

What are your top 1-3 challenges to program implementation relative to the shopping/retail experience?

#	RESPONSES	DATE
1	Retailer in-store merchandising restrictions and merchandising teams/staffing	2/19/2018 4:32 AM
2	Communication Communication across sales, marketing, shopper and retail to insure seamless execution Program changes - need to be communicated in a timely manner - not after the fact so we don't have to spend time on "damage control". Stuff happens - just let us know we can manage. Retail says they want insights and change but they don't help us within their retail org manage different ways of doing business so innovation is limited	2/16/2018 8:42 AM
3	- Budgeting (dedicated dollars vs. couch cushions -	2/15/2018 5:32 PM
4	retailer support, sales team buy in/support and field execution	2/15/2018 3:17 PM
5	Shopper knowledge is not enough	2/15/2018 11:08 AM
6	1. Building continuous sustained investment to drive change in shopper perception and behaviour over time (behaviour will not change overnight) 2. Linking up initiatives into long term strategic campaigns that build on the journey to shift shopper mindset, perception and behaviour	2/15/2018 11:04 AM
7	1) Budget limitations 2) Retailer restrictions - strict guidelines 3) An attitude of 'can't' instead of 'how' - companies default to a black and white response, rather than trying to determine a way to get things done	2/15/2018 10:01 AM
8	understanding the true drivers of purchase/repurchase	2/15/2018 9:21 AM
9	Budgets budgets too low, management with poor retail experience, low knowledge of category rules & roles within retail landscape and shopper purchase decision tree	2/15/2018 8:38 AM
10	Complexity of programs and need to do full post-op analysis; inadequate budgets; lack of full appreciation for shopper among marketing and rest of team	2/15/2018 8:31 AM
11	deviation with the expected response of shopper with the reality.	2/15/2018 5:25 AM
12	n/a	2/15/2018 4:25 AM
13	Budgets Retailer support Budgets	2/15/2018 1:01 AM
14	buy in across the fleet Executing with excellence overall understanding of the importance and the impact it can have on sales and engagement	2/14/2018 11:09 PM
15	Communication Communication and permission Breaking the status quo	2/14/2018 10:00 PM
16	less display support, harder to deliver the in-store touchpoint. Lack of adoption of technologies in the store to improve actual shopping - digital shelf, etc. more than just shopping apps	2/14/2018 7:54 PM
17	having actual product availability, in trial size formats, though, full size product sku's have been used for trial as well.	2/14/2018 7:42 PM
18	1. Strengthen human contact through the seller 2. Solve sales process problems in the shortest possible time 3. Customer's current needs identification panel	2/14/2018 4:54 PM
19	Budgets 1) Client apprehension to sell-in new ideas 2) Budgets 3) Retailer fear	2/14/2018 4:35 PM
20	Delivering strong engagement concepts that meet goals while building brands.	2/14/2018 4:25 PM
21	retailer compliance, sales and marketing not working together (to align programming for full potential)	2/14/2018 4:25 PM
22	1) Identifying strong % of real buyers and target. 2) Marketer recognition of need for scoping actual target consumers. 3). Increase of partnership branding.	2/14/2018 4:24 PM
23	Lead time, and reacting to competition.	2/14/2018 4:19 PM
24	-measurable best practices -ecom/ digital best practices	2/14/2018 4:07 PM

