

The Shopper Insights & Behaviours Conference  
28<sup>th</sup> February 2023  
Cavendish Venues, 22 Duchess Mews, Marylebone, London, W1G 9DT



# Welcome To The Shopper Insights & Behaviours Conference

## Official Event Programme

Please note that the following timings are flexible. Due to the nature of a live event, the conference chairs and organisers will be updating the timings throughout the day to adapt to speakers running over time, late arrivals, last minute changes and extending popular sessions. Please rest assured we will do our utmost to adapt and to accommodate all live changes.

**Organised By:**



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**Registration & Informal Networking**

08.30 – 09.00

**GIC Welcome**

09.00 – 09.10

**Morning Chair's Opening Remarks**

09.10 – 09.20

Emily Jones, Senior Category Strategy Manager, **Premier Foods**

**The Pricing Squeeze – Surviving & Growing During Uncertainty**

09.20 – 9.40 **Harnessing The Power Of Shopper Insight To Drive Category Growth Through 'Unsettled Times'**

- Building shopper insight to enhance existing category management principles
- Exploring methods of building shopper understanding and converting to actionable insight
- Shopper insight driving internal thinking and external activations

Howard Chamberlain, Head of Category Development, **Premier Foods**

Farrah Mosaheb, Category & Shopper Strategy Controller, **Premier Foods**

**Shopper Behaviours & Trends – Panel Discussion**

09.40 – 10.15 **What Does The Future Hold For The Evolution Of Retail? React & Adapt To Emerging Shopper Macro Trends With Cutting-Edge, Savvy Campaigns & Products That Engage Customers In 2023 & Beyond**

- As insurgent brands continue to gain traction and disrupt the market by listening and adapting their marketing and product strategies to meet customer demands, forecast which shopper trends disruptors are monitoring to get ahead of the curve, protect sales and drive brand success
- The return of 'little and often': yes or no? Ensure you are not left on the shelf by establishing what consumers are prioritising today and how their channel choices are changing to adapt your discount and pricing strategies
- As shoppers become more and more interested in their health, wellbeing and the environment, how are these trends impacting their shopper purchase habits and what are categories doing in these areas to maximise impact?

Simon Wainwright, Group Head of Insight & Foresight - Brand & Proposition, **Tesco**

Angela Bitzou, Category Manager World Foods, **General Mills**

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Rocky af Ekenstam Brennicke, Former Director Brand & Creative, & Other Stories, **H&M Group**

Anne Claypole, Category Controller, **Kopparberg UK**

### Harnessing Consumer Insights To Stay Ahead Of Your Category Curve

10.15 – 10.30

- Asli Ozciger Taylor, Global Head of Consumer Analytics at No7 Beauty Company, joins Natasha Hutchinson, Customer Success Principal at Attest for a deep dive into their insights strategy and how maintaining a consumer-centric approach to decision-making is the key to staying agile, maximising impact with shoppers, and ultimately staying ahead of your category curve.

Natasha Hutchinson, Principal Customer Success Manager, **Attest Technologies Limited**

Asli Ozciger Taylor, Global Head of Consumer Analytics, **No7 Beauty Company**

### Data-Driven Innovations & Measuring Success

10.30 – 10.50 **Optimise Your Shopper Customer Experiences With The Latest Data Insights & Trends To Become A Customer-Driven Organisation That Adapts & Responds To Changing Shopper Behaviours To Skyrocket Sales**

- ‘Fiction versus reality:’ with the pandemic skewing data, where do you now turn to receive reliable, relevant insights to define and ensure your style of category management isn’t outdated?
- Monetise the latest ways tech, AI and digital tools are being used to support the tracking and monitoring of customer behaviours to produce evidence-based, successful shopper marketing
- Does the data show that consumers are cutting out big-ticket items? Examine where brands are seeing the decline of sales and translate insights into data-driven product development

Jessica Vara, Head of Brand & Innovation, **BOL Foods**

### Morning Refreshment Break With Informal Networking

10.50 – 11.20

### Driving Purchase Through Sustainability Activation

11.20 – 11.40 **Whilst Sustainability Is Clearly Of Huge Importance To Companies And Consumers Alike, Is It Still Realistic That Sustainability Comms Can Influence FMCG Shoppers Purchase Decision Making At Fixture?**

- With shoppers increasingly value-conscious, is it still possible that activation centred around sustainability messaging can also deliver a positive ROI for FMCG brands?
- What can brands do when activating sustainability communications in-store to also ensure they deliver a strong ROI?
- How can brands work more strategically with key customer partners in delivering this?

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James Waterworth, Head of Trade Marketing, **Anheuser-Busch InBev**

### Retail Horizons – The Future of Shopping

11.40 – 11.55

- How shopping behaviour is different in Asia?
- What is driving this behavioural difference?
- Why should we care?

