Retail

CAPABILITIES
- Shopper Marketing
- Consumer Promotions
- Platforms
- Partnerships
- Branding
- Digital/Social/Ecomm
- Environmental Design

MAJOR CLIENTS
- Campbell Soup Company
- Chattem
- Chobani
- Colgate-Palmolive
- Gannett
- Hallmark
- Pfizer Vaccines
- Sun Products Corporation
- T-Mobile
- Walmart

KEY EXECUTIVES
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In an increasingly fragmented marketing world, connecting the wants and needs of retailers, brands and shoppers isn’t easy. Our industry needs to work harder. And so do our ideas. We need to link brand experiences across mediums, devices and channels of commerce. To get marketing departments and ad agencies on the same page. To bridge attention spans. To create mutual growth for brands and retailers. In short, we need ideas that unify.

WE WORK HARD TO CREATE UNIFYING IDEAS™
REIMAGINE RETAIL

Retail is an opportunity to inspire connections. To stand out, and to become a part of consumers’ lives, brands must pique their interests, make them curious, engage them in conversation and do it with some imagination. This ensures that brands are present and successful wherever the buy happens.

TPN creates encounters that influence preference through purchase to deliver Commerce with Imagination. We create connections between brands and the different modes and roles people move through along the customer journey, creating a Modal Dialogue™ between brands and their target. It’s TPN’s way to produce success regardless of the environment or location in which the buy happens and what allows the agency to continuously deliver on our promise to Reimagine Retail™.

CREATE AN OMNI-COMMERCE DIALOGUE

In today’s on-demand retail space, your target is in control. They determine when, where and how to buy. Brands have to be ready when the target is ready. At TPN, we utilize our Modal Dialogue™ approach to create touch points along the dynamic-retail journey to make the buy happen. We recognize your target’s four retail modes to create two-way conversations and sync content to match behavior. With each encounter, the goal is to select the right vehicles and deliver a message to align with the target’s retail mode.

AT-A-GLANCE

WHO WE ARE

TPN is a dynamic-retail marketing agency: born in tradition, fueled by innovation and living at the intersection of traditional retail and emerging commerce. We Reimagine Retail with global brands including Bank of America, PepsiCo and The Hershey Company.

EXPERTISE

TPN takes an omni-commerce approach to creating connected retail experiences tailored to a target’s four retail modes. Our Modal Dialogue™ methodology engages audiences to pique curiosity and activate along their customer journey.

PRODUCTS & SERVICES

• Shopper Marketing
• National Promotion
• Digital Marketing + Commerce
• Innovation + Retail Technology
• Distributed Content
• Branded Environments

MAJOR CLIENTS

• 7-Eleven
• Bank of America
• Grupo BIMBO
• The Hershey Company
• The Clorox Company
• PepsiCo

KEY EXECUTIVES

Sharon Love, Chief Executive Officer
Rich Feitler, President and Chief Operating Officer
Sarah Cunningham, Senior Managing Director
Nancy Shamberg, Managing Director, Shopper Marketing

CONTACT

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There are more ways to make a sale than a sale

Discounting your brand to get the registers ringing can sometimes seem like your only option. At TPN, we offer a full basket of strategies, tactics and technologies to help your brand to stand out and pique interest, so you can inspire real connections and **make the buy happen** in today’s dynamic-retail landscape.

TPN. We’re not just shopper marketing; we’re dynamic retail. Born in tradition. Fueled by innovation. tpnretail.com
ONE OF THE FASTEST-GROWING SHOPPER MARKETING AGENCIES IN THE WORLD

TracyLocke is one of the fastest-growing shopper marketing agencies for a reason. Everything We Do Is Buy Design®. More specifically, we design shopper journeys that inspire behavior and motivate purchase. That’s why we are maniacally focused on developing ideas designed to influence shoppers wherever and whenever they choose to engage with our brands. To help get to these ideas, we have forged industry-leading innovative tools and analytics to uncover profound insights that no one else has. We have broken the traditional team model and reimagined our structure to truly create the kinds of omnichannel experiences that everyone now expects. The fact that we are just as relentless about the “art” of shopper marketing as we are the “science” helps us attract multi-disciplined creative talent from all over the world to solve the most complex challenges with simple, elegant solutions. When it comes to the art of “making,” our Design Collective and Studio execute with excellence at the speed of retail. We are living in the most transformational time in shopper marketing, and we are excited to be leading the way.

