

How does your organization position Shopper?

#	OTHER (PLEASE SPECIFY)	DATE
1	marketing	2/22/2018 2:38 PM
2	sales	2/16/2018 2:10 PM
3	As a function of the marketing and brand team	2/14/2018 11:15 PM
4	Part of Marketing function that collaborate with Sales/Cat Man/Insights	2/14/2018 7:58 PM
5	Embedded in marketing with focus on national activation.	2/14/2018 5:08 PM
6	Depends on the client structure and contacts.	2/14/2018 4:31 PM
7	as a function that collaborates with sales and marketing	2/14/2018 4:29 PM
8	Horses for courses!	2/14/2018 6:31 AM
9	As a consultant...	2/13/2018 3:59 PM
10	Sales owns and has to check with trade marketing, finance then marketing	2/13/2018 12:46 PM
11	dk	2/13/2018 11:50 AM
12	We don't use Shopper	2/13/2018 11:37 AM
13	Somewhere between the two, dedicated team of Shopper marketing - but budgets are manage elsewhere	2/9/2018 7:04 PM
14	na	2/7/2018 3:36 PM
15	A function of Marketing	2/7/2018 3:01 PM
16	Brand building is a 360 effort and it's in the mix.	2/7/2018 2:32 PM
17	If you are talking about my agency it is one - cross functional	2/7/2018 2:01 PM
18	Shopper marketing is perceived as a defensive tactic rather than an offensive strategy. This needs to change.	2/7/2018 11:13 AM
19	It's rolled up into consumer insights	2/2/2018 12:37 PM
20	Shopper Strategist	2/2/2018 3:29 AM
21	we do not have	2/1/2018 5:08 PM
22	Really business development function	2/1/2018 4:27 PM
23	Combination of the above	2/1/2018 3:19 PM