The Future of Shopper

25	Brand team 1. One eyed brand managers who don't recognise that they need to work with retailers 2. Retailer buying and marketing teams not communicating	2/14/2018 6:28 AM
26	Consistency consistency consistency	2/14/2018 1:38 AM
27	Funding Resources Data	2/13/2018 11:04 PM
28	Getting the account managers to buy-in a different approach.	2/13/2018 8:44 PM
29	Retailers Getting on-time compliance by the retailers	2/13/2018 6:10 PM
30	Lack of information, not to be confused with data. We have a lot of data but no information.	2/13/2018 4:31 PM
31	Timing. Resources.	2/13/2018 4:30 PM
32	Innovation of bricks and mortar facilities, anti - online crap, online misery	2/13/2018 3:54 PM
33	Senior level buy in and participation Continuous refresh of learnings	2/13/2018 3:39 PM
34	Brand team Silo, brand focus, lack funding	2/13/2018 2:52 PM
35	Retailers Retailers Retailers Retailers	2/13/2018 12:13 PM
36	to many disperse initiatives	2/13/2018 12:00 PM
37	1. retail management getting it and supporting it. 2. hiring the proper talent to execute 3. making certain that there is "one strategy", and it doesn't get relegated to a lower level creative goofball.	2/13/2018 11:42 AM
38	Brand relationships Funding/resources Time	2/13/2018 11:40 AM
39	communications	2/13/2018 11:35 AM
40	123	2/13/2018 11:31 AM
41	Budgets Funding, Brand positioning, shopper engagement	2/12/2018 10:34 AM
42	1. a. shoppers are using multiple retailers to meet different needs. b. the aisle is still complex but trying to implement real change at shelf is difficult to get internal buy-in and then "buyer" buy in 2. we are a center store item, so how do you easily integrate center store and perimeter 3. more people are looking for ease of shopping how do you do that...we need to talk with retail personnel above a buyer who can bring solutions for different departments together	2/12/2018 9:58 AM
43	Retailers Timelines are too short, retailer buyin	2/11/2018 8:54 PM
44	Don't know.	2/10/2018 5:08 PM
45	Budgets Retailers aligning with retailer, budget and lack of experimentation	2/10/2018 3:32 PM
46	Retailers Willingness on behalf of the retailers to try something new and handcuffing mfgs to their own media ecosystems Poor integration of ecommerce and brick and mortar - treated as separate business units versus on seamless opportunity Environment and the inability to change and adapt as quickly as needed in today's amazon learning world	2/9/2018 7:01 PM
47	1) Internal engagement, brand to retailer. 2) connectivity to planning process	2/8/2018 5:31 PM
48	Brand team Retailers Alignment with Brand, Retailer, & shopper group Who owns the experience?	2/8/2018 4:44 PM
49	Budgets Channeling shopper initiatives from existing trade spend into shopper	2/8/2018 2:28 PM
50	Retailers The retailer needs to really get behind the free programs and extra incentives that companies offer. Retailers need to follow through and get staff excited about programs being offered. Retailer need to help the shopper understand or see the promotions being offered.	2/8/2018 1:03 PM
51	Retailers - retailer support and commitment	2/8/2018 11:52 AM
52	1. Getting retailer support so compliance is optimized.	2/8/2018 9:21 AM
53	Retailers Retail compliance	2/8/2018 1:50 AM
54	Retailers Sales / retailer follow through on commitments	2/7/2018 5:54 PM
55	Budgets Budget cuts.	2/7/2018 5:16 PM
56	A high percentage of Gen X decision makers suck at digital and are faking it. As connectivity platforms evolve, they are not on them and continue to think of one way communication as budget-worthy. The days of over funding top line spending will not die until they retire.	2/7/2018 2:28 PM