Andy Rushforth, SVP Market Development, **PRS IN VIVO**

### Winning Channel Strategies – Delegate Discussion

11.55 – 12.25 **Please Refer To The Delegate Discussion Worksheets To Find The Discussion Objectives & Discussion Points**

*We would encourage you all to enter into the spirit of the day and to share ideas with fellow delegates. We understand there might be commercial sensitivities behind discussing strategies, however, there is a lot to be gained from sharing theories, mindsets and abstract situations – the person sat next to you might just have that fresh outlook which unlocks new potential!*

### Lunch For Delegates, Speakers & Partners

12.25 – 13.25

### Afternoon Chair's Opening Remarks

13.25 – 13.35

Emily Jones, Senior Category Strategy Manager, **Premier Foods**

### From Insights To Revenue Forecasting

13.35 – 13.50

- What you need to translate insights into value prediction
- How to include shopper activation in revenue forecasting and optimisation
- Breaking the silos: holistic commercial planning to drive one team, one goal

Danielle van der Ende, Product Marketing Director, **Visualfabriq**

### Driving In-Store Engagement

13.50 – 14.10 **Refresh & Renew Your In-Store Strategies With Winning Campaigns & Product Placement To Deliver Exceptional Brand Interaction, Compel Consumers To Return To Store & Protect Sales**

- Examine the future of shopper retail with the trailblazers shaking up the industry to understand what customers truly want from their in-store shopper journeys and how you can drive innovation to exceed expectations

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- With hybrid working here to stay, rethink engagement strategies to drive consumers back to store with campaigns that reflect changing shopper behaviours
- Create an experiential and interactive cross-category store experience to integrate offline and online shopping experiences to keep up with the ever-changing concept of what being in-store means to consumers today
- With households feeling the pinch financially, explore pioneering ideas to protect high street retailers with product and marketing strategies that boost profit in a challenging market

Roger Harrison, Category & Insights Manager, **St Pierre Groupe Limited**

Heather Burgess, Marketing & Insights Manager, **St Pierre Groupe Limited**

### Balancing Value & Lifestyle – Communicating In A Cost Of Living Crisis

14.10 – 14.25

- Consumers and brands have gone through an unprecedented period, coming out of the covid-19 pandemic and entering into a period of political & environmental uncertainty and a cost of living crisis.
- It's crucial that brands and organizations understand the realities consumers face in living under these pressures, but how can we understand how to communicate appropriately, or even to innovate products and ranges to speak to the needs at play.
- With our Signals methodology, we have teased out the subtle changes that brands across lifestyle points (inc. food, drink, wellness and entertainment) have been making both in the dominant and emergent space.
- These provide some key cues & opportunities, both visual & text based, to communicate with consumers as they look to continue engaging in the products and lifestyle routines they love, even under the increasing constraints & pressures they face.

Bridget Dalton, Director – Offer Development, **Discover.ai**

### Retailer Insights & Collaboration – Panel Discussion

14.25 – 14.55 **Your Questions Answered! Hear First Hand What Retailers *Actually* Want From Their Brand Partnerships To Ensure That Your Products Stand Out In-Store & Online In Today's Shopper Market**

- Category managers, brand managers and retailers... an information exchange of wants and desires to ensure thriving, productive and collaborative relationships which continue to produce profit at both ends of the supply chain
- With video calling having replaced face-to-face meetings, review alternative avenues retailers and brands can communicate/collaborate today to ensure the new normal doesn't sour sales
- How can brands co-exist on retailers' shelves alongside private label ranges and guarantee your product portfolio doesn't get left on the shelf by value-driven consumers?

Anne Claypole, Category Controller, **Kopparberg UK**

Maria Neves, Category Manager Head for UK&I, **Anheuser-Busch InBev**

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**Afternoon Refreshment Break With Informal Networking**

14.55 – 15.25

**Bonus Session; Reserved For Field Agent**

15.25 – 15.40

Robin Shuker, Managing Director, **Field Agent**

**Spotlight: Exceptional Shopper & Customer Engagement Experiences**

15.40 – 16.00 **Showcase Your Brand Through Innovative & Creative Data-Led Shopper Marketing Which Create Exceptional Hybrid Customer Experiences To Generate New Levels Of Loyalty**

- How do brands and retailers use cutting-edge shopper experiences both in-store and online to attract customers during periods of economic difficulty and boost retention?
- Explore methods to use AI & tech to reignite digital CX activation and identify which e-commerce opportunities retailers and brands should invest in today to outshine competition and deliver exceptional shopper experiences
- As big retailers experiment with concept stores, promoting stock with innovative services and content, how can category managers leverage experience-related strategies to maximise spending?
- What strategic questions must be asked when dealing with vastly increased knowledge about customer data and their behaviour to truly understand their wants and desires?

Benjamin Diez, Manager Strategy & Insights, **McDonald's Deutschland LLC**

**Afternoon Chair's Closing Remarks & Official Close Of Conference**

16.00 – 16.10

Emily Jones, Senior Category Strategy Manager, **Premier Foods**

*Many Thanks For Joining Us*