Shopper, Retailer & CATEGORY INSIGHTS

DRIVING GROWTH | 13th February 2025

Welcome To The Shopper, Retailer & Category Insights Conference

Official Event Programme

Please note that these 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:

gic GLOBAL INSIGHT CONFERENCES

08.15 **Registration & Informal Networking**

09.00 **GIC Welcome & Morning Chair's Opening Remarks**

Jenna Martin, Head Of Category & Insights, **Angus Soft Fruits Ltd**

Category Innovation & Shopper Activation Online

09.10 **Unlock Spend With Savvy Ecommerce & Online Retailing Strategies: Guarantee ROI, Increased Activation & Growth With Dynamic, Targeted Marketing & Digital Shelves**

- Uncover the challenges to execution: unify product developers, shopper and category teams to maximise shopper activation and increase sales
- From main grocers to D2C ecommerce and quick-service retailers, what are the latest drivers and barriers in consumers choosing online purchases?
- Investigate the psychology and rationale behind impulse buying behaviours, exploring effective tactics to stimulate purchases when people don't feel the impulse while shopping online
- Achieve data-driven, personalised promotions and target advertising which enhances online shopping and increased conversion rates

Olivier Marescq, Global Head of Business Innovation, **Pernod Ricard HQ**

Driving Growth During Times Of Inflation

09.30 **Persevere Through The Cost-Of-Living Crisis & Persisting Inflation With Strategies To Emerge Unscathed Through Advantageous Pricing & Product Quality That Solidifies Your Brand & Inspires Your Customers**

- Benchmark how consumers are reacting to the new government and review the latest forecasts for product, pricing and promotional strategies which mirror economic recovery
- Ready for the boom – make sure that when outlooks improve that you are in the right position to push on and hit new heights
- Insights into the categories where consumers are willing to spend vs make savings: actioning strategies to toe the line between quality and cost and exactly where can we encourage customer spend
- In it together? Increase collaboration and strengthen retailer-manufacturer relationships to weather price squeezes and maintain win-win profits and growth

Aaron Cooper, Head Of Grocery Impulse, **Iceland Foods**

Retail Media: Strategic, Influential & Effective – Panel Q&A

09.50 **Generate Compelling Retail Media Which Translates Into Increased Consumer Engagement, Higher Conversion & Tangible Bottom-Line Impact**

- Steps you can take to leverage your customer, shopper and category insights to create compelling and profitable retail media strategies
- Measure media performance: to what extent are we successfully monetising retail media and generating incremental revenue?
- With retail media set to be a billion-dollar-industry by 2030, what do we need to do now to shape media strategies and ensure that manufacturers aren't left in the dust?
- Delve into the evolving landscape of native advertising within retail media, exploring effective integration strategies that seamlessly blend brand messaging with customer experience to drive conversions and brand loyalty

Jack Johnson, Head Of Retail Media & Data, **Ocado Retail**

Kate Blackmore, Shopper Marketing Manager, **Pilgrim's Europe**

10.20 **Practical Applications Of Data & AI To Fuel Category Growth**

- Exploring The imbalance between manufacturer and retailer adoption of AI
- How AI can be harnessed to democratise access to insight
- Practical suggestions for using data and AI to achieve superior outcomes in Retailer range reviews

Ross Watson, Chief Operating Officer, **Brand Nudge**

10.35 **Morning Refreshment Break With Informal Networking**

11.05 **INSIGHTivity, Blending Insight & Creativity To Drive Growth**

95% of purchase decisions are unconscious and automatic. We will demonstrate that by identifying the unconscious cues that drive purchase behaviour, you can deliver more effective Category Management strategies and create Shopper Activations that drive growth.

A wide range of brands use our proprietary methodology – developed in partnership with Durham University Business School – to uncover the insights needed to solve a range of category management and shopper activation challenges:

- Is your marketing messaging effective throughout the purchase journey?
- Can you enhance your existing sales data, customer personas and insights with an understanding of the unconscious cues that your audiences use to inform their purchase?
- Are you able to recognise differences in buying behaviour amongst your customers from one retailer to the next and deliver the relevant messaging?
- Does your category management deliver a fluent shopping experience?

