

What are the top 1-3 untapped opportunities for shopper/retail innovation?

| # | RESPONSES | DATE |
|----|--|--------------------|
| 1 | test & learn process; post-promotion evaluation process | 2/23/2018 3:50 PM |
| 2 | breaking the retailer spending "must dos" (i.e. profit center approach) in order to have open dialogue about what will work, may work, etc Training the customer's marketing teams - they have NO idea what "shopper" is Shopper should be at the "beginning" of planning - not just a "add on" | 2/16/2018 8:37 AM |
| 3 | Digital - Digital out-of-home - Retail (store) as experience - Bridging the online/mobile-to-instore path to purchase | 2/15/2018 5:31 PM |
| 4 | emerging retailers, closer connection to innovation and joint programming with other brands | 2/15/2018 3:17 PM |
| 5 | Digital Integrate digital to shopper experience. | 2/15/2018 11:05 AM |
| 6 | 1. Collaboration with Retailers 2. Collaboration with experience in the field to better ideate 3. Fundamentals of Brand Positioning and ambition to be locked down | 2/15/2018 11:02 AM |
| 7 | Virtual personal shoppers | 2/15/2018 10:01 AM |
| 8 | Insights 1) Artificial intelligence/Machine learning applied to shopper 2) Tapping into the emotional shopper - the vast majority of shopper programs are behaviorally-driven 3) Further improving the online shopper experience - moving it from almost purely functional to experiential | 2/15/2018 9:57 AM |
| 9 | Insights Understanding the journey from need to purchase to post usage Understanding the at shelf experience and what role digital plays in b&m | 2/15/2018 9:20 AM |
| 10 | shopper science lab: get direct feedback and work hands on with shopper on possible tools/shelf | 2/15/2018 8:36 AM |
| 11 | Shopper segmentation strategies by category to maximize successful results; greater mutual partnerships between retailers and brands; innovation in strategy and execution | 2/15/2018 8:31 AM |
| 12 | Digital, journeying, convenience | 2/15/2018 7:58 AM |
| 13 | Digital The customer Digital Mobile | 2/15/2018 6:18 AM |
| 14 | n/a | 2/15/2018 4:25 AM |
| 15 | Local Opportunity to influence shopper in traditional trade environment (mom-pop stores) | 2/15/2018 2:38 AM |
| 16 | Shopper Research Category Management Customer Management | 2/15/2018 12:59 AM |
| 17 | Insights Overall education and understanding on the shopper journey and how shopper marketing can impact sales. Store compliance on execution. Alignment on key priorities of programs. Ongoing shopper research | 2/14/2018 11:08 PM |
| 18 | Common threat ECommerce, retiring of the old guard. The only line that matters is client bottom line | 2/14/2018 9:59 PM |
| 19 | More partnering with retailers for testing - store level, market level. Lack of true shopper insights; limited data sharing by retailers. | 2/14/2018 7:51 PM |
| 20 | Digital Sampling with Retailers who rolling out their Online Grocery platform, i.e. Walmart Online Grocery, 2) Working with/partnering with E-commerce Retailers that are targeting the same type of consumer (by lifestyle & demographic), whereby the brand can include their trial/sample experience right into the fulfillment package from the E-comm Retailer, so when the Online Buyer opens their package in their home, they are welcomed with a synergistic product that compliments, yet doesn't compete with the product that they just bought. | 2/14/2018 7:40 PM |
| 21 | Insights 1. Predictive modeling of shopping behavior 2. Monitored try and buy tests | 2/14/2018 4:50 PM |
| 22 | A) True customization outside of retailer-led tactics B) Omni-channel programs C) Inclusion of retailers in overall planning sessions | 2/14/2018 4:35 PM |

