

# **Programme to Flow: Shopper Insight & Category Management Conference 24<sup>th</sup> February 2022**

## **Agenda Summary:**

1. Morning Co-Chairs' Opening Remarks
2. Channel Strategies
3. How Big Prawn Landed Impressive Category Growth By Casting A Line Into Consumer Data
4. Changing Shopper Behaviours & Trends Panel
5. Uncertainty & Recession: Adapt & Thrive
6. Morning Break with Informal Networking
7. Shopper Campaigns: Marketing & Activation
8. Drive Brand Growth Through Emotionally Connecting On Sustainability
9. Rise Of Rapid Response Retail
10. Shoppercentric & Greencore: A Case Study In Skill Fusion
11. Lunch & Informal Networking For Delegates, Speakers & Partners + Informal Breakout Discussions
12. Afternoon Co-Chairs' Opening Remarks
13. Rapid-Response Case Study
14. Sustainability
15. Unseen Is Unsold - How To Ensure Your Product Stands Out In The Crowded Online Grocery Store
16. Winning Online
17. Afternoon Break with Informal Networking
18. BBG Grow Vision - Beer Role On Meal Occasions
19. Toluna Case Study
20. Retailer Insights Q&A
21. Afternoon Co-Chairs' Closing Remarks

**08:30 Registration, Morning Coffee & Objective Setting**

**09:00 Morning Co-Chairs' Opening Remarks**

Kirsty Watts

Head of Category

**General Mills**

**09.10 Channel Strategies**

**Balance The Growing Trend Of Online With Winning Bricks & Mortar Strategies To Enhance Product & Range Potential On Every Channel & Maximise Your Sales**

- Unprecedented disruption, unprecedented online growth, the temporary decimation of some high-street retail... how long will the impact of this be felt in our strategies or are we going to see a “bounce back” to some sort of “normal”?
- Build your categories around your channel strategies or vice versa? The most effective methods to maximise growth and remain agile
- With more channel strategies than ever before, how do you balance each channel to maximise your sales potential?

Monisha Singh

Shopper Marketing Manager

**Kepak Group**

### 09.35 How Big Prawn Landed Impressive Category Growth By Casting A Line Into Consumer Data

Claire Evans, Category Manager at The Big Prawn Co. joins Chris Dingley, Head of Customer Success at Attest to talk about how they’re harnessing consumer data to understand more about where their product fits in the market, and what consumers want to see the brand produce next. In addition to a deep dive on four research projects and their business outcomes, exclusive new research on the factors that most influence people to try a new product will be shared - giving you clarity on what to focus on to win in your category in 2022.

Chris Dingley

Head of Customer Success

**Attest**

Claire Evans

Category Manager

**The Big Prawn Co.**

### 09.50 Changing Shopper Behaviours & Trends Panel

#### **Prepare Your Strategy For Changing Shopper Habits & Capitalise On The Most Critical Shopper Trends To Maximise Engagement & Growth**

- With increased diversification of shopping channels, how do you keep up with how, when and where your consumer base is making purchases?
- Stay connected with the consumer to ensure you capitalise on every mission with the latest insights into changing shopper habits, motivations and purchasing behaviours

- Plant based, sustainability, price points, scratch cooking, healthy preferences and regulation... get ahead of the game with predictions of long-term behavioural changes going into 2023 and beyond
- Future-proof your range and drive growth with shopper-driven category innovation and NPD strategies aligned to the latest consumer mindsets and retailer expectations

Shailina Parti

Group Buying Director

**N Brown Group**

Alice Ratcliffe

Head Of Brand

**Oddbox**

Amanda Hamilton

Senior Category Development Manager

**Edrington UK**

Chris Tarquini

Senior Category Manager

**Brown Forman Beverages**

Samantha Johnson

CMO

**Dr Sam Bunting**

### 10.30 **Uncertainty & Recession: Adapt & Thrive**

In Times Of Financial Insecurity, Supply Chain Complications & Trading Issues, Rethink Your Category & Shopper Strategy Through Pricing, Promotion & Resourcing Strategies To Not Just Survive But Thrive

