

tradescape 3.0

Shopper Marketing at Retail

Essential knowledge for brand and shopper marketers to effectively activate your brands at retail.

Trade Intelligence is South Africa's leading source of retail business research. Through the Ti School of Retail curriculum – we share our insight and expertise to build the capability of individuals, teams and companies to:

- Optimise trading partner collaboration
- Improve industry understanding and efficiency
- Maximise ROI on trade spend



Programme Objectives

- To equip brand, shopper and customer marketing teams with the knowledge and insight needed to build relevant, informed, customer-aligned brand and shopper marketing plans
- To optimize communication and alignment between marketing, sales and field operations teams

“Equip yourself to face those difficult customer engagements! This one-day programme will provide you with the insights you need to leave your mark.”

Learning Outcomes

- Understand the impact of the macro economic and social landscape on shopper behaviors
- Gain practical knowledge and insight into your retail customers’ – from format strategy and shopper segmentation to promotional activity and NPDP
- Know the shopper promotional platforms available for you to optimize your trade promotional spend
- Significantly improve your new product listing and sales success rates
- Be inspired by global and local point of sale best practice and execution on the shop floor

Who should attend?

The **tradescape 3.0 | Shopper Marketing at Retail** programme is targeted at FMCG manufacturer – Brand, Key Accounts and Shopper Teams

- Marketing and Brand teams
- Shopper & Customer Marketing teams
- Advertising Executives

Programme Overview

Introduction

- The SA FMCG trading context
- What is Shopper Marketing?
- From brand plan to effective shop floor execution

Opportunity analysis by Retailer*

- Brand positioning, trading strategy, formats and shopper profile
- Shopper communication channels available to manufacturers
- The in-store context and how it impacts on your choice of shopper activation tools
- Retailer loyalty drivers
- Retailer analytics and how to activate retailer data to drive shopper engagement
- Opportunity analysis (SWOT)

What does success look like?

- What's going on in-store? Best practice merchandising, POS, activation
- New Product Development – what does an effective customer proposition look like? The key questions brand teams need to address

Profiled Retailers*

The workshop covers 5 retailers to be selected by the client

Corporate Retail



Wholesale / Hybrid / Route-to-Market



Duration & Facilitation

- 1 to 3 days, scope dependent
- In-classroom, on-site
- Facilitated by expert retail analyst

*The term retailer is used generically to include retailers, wholesalers, informal independent retailers and route-to-market operators.

Delegate Feedback

“Great workshop! Hope we have a follow up during the year so we can sink our teeth into this area more.”

Brand Manager | RCL Foods

“Valuable learning about our retailers-they are the gatekeeper to our shopper”

Marketing Director | FMCG Manufacturer

“Very informative, interactive, excellent facilitation. Wish I had attended some time ago.”

Brand Manager | Nestlé



Contact us
tel +27 [0] 31 303 2803
info@tradeintelligence.co.za

Thobeka Magubane
thobeka@tradeintelligence.co.za

Shelley van Heerden
shelley@tradeintelligence.co.za