The Future of Shopper

| | | |
|----|--|--------------------|
| 23 | Opportunity lies with the upfront development and communication between shopper and retail innovation teams to deliver a highly effective concept that meets goals while engaging the consumer/shopper. | 2/14/2018 4:24 PM |
| 24 | Insights blending bricks & mortar with ecommerce vs. as silos, helping retailers provide shoppers with a reason to come to their stores | 2/14/2018 4:23 PM |
| 25 | 1).Linking consumer directly to brand by knowing consumer directly. 2), Transactional data derived more expedient. 3). Retailer reducing oversized scope of brands. | 2/14/2018 4:21 PM |
| 26 | NA | 2/14/2018 4:18 PM |
| 27 | ? | 2/14/2018 4:06 PM |
| 28 | New events - not just seasonal Families and kids - emotionally appealing The coffee category - no one retailer has got this right! | 2/14/2018 6:26 AM |
| 29 | POG -> shelf engagement -> in home study | 2/14/2018 1:36 AM |
| 30 | Insights Shopper personalization Shopper driven communication Shopper intelligence | 2/13/2018 11:03 PM |
| 31 | Non-price initiatives - still very price-oriented. | 2/13/2018 8:41 PM |
| 32 | Building a targeted brand presence, a lot of what happens is reactionary. Me too. | 2/13/2018 4:30 PM |
| 33 | Experience In store experience | 2/13/2018 4:30 PM |
| 34 | Experience Bricks and mortar facilities, Bricks and mortar facilities, Bricks and mortar facilities (for crying out loud be creative about traditional retail! - not everything must be online !) | 2/13/2018 3:52 PM |
| 35 | Local Insights across channels Localization of brand and store experience Feedback into new product development | 2/13/2018 3:37 PM |
| 36 | Online, in store, idea disruption | 2/13/2018 2:52 PM |
| 37 | Multi-brand Multi-channel Category focussed | 2/13/2018 12:12 PM |
| 38 | new categories, try and buy, retail as a service | 2/13/2018 11:58 AM |
| 39 | not sure | 2/13/2018 11:43 AM |
| 40 | 1. Education of executive management 2. Getting management and ownership to recognize the need, then empower adequate talent with authority to execute. Simply isn't happening enough. 3. Bravery in moving budget dollars from print / distribution or somewhere else to digital / shopper | 2/13/2018 11:41 AM |
| 41 | Brand relationship happen in odd places Link to consumer belief in the product Humanize customer shopping experience | 2/13/2018 11:39 AM |
| 42 | communications | 2/13/2018 11:34 AM |
| 43 | 1. Agnostic cloud service | 2/12/2018 3:42 PM |
| 44 | Retailers have become so sophisticated that if you can work with their marketing team there is an opportunity to really engage through the path to purchase the challenge is for greater scale manufacturers also need to reach out of a retailer eco system also, our research shows that people use multiple retailers to meet their needs...so how do you have the right voice and meet the right need at each retailer | 2/12/2018 9:54 AM |
| 45 | Local Geo / Digital targeting, hyper local social influence | 2/11/2018 8:53 PM |
| 46 | Insights Leveraging retailer insights and objectives Better understanding the shopper and how they differ in trips and need states at different retailers | 2/11/2018 8:55 AM |
| 47 | 1/ brand promoters to become trusted advisors 2/ successfully using digital to drive engagement/ stand out in store 3/ driving footfall to the store .. this is from my travel retail point of view | 2/10/2018 5:08 PM |
| 48 | Online and Social Selling | 2/10/2018 3:30 PM |
| 49 | Seamless experience: true integration of the online and offline experience (e.g. digital connectivity at shelf) Superior Cross Aisle Collaboration; Silos in the retail operational structure create hurdles to building intuitive bundles/solutions that are meaningful to shopper | 2/9/2018 6:58 PM |
| 50 | Better understanding the digital retail ecosystem. Trust between retail and manufacturers. Innovation budgets don't really exist. | 2/8/2018 10:27 PM |