- Trying to keep pace with and minimise the ongoing impact of Brexit, import and export and supply chain hurdles on product availability, manufacturing times and pricing
- During tough times, consumers demand value! So how can you convey value without undercutting on price?
- In times of financial insecurity, how can you make sure that you are continuously adapting to match the constantly changing consumer needs?
- Stay one step ahead and rethink strategies for your brand by preparing for future food trends as a result of the pandemic and changing regulations

Liz Forte

Marketing Director

**Compass Group UK&I**

### 10.55 Morning Break with Informal Networking

### 11.25 Shopper Campaigns: Marketing & Activation

#### **When Shopper Behaviour Diversification Is At Its Highest & Every Penny Counts, Reconstruct Shopper Marketing Strategies To Invigorate Shopper Activation & Boost Spend In All Channels**

- With the entire path-to-purchase being disrupted, execute a gold-standard in a new era of shopper marketing to keep customers engaged in your product
- Pricing, ads, meal deals, fixtures, coupons, promotion ends... discover the best ways to increase sales through tailored shopper marketing strategies for in-store and online channels
- How can your campaigns keep pace? Stay one step ahead of evolving consumer trends and anticipated regulation to ensure your campaigns remain relevant and effective
- How do you turn one-time wins into sustainable growth?

Grace Smith

Shopper Marketing Manager

**Britvic**

### 11.50 Drive Brand Growth Through Emotionally Connecting On Sustainability

New shopper insight reveals consumers have far higher sustainability expectations of brands than they do of themselves, but many brands are failing to connect. Learn how to engage shoppers with more meaningful initiatives that make an emotional connection to drive future shopper behaviour.

Steve Brockway

Chief Research Officer, UK

**Maru Group**

## 12.05 Rise Of Rapid Response Retail

### **The New Players On The Pitch: The Growth Of Rapid Response Retail! Insights Into Their Shopper Marketing & Category Management Priorities To Maximise Potential For Your Brand**

- How have rapid-response retailers spotted and seized a gap in the market to create a business model that responded to the immediate shopper needs and mission?
- Redefining convenience: from rapid delivery time and targeted purchasing, categories set by mission or product and innovative, impossible-to-ignore shopper marketing strategies
- Why is rapid response a growing, here-to-stay trend – and what do they need from manufacturers for win-win relationships to maximise this channel opportunity?

Ben Penrose

European Category Lead

**Gopuff**

## 12.30 Shoppercentric & Greencore: A Case Study In Skill Fusion

### **Knowledge isn't power, until applied: Case Study of Skill Fusion**

- Strategy: Moving from a gap in knowledge to proactively guiding the business, seamlessly
- Ambition: Creating an organisation that desires shopper knowledge that then acts upon it to influence internal and external partners
- Enthusiasm: Driving a thirst for progress and building demand for what's next

Jamie Rayner

Managing Director

**Shoppercentric**

Kerry Jones

Insight Manager

**Greencore**

## 12.45 Lunch & Informal Networking For Delegates, Speakers & Partners

### 13.15 Informal Breakout Discussions

A) **Challenger Brands**

Lisa Manning  
Category & Insight Manager  
**Border Biscuits Ltd**

B) **Meal Occasions**

Maria Neves  
Head of Category Management  
**Anheuser-Busch InBev**

### 13.45 Afternoon Co-Chairs' Opening Remarks

Daniela Busseni

Head of Category Development - Sweet Treats

**Premier Foods**

Jasmine Jubbal

Consumer Data Product Owner – Europe, Advanced Analytics

**PepsiCo**

### 13.55 Rapid-Response Case Study

#### **Uncover How A Market-Leading Rapid-Response Retailer Capitalises On Growing Consumer Trends & Collaborates With Brands & Other Retailers To Unlock A New Age For Retail**