UNLOCKING POTENTIAL

We have the best people. And no matter what stage of their career they are in, we’ve made it our mission to help every one of them unlock their potential. This isn’t just talk. Every single person who joins TracyLocke receives a lock that goes on our wall. It’s a physical reminder of our commitment to them, both professionally and personally, to provide the keys that will help them unlock their potential. Over the years, there have been so many powerful and touching examples of our people achieving things at TracyLocke that they never could have previously imagined. It’s no wonder so many people have grown their entire careers with us. And of those who have left, many have gone on to become industry leaders and clients. From mayors to CEOs to CMOs, they have continued to unlock the potential of countless others.

The way TracyLocke shows up is just different than everybody else.
It’s just brilliant how simply they can break down complex business issues and bring solutions that always move the needle.

- Bryan Welsh, VP GM, PepsiCo

The Guide to Shopper Marketing Agencies • 2015

AT-A-GLANCE

WHO WE ARE
We are a rapidly expanding global shopper marketing agency that believes in the power of design thinking to inspire people to buy and act.

EXPERTISE
Working in close partnership with retailers worldwide, we craft retail and brand experiences that create value at every relevant omnichannel touchpoint. We are experts at getting consumers and shoppers to buy into our clients’ brands and purchase their products.

PRODUCTS & SERVICES
- Retail Strategy, Insights & Analytics
- Creative Development
- Design Services
- Retail Activation (including digital/social/mobile)
- Content Production
- Category Consulting

MAJOR CLIENTS
- PepsiCo
- SC Johnson
- Pfizer
- HP
- Samsung
- T-Mobile
- Anheuser-Busch
- Pizza Hut
- Direct Energy
- First Data

INDUSTRIES SERVED
- CPG
- Retail
- Healthcare
- Technology
- Beer & Spirits
- Energy
- Foodservice
- Tourism
- Sports

KEY EXECUTIVES
Hugh Boyle, Chief Executive Officer
Michael Lovegrove, President & Chief Creative Officer
Tyler Murray, Chief Strategy Officer

CONTACT
Kryslyn Burks
kryslyn.burks@tracylocke.com
WE'RE HIRING.

TracyLocke believes Shopper Marketing is entering its most exciting and transformational time. We believe that the next generation of shoppers will reshape our industry forever. We believe that the retail environment is the next great canvas for creativity, connectivity and innovation. We are looking for talented people who believe what we believe.

jobs@tracylocke.com

@tracylockejobs

/company/tracylocke
Two West is a retail shopper marketing firm driving deep retail engagement at home, on the go and in-store. We deliver marketing with more than stopping power – we generate unstoppable retail momentum. We create a series of significant, surprising and spectacular moments across channels, media and markets that work together to trigger emotions and win customers.

WHAT MAKES US DIFFERENT
In the world of retail marketing, there lies a vast sea of sameness. To break the surface, you have to make waves. We believe emotions are energy. They can power decisions and compel action. They drive the machinery of retail commerce. And currents of emotion can be channeled to generate a powerful wave of retail momentum, compelling shoppers to purchase. What begins as a ripple, when a person encounters the brand, swells through the entire customer journey, from awareness to activation to advocacy.

AT-A-GLANCE
WHO WE ARE
Two West is a retail shopper marketing firm driving deep retail engagement at home, on the go and in-store.

EXPERTISE
We deliver marketing with more than stopping power – we generate unstoppable retail momentum. We create a series of significant, surprising and spectacular moments across channels, media and markets that work together to trigger emotions and win customers.