The Future of Shopper

| | | |
|----|---|-------------------|
| 51 | 1) Improve internal engagement in shopper marketing. 2) Integrated marketing planning, inclusive of shopper. 3) Aligned, relevant KPIs established within planning process. Measurement integrated into annual planning. | 2/8/2018 5:30 PM |
| 52 | Mobile Beacon Video | 2/8/2018 4:42 PM |
| 53 | 1. - multichannel oriented Shopper Sales 2. - neuromarketing 3. - sensorial 3D ambiantation | 2/8/2018 3:49 PM |
| 54 | Loyalty card data | 2/8/2018 2:28 PM |
| 55 | Store delivery in smaller towns for smaller retailers. More retailers need to band together to help each other retain the consumer in the local area. Using services like locally.com or other companies. Retailers really need to involve the retailer in service, events and future growth. | 2/8/2018 12:59 PM |
| 56 | - proper integration with brand marketing - proper funding | 2/8/2018 11:50 AM |
| 57 | Insights 1. Communicating the emotional meaning the brand can bring to shoppers' lives. This will win shoppers' attention in-store much better than price promotion. 2. Using digital and social connection points to share new aspects of the brand story in-store and at shelf, rather than using these tools for price promotion. | 2/8/2018 9:15 AM |
| 58 | Better staff training and education Retail compliance | 2/8/2018 1:49 AM |
| 59 | Insights AI, leveraging big data effectively and efficiently | 2/8/2018 1:15 AM |
| 60 | 1. While there are many mobile shopping apps, the potential of mobile in shopping is yet to be tapped. 2. For many retailers, their private label has a lot of opportunity to grow, in sales, share and shopper satisfaction. | 2/7/2018 5:15 PM |
| 61 | Experience Concept Store - Meal based approach to store design Meal Inspiration at Retail | 2/7/2018 2:57 PM |
| 62 | On going relationships with buyers in email, text and one to one social channels. Don't think of them as consumers - think of them as "humans" and drop the marketing speak. The next time you approve a "me-too" tactic, quit and sell used cars. | 2/7/2018 2:25 PM |
| 63 | 1. Manufacturer-Retailer Collaboration 2. Dedicated focus on Shopper first priorities 3. Agreement that low pricing alone is not the solution | 2/7/2018 1:57 PM |
| 64 | Experience Presentation of assortment Category shopping experience Richer product education experience | 2/7/2018 1:41 PM |
| 65 | Digital digital, digital digital | 2/7/2018 1:30 PM |
| 66 | Through the line planning integration Core Customer Collaboration Training and Education (Sales and Marketing) | 2/7/2018 1:29 PM |
| 67 | better omni channel experience brand/ shopper ecommerce integration | 2/7/2018 1:24 PM |
| 68 | 1. Packaging 2. Retail and Vendor brand quid quo pro programming 3. Google centric radius programs surrounding a 5 mile radius of retail trading area | 2/7/2018 1:04 PM |
| 69 | ecommerce understanding impact of instore marketing activity | 2/7/2018 12:36 PM |
| 70 | innovation support being incorporated into the launch plan | 2/7/2018 12:00 PM |
| 71 | Truely understanding roi by bridging the online to offline gap in the measurement process. Lack of capital investment limits reinvention of the shopping aisle to include meaningful technology | 2/7/2018 11:50 AM |
| 72 | Omnichannel one to one connectivity/personalization with shopper pre-store; true experiential brand experiences in-store; seamless shopping experience between online & in-store | 2/7/2018 11:45 AM |
| 73 | 1. Connecting digital spend with a purchase 2. Measuring true Return on Ad Spend (ROAS) as it relates to digital 3. Digital personalization and relevancy | 2/7/2018 11:11 AM |
| 74 | POS initiatives should lead the marketing charge, not follow it. Conventional marketing is virtually unmeasurable -- it hopes for quantity of "eyeballs" rather than measurable engagement to lift sales. | 2/7/2018 11:02 AM |
| 75 | 1) treat human as human- real persons. 2) Change the process process decision culture based on real shopper insights. 3) Work as using a category point of view intend of a brand point of view. | 2/7/2018 10:43 AM |
| 76 | Focus on ROI Clear benefit definition for innovation | 2/7/2018 10:38 AM |