- Review the marketplace to discover the true potential of rapid-response retail, why it has sky-rocketed in popularity and why it is an option that cannot be missed
- A full weekly shop in 60 minutes? Unlock the power of rapid response with real-life insights into strategies of increased reach to consumers and enhanced range to be the true 'new' retail
- Discover the potential for collaboration between rapid response and brands and retailers to maximise the revenue potential through this innovative channel

Paul Gott

Chief Operating Officer

## **Beelivery**

### 14.20 Sustainability

#### **Sustainability: A Commitment Rather Than A Trend! Re-Examine Your Product & Category Strategies To Align With Consumer Expectations & Deliver More Environmentally-Friendly Propositions**

- With the consumer increasingly favouring climate-friendly, green, recyclable and even plant-based products, what is the long-term impact on shopping habits?
- Tap into the increasing consumer demand for sustainability to differentiate yourself from other brands to keep retailers and consumers engaged
- Packaging, carbon, waste reduction... what credentials and approaches can you take to demonstrate your commitment to responsibility to consumers and retailers?
- Beyond the end-product: what other opportunities are there to demonstrate corporate commitment to the environment?

Elsie Rutterford

Co-Founder

**BYBI**

Dominika Minarovic

Co-Founder

**BYBI**

### 14.45 **Unseen Is Unsold - How To Ensure Your Product Stands Out In The Crowded Online Grocery Store**

Gareth Tuck

Director UK & Partner

**Eye Square**

### 15.00 **Winning Online**

**Unlock The Power Of Online: Capitalise On New Opportunities & Navigate New Challenges To Keep Up With Consumer Trends & Expectations & Maximise Online Retail Success**

- When years of online growth has been forced through in months, what are the next steps to maximise profits and shopper engagement in the online channel?
- Category strategies to ensure your product is high up on the virtual “shelf” and increase your shopper visibility
- As online occupies a greater proportion of the market, how can we rethink shopper missions, category planning and pricing and promotions with the online lens?
- Traditional online retail, the rise of rapid retail and direct-to-consumer ecommerce... the online channel is diversifying but what is the right move for your product and category?

Beth Berry

Customer Insight Manager

**Bettys & Taylors of Harrogate**

#### 15.25 Afternoon Break with Informal Networking

#### 15.55 BBG Grow Vision - Beer Role On Meal Occasions

Maria Neves

Head of Category Management

**Anheuser-Busch InBev**

#### 16.20 Toluna Case Study

**Research in the new world: Understanding eCommerce behaviours from a Customer / Subscriber / User perspective. How can brands optimise sales in an e-commerce environment.**

1. Background: How the pandemic altered perceptions & expectations of e-retail
2. Overview: Toluna’s eCommerce evaluation platform
3. Exploration of e-commerce data: How / what / when do people interact with your product online
  1. Path to purchase
  2. A/B Testing
  3. Taxonomy Impact



4. Basket Impact
4. Respondent view: Simulated responses
  1. Demo of eCommerce platform
  2. Insight collected
5. Case Study: online snacking in an e-commerce setting

#### 16.35 Retailer Insights Q&A

##### **Establish & Maintain Strong Retailer- Manufacturer Relationships Maximise The Potential Of Your Brand & Win Consumers**

- With more competing brands and less shelf space, discover what retailers want from brands to maximise sales opportunities
- What are the most successful new products and launches to catch retailer eyes recently?
- With new regulation around the corner, what is the retailer perspective on the limitations and new opportunities this creates?
- Has the online retail space created new opportunities and expectations for brands from retailers?

Susan Connolly

Sales & Marketing Director

**Connolly Spar**

#### 16.50 Afternoon Co-Chairs' Closing Remarks

Daniela Busseni

Head of Category Development - Sweet Treats

**Premier Foods**

Jasmine Jubbal

Consumer Data Product Owner – Europe, Advanced Analytics

**PepsiCo**