The Future of Shopper

57	Retailers 1. Retailer execution 2. Shopper Marketing follow-through 3. Post Program analytics	2/7/2018 1:58 PM
58	Leadtime Mis-alignment of strategic priorities Sharing of expense (co-investment)	2/7/2018 1:42 PM
59	legal and translated content at the ready	2/7/2018 1:34 PM
60	Quality first party data Retail compliance and follow through	2/7/2018 1:30 PM
61	brand vs shopper timing shopper insight's funding	2/7/2018 1:25 PM
62	Budgets No challenges other than funding	2/7/2018 1:05 PM
63	no process, new agency and I haven't seen their work yet, shopper is not part of the overall integrated marketing process	2/7/2018 12:03 PM
64	brand planning lags shopper planning timelines.	2/7/2018 11:59 AM
65	Having the right platform to drive 1:1 personalization.	2/7/2018 11:51 AM
66	short-term planning cycles - i.e. everything is last minute; lack of data; client organization high turnover resulting in no champions steering the ship	2/7/2018 11:48 AM
67	Retailers 1. Retailers are slow to adapt 2. Integrations of new digital platforms are extremely lengthy 3. Retailers do not understand the difference between trade and shopper spend	2/7/2018 11:14 AM
68	Most suppliers have few, if any, data points with respect to shopper engagement; they need to work with their distributors directly (speaking entirely and only about beverage alcohol) to determine what is working best to convert shoppers into buyers. The consumer, too, is important, but only insofar as the consumer is the shopper with the opportunity to become a buyer.	2/7/2018 11:06 AM
69	Retailers limited access to retail decision makers Ability to gain alignment with brands	2/7/2018 10:58 AM
70	1) Cultural 2) Timming : client process 3) Investment and relevancy for the program- they want fast results.	2/7/2018 10:43 AM
71	Shifting strategies, leadership and roles	2/6/2018 1:48 PM
72	Priority, funds and structure (people, tools...)	2/6/2018 11:21 AM
73	Bottler agreement is the biggest challenge	2/6/2018 11:11 AM
74	Agencies 1. Agencies do not understand how to operationalize initiatives through retailers. 2. Most programs are executed as "one and done" without consideration for how to sustain engagement 3. The shopper journey is not well understood; most guess at what the journey is.	2/4/2018 11:03 PM
75	Missing insights Focus Resources	2/4/2018 9:43 AM
76	Customer buy in	2/3/2018 9:12 PM
77	Compliance Retailer guidelines/restrictions	2/3/2018 2:06 PM
78	Education and training of personnel (sales/service) in brick-and-mortar stores, especially in use of computer-based software or apps	2/3/2018 9:52 AM
79	partnership approval from brand buyer alignment / margin on partnerships in store marketing	2/2/2018 5:15 PM
80	Structured plan implementation, Internal conflicts, Retailer understanding for long term impact rather than short term.	2/2/2018 3:47 PM
81	retailer sales/marketing silos Lack of proven ROI to gain buy-in	2/2/2018 2:26 PM
82	Their is a vast data set out here, The key challenge is harnessing the data in such was that it is actionable.	2/2/2018 12:32 PM
83	Budgets Retailers Budgets in some cases, Retailers in some	2/2/2018 7:40 AM
84	-UX experience -Meanfull research -New discovery tools	2/2/2018 3:27 AM
85	Timing. Typical Annual Marketing Planning starts too late to enable deep synergies and connectivity between broad based marketing initiatives and customer level programs.	2/2/2018 2:09 AM
86	Budgets Funding, funding, funding	2/1/2018 9:42 PM
87	Retailers Store operations	2/1/2018 8:51 PM
88	Coordinating assetts across multiple touch points	2/1/2018 8:35 PM

The Future of Shopper

89	Consistency, in-stock	2/1/2018 8:27 PM
90	1. No long term forward planning of activity (lack of time) 2. Brand not willing to try anything new 3. Minimal budget allocation.	2/1/2018 7:31 PM
91	rip and repeat trade spend with retailers, unsophisticated/incompatible retail POS/data systems, scalability	2/1/2018 7:05 PM
92	Retailer guardrails	2/1/2018 6:27 PM
93	Budget sustainability	2/1/2018 5:30 PM
94	Timing the retailers require do not match up to our corporate timing Complexity between field team and HQ team, not enough systems for smooth execution	2/1/2018 4:30 PM
95	Funding Funding Funding	2/1/2018 4:24 PM
96	Retailer acceptance	2/1/2018 4:00 PM
97	delivering the needs of the business at a low enough price to be bought	2/1/2018 3:52 PM
98	Immediate feedback from customer	2/1/2018 3:10 PM
99	Lack of real time performance analytics Lack of collaborative planning and reporting platforms Extremely fragmented and tactically driven budgeting process	2/1/2018 3:08 PM
100	Connection with Field Sales	2/1/2018 3:05 PM
101	1. retailer buy-in and timely execution 2. funding	2/1/2018 2:59 PM
102	Senior level enthusiasm, coordination/alignment across all stakeholders, repeatability vs one-off	2/1/2018 2:58 PM
103	Keep the focus on the shopper rather than social media. Social media should only be part of the project as the shopper journey indicates it.	2/1/2018 2:57 PM