We will show a breadth of case studies that give context to our approach – illustrating how we blend Insight with Creativity….to deliver INSIGHTivity

Andrew Watts, Founding Partner, **KHWS**

KHWS CREATIVITY THAT RESONATES

Retailer Collaboration & Insights – Double Perspective

11.20 **Discovering The Secrets Behind Building & Maintaining Strong, Mutually Beneficial Retailer-Manufacturer Relationships That Expand Your Reach & Boost Your Brand**

- Tricks of the trade: the stories of how retailers are adapting to step-change and evolving their businesses using insight partnerships to counter constant volatility and increase profits in the retail world
- New visions, new launches and NPD: how can manufacturers align with retailers to ensure smooth and successful product launches and execute their category vision?
- Can we innovate together? Best-in-class tactics to team up and deploy innovative fixtures or formats
- Explore methods for brands to successfully sit alongside private label ranges on retailer's shelves, ensuring your portfolio still appeals to value-driven customers and doesn't get overlooked

11.20 **Perspective 1**

Julie Stevens, Head Of Category & Shopper**, McCormick (UK) Ltd**

11.40 **Perspective 2**

Jack Johnson, Head Of Retail Media & Data, **Ocado Retail**

Discovery Commerce

12.00 **Join Nora As She Speaks Around Discovery Commerce In Relation To TikTok From The Perspective Of TikTok Shop UK**

Discover how a cohesive strategy, streamlined product fulfilment, and quick response to shifting shopper trends can boost your brand and create lasting connections with your customers.

Nora Zukauskaite, Integrated Marketing Director, **TikTok Shop UK**

12.20 AI Applications – Interactive Delegate Discussion

Transformative AI Strategies & Innovative Applications To Increase Efficiencies & Effectiveness Across Shopper, Category Management & Retail

- What innovative AI applications have you seen or experimented with in retail, from promotional analysis to customer service enhancements? Which use cases have shown the greatest potential for cost savings and business growth?
- What steps can organizations take to ensure their AI strategies remain adaptable and relevant in the face of rapid technological advancements?
- How do we strike the right balance between automation and the human element? What strategies have you used to empower teams with AI tools to enhance productivity and accuracy?

The Omnichannel Future Of Retail – Panel Q&A

12.40 **From QCommerce To TikTok & AR Fixtures & Fittings… Keep Pace With New Innovations In The Retail Landscape For Holistic Omnichannel Strategies**

- Quick commerce, social commerce, ecommerce, main estate, convenience, wholesalers, discounters, meal box subscriptions… how is the retail landscape projected to evolve over the next few years?

- As shopping channels have diversified, how can we remain agile and innovative to respond to consumers and maximise our revenue?
- App spotlight! Customer engagement, promoting loyalty, developing targeted marketing and data collection, what does the growth in app strategy mean for our shopper and category strategies?

Diana Zharovskikh, Global Director Of Pricing & Category Management, Grocery & Retail, **Deliveroo**

Claire Brosnan, Head Of Category & Commercial Strategy, **Brown-Forman**

13.10 **Driving Brand Growth Through Customer Data**

Discover how a cohesive strategy, streamlined product fulfilment, and quick response to shifting shopper trends can boost your brand and create lasting connections with your customers.

Sam Harding, Insights Director, **dunnhumby**

13.25 **Topic Generation Submission**

We would love to hear your thoughts on potential topics or ideas for one-day brand-led conferences – please do submit any thoughts or ideas via the QR code on the screen. Many thanks in advance!

13.30 **Lunch & Informal Networking For Speakers, Delegates & Partners**

14.30 Afternoon Chair's Opening Remarks

Matt Bowler-Jones, Commercial & Supply Chain Director, **Finlays Beverages**

Navigating The Shopper Journey In A Value Driven World

14.35 **Communicating Brand Benefits At-Shelf; Essential For A Value-Driven Shopper**

In today's value-driven world, consumer attitudes and behaviours are evolving rapidly—especially at the shelf. This presentation will explore how these changes are shaping shopper decisions and why it's more important than ever for brands and retailers to merchandise to reflect shopper decision making.