PRODUCTS & SERVICES
- Branding
- Brand Localization
- Digital Screen Media & Broadcast
- Experiential Shopper Marketing
- In-store Communications
- Store Design/Environmental

MAJOR CLIENTS
- LG
- Sprint®
- AMC® Theatres
- Vespa®
- Honda
- Sylvan Learning®
- H&R Block®

KEY EXECUTIVES
Ethan Whitehill, CEO
Lou Thurmon, CMO
Steve Spencer, CCO
Mark Lopez, CIO

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Great ideas start with no.
OUR PHILOSOPHY

We deliver bold brand ideas across channels and media the way consumers experience the world—seamlessly. Seamless isn’t a discipline. It’s a philosophy that allows us to unify our capabilities and results in completely fluid thinking from development through execution, including media and analysis.

WHAT MAKES US DIFFERENT

Seamless marketing isn’t just our tagline—we’ve evolved the agency to deliver it. We’ve restructured all of our client teams, walking away from a traditional structure, and bringing together diverse marketing talent to each team based on the type of work being developed along with category experience and industry dynamics. We’ve also combined data/market intelligence, marketing mix planning, shopper/retail planning, media management and performance measurement into one centralized group (named Q, after the character who supplies James Bond with all his gadgets) to create meaningful and measurable seamless marketing plans.

OUR EXPERIENCE

There’s a reason why Upshot has been a top shopper marketing agency for so many years in a row. It’s our experience, our people and our work. Our top talent is consistently on the list of “who’s who” in shopper marketing. Our experience is both deep and broad. And our work has been acknowledged by the industry with hundreds of awards over the years.

We’ve worked in an array of categories for world-class companies like Coca-Cola, Sony, P&G, Kraft Foods, MillerCoors, Johnson & Johnson, Diageo, Omron Healthcare, Electrolux, Wrangler, SBC Wireless, Kyocera and New Balance, and we have brought programs to life in practically every imaginable channel. We’ve created traffic-driving promotions, merchandising, temporary and permanent signage, displays, circulars, advertising, social media, digital engagement, mobile shopping integration, in-aisle innovations, aisle and category reinvention and total store design. Our programs have spanned multiple retail channels and categories, including mass, grocery, club, convenience, dollar, drug, e-commerce, home improvement and specialty.

WHO WE ARE

The Seamless Marketing Agency™

We are an independent Chicago-based marketing agency that delivers bold brand ideas across channels and media the way consumers experience the world—seamlessly.

INDUSTRIES SERVED

- Consumer Packaged Goods
- Footwear & Apparel
- Beer & Spirits
- QSR

- Travel & Hospitality
- Technology
- Lawn & Garden
- Food & Beverage

PRODUCTS & SERVICES

- Shopper-Ready Strategies, Communications & Design
- Environmental/3-D Design & Innovation
- Promotion & Activation
- Media Buying & Planning
- Performance Measurement & Analytics
- Digital & Mobile Engagement

MAJOR CLIENTS

- Procter & Gamble
- New Balance
- Johnson & Johnson
- Kraft Heinz Company
- Constellation Brands Beer Division

- ACH Food Companies
- Google
- LiftMaster
- Scotts Miracle-Gro

KEY EXECUTIVES

Brian Kristofek, President & CEO
Lisa Hurst, SVP, Account Management
Brian Priest, SVP, Creative Services
Mary Van De Walle, VP, Planning

CONTACT

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“INTEGRATION” IS SO 2014.

Marketing should be more than a bunch of disparate tactics “integrated” back together. Brands need to CONNECT WITH PEOPLE THE WAY THEY EXPERIENCE THE WORLD—SEAMLESSLY. We create ideas that flow across channels and media so people can engage with brands on their terms.
Don’t miss these other Industry Guides appearing only in Shopper Marketing magazine in 2015.

Shopper Marketing Teams
October 2015

Retailer & Shopper Insights
November 2015

Data Providers
December 2015

Contact Chuck Bolkcom at the Path to Purchase Institute at cbolkcom@p2pi.org or (773) 992-4420 for more information.