

Shopper Insights

The Basics Revealed

The retail sector is undergoing huge change, with significant and ongoing implications and challenges for the brands that supply retailers. Understanding shoppers and how to influence their behaviour has never been more important, and yet many businesses feel this is an area where they have limited experience or expertise.

If this feels familiar, we can help!

Shoppercentric

At Shoppercentric we believe shopping insight is critical to unlocking growth opportunities for brands and retailers: we show you how to turn shoppers into buyers.

We work with a wide variety of blue-chip clients across many sectors and channels, delivering insights that drive action at all touchpoints in the purchase journey, from trigger to transaction.

As a methodology-neutral agency we recommend the best shopper research techniques to deliver the most effective solution to client questions around the how and why of shopping. Qual, quant, in-store, online, mobile-enabled, eye tracking, virtual reality, filming, ethnography, semiotics – we deliver across the full range of research approaches.

Our hand-picked team combines experience from diverse insight backgrounds including leading FMCG and specialist agency Directors as well as client-side Senior Insight Managers. As a result we bring a range of skills to our projects: commercial know-how; intellectual rigour; pragmatic thinking; and methodological expertise.

Our client base is testament to the excellence we deliver when smart, experienced and motivated minds get to work.

www.shoppercentric.com

Big River Solutions

Big River Solutions is a Category Management and Shopper Marketing consultancy, specialising in the design and creation, delivery and project management of tailor made category and shopper solutions. Our experience at an operational and strategic level allows us to provide clients with a personalised approach that meets the demands of today's customers, FMCG/CPG manufacturers, shoppers/consumers, scaling the solution to meet the needs of the client. Our objective is to leave an organisation fitter and more able to drive its own business. This is achieved by creating and embedding appropriate practices, processes and tools, supported by training or coaching.

Insights are often where we start. Fully understanding the shopper and their journey from sofa to shelf, combined with our skills at utilising these insights to inform strategies and create actionable plans, drives an improvement in business performance. We are able to apply a level of pragmatism to what is needed, driven by experience and an understanding of best practice.

Big River Solutions has a stable of FMCG clients, large and less so, operating in the UK, Europe and globally.

www.bigriversolutions.com

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Big River Solutions

Growing Categories and Changing Shopper Behaviour

2 one day modules

This 2 