Using a compelling case study from the Household Cleaners category, we'll dive into how Reckitt worked with VST to understand whether merchandising by brand or by mission would lead to better branded growth.

Charlotte Kiddle, Chief Research Officer, **VST (Virtual Store Trials)**

Andrew Flavin, Strategic & Category Insights Manager, **Reckitt**

Identifying Growth Opportunities From Evolving Shopper Behaviours – Panel

14.50 **Behind The Very Latest Consumer & Shopper Behaviours: What Are The Growth Trends To Back & How Can We Create Effective Activation & Loyalty Strategies For 2025 & Beyond?**

- What are the current health and wellness purchasing drivers and how can we adapt our strategies to derive maximum value from this mission?
- Loyal customers? Unpack the importance of loyalty to consumers, the value of schemes and how to best employ loyalty data to both encourage repeat purchases and attract new business
- Determine where consumers will splurge or save across different categories and missions – and how this is changing – to adapt your shopper strategies and see where you can spark conversions
- From plant-based to sustainability, functional foods and free-from to no and low, which are our main growth players to watch?
- Insights into action: how can we close the loop on new insights and effectively translate them into strategies in practice?

Claire Brosnan, Head Of Category & Commercial Strategy, **Brown-Forman**

Polly Lamy, Head Of Commercial, **Elior UK**

Kerri Fidler, Head Of Food For Later Portfolio (Ready Meals, Quiche, Soup & Sauce & Coleslaw), **Greencore**

Aaron Cooper, Head Of Grocery Impulse, **Iceland Foods**

Lindsay Parr, Commercial Director, **dunnhumby**

Sustainability

15.20 **Boost Brand Image & Show Off Your Green Credentials with Campaigns, Policies, & Products That Cultivate Loyalty & Foster Trust In An Increasingly Conscious Consumer Base**

- Amidst a turbulent economic situation, discover methods to keep your sustainability initiatives on track that prove your green commitment while also staying financially savvy
- Balancing act – ensure that your pricing strategies are allowing the modern shopper to remain sustainability conscious on a budget without putting the squeeze back on yourself!
- More plastic, more cardboard – what does enhanced POS branding mean for sustainability? Uncover tricks to reduce usage while ensuring your locations look as attractive as possible

David Deeley, Insights Manager, Europe, **Kerry**

15.40 **The Magic Of Shopping**

The biggest barrier to communicating with the shopper is the shopper. We may have created the biggest, best designed, most perfectly positioned display, communicating the most jaw-dropping offer in the history of shopper marketing, only for the shopper to walk past without the merest glance. As if it were invisible!

Matt is an expert in cognitive psychology – the ways in which individuals process information from the world around them. He's also a member of the Magic Circle – and knows a thing or two about making things disappear. In this fun but informative session, Matt will use his magic skills to introduce some of the principles underpinning the psychology of attention, and Tony will explain why this understanding can be crucial to successful shopper engagement.

Tony Nunan, Group Managing Director, **Visuality**

Matt Tompkins BA MSc PhD MMC, Postdoctoral Fellow, **Lund University, Sweden**

15.55 Evaluation Form & Feedback

We would love to hear your thoughts from the conference today, please do submit your feedback via the QR code on the screen. Many thanks in advance!

16.00 Afternoon Break with Informal Networking

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Matt Bowler-Jones, Commercial & Supply Chain Director, **Finlays Beverages**

16.50 Exclusive Case Study With Nomad Foods

Typical business strategy review process in FMCG companies starts with the financial targets. Becky and Kostya changed the approach towards starting the process with consumers & customers as their belief is that financials are the

outcome of the strategic choices. Becky and Kostya will share a case study how make a mindset shift in the organization, engage relevant stakeholders into the process, and ensure cross-functionally integrated strategy development.

Kostya Artyukhov, Head Of Strategy & FP&A, **Nomad Foods**

Becky Henry, Head Of Cluster Insights, **Nomad Foods**

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