The Future of Shopper

| | | |
|-----|---|-------------------|
| 77 | Less reliance upon 'top-down' approach to shopper; forcing national promotions and events into the retail space through additional shopper investment versus allowing shopper to serve as a means of driving category-based strategies. | 2/6/2018 1:47 PM |
| 78 | Insights More behavioral research and development of programs that effectively change behaviors | 2/6/2018 11:10 AM |
| 79 | The most important one is about co-operation. Specifically, both parties being prepared to co-create exclusive content (of all kinds) and share the data that flows from it. | 2/5/2018 5:35 AM |
| 80 | Online platforms are still an opportunity. | 2/5/2018 1:39 AM |
| 81 | 1. Top-down understanding of shopper as a strategy for delivering growth. 2. Brand marketing embracement of retailers beyond just a channel of trade 3. Integrated planning process | 2/4/2018 11:00 PM |
| 82 | Adequate resources and transformation of data into insights | 2/4/2018 9:42 AM |
| 83 | Insights, | 2/3/2018 9:11 PM |
| 84 | Timely focusing on the consumer value; on what the target needs to fulfill, the moment consumers are longing to have | 2/3/2018 7:19 PM |
| 85 | Mobile Influencer AI | 2/3/2018 2:04 PM |
| 86 | Alignment between shopper experience in a physical store and an online/mobile interface to complement it (e.g., information, service, payment) | 2/3/2018 9:47 AM |
| 87 | Agencies won't have a lot of Creative and innovative ideas if they don't understand our business sufficiently. Cookie cutter ideas won't work | 2/2/2018 7:35 PM |
| 88 | E-commerce voice activation in aisle customization | 2/2/2018 5:14 PM |
| 89 | Big data analysis of profiles vs behaviour vs \$ spending, IoT exploration in every household, Telco support to capture and 'remind' shopper buying habit | 2/2/2018 3:45 PM |
| 90 | ideas that improve the shopping experience mobile experiences technology integration - digital store experience | 2/2/2018 2:25 PM |
| 91 | Digital applications in store tied to transactional behavior. | 2/2/2018 12:30 PM |
| 92 | Gimmicks Beacons / Proximity AI | 2/2/2018 7:39 AM |
| 93 | Insights Profound shopper insights that unlocks the business potential. | 2/2/2018 5:14 AM |
| 94 | -Gamification -Cross marketing rewards -Geolocalization | 2/2/2018 3:26 AM |
| 95 | 1. AI, 2. Wifi Analytics and 3. Payments Technology | 2/2/2018 3:19 AM |
| 96 | realistic research accessible market data | 2/2/2018 3:12 AM |
| 97 | Experience Retailers have barely scratched the surface of driving true innovation in delivering elevated retail shopping experiences that could become, if not an alternative, than certainly a compliment to the growing dominance of ecomm. This will be both an existential challenge for many Brick and Mortar retailers in the next 5-10 years, and a source for potentially significant growth for those that figure it out. Those retailers that figure it out will seamlessly integrate their digital and physical shopping experience, and will identify the many ways to monetize the delivery of elevated experiences to their shopping audience. | 2/2/2018 2:08 AM |
| 98 | E.com, club and understanding of why consumers chose stores vs. E.com | 2/1/2018 9:40 PM |
| 99 | Center aisle is the biggest | 2/1/2018 8:50 PM |
| 100 | Accessing all Retailers shopper data. | 2/1/2018 8:33 PM |
| 101 | IOT (e.g. call-out to or integration with Alexa app or Google Home) | 2/1/2018 8:26 PM |
| 102 | Space | 2/1/2018 7:28 PM |
| 103 | True and seamless mobile integration between brand and retailer, smart packaging, increased experiential formats, delivery/supply chain | 2/1/2018 7:00 PM |
| 104 | Digital | 2/1/2018 6:26 PM |
| 105 | Experience, education, and value perceived | 2/1/2018 6:16 PM |
| 106 | Not enough focus on e-commerce shopper marketing | 2/1/2018 4:28 PM |

The Future of Shopper

| | | |
|-----|--|------------------|
| 107 | - social media advertising - better content - long term plan | 2/1/2018 4:24 PM |
| 108 | Experience Shopper first approach vs brand Technology innovation Improved shopper experience in retail | 2/1/2018 4:05 PM |
| 109 | Instore experience Real time data | 2/1/2018 4:00 PM |
| 110 | Insights integration of behavioral data and observation | 2/1/2018 3:51 PM |
| 111 | Immediate customer feedback, repeat business and customer loyalty. | 2/1/2018 3:10 PM |
| 112 | Stronger transparency and collaboration. Planning short-term, tactical, price-driven activities is still prevalent. Standardization of terms and metrics. Third party (tactical performance) data accessibility/availability | 2/1/2018 3:07 PM |
| 113 | -Development of consistent, global scale/commercial innovations. -E-Comm -Augmented Reality | 2/1/2018 3:04 PM |
| 114 | cross category solutions | 2/1/2018 2:57 PM |
| 115 | digital shopping; big data and shopping experience | 2/1/2018 2:56 PM |
| 116 | Gathering shopper feedback, memorable experience for the shopper, solution-oriented events | 2/1/2018 2:56 PM |
| 117 | Experience Move into experiences vs just trial promotions. Connect the dots between online and in-store shopping to be more solution oriented | 2/1/2018 2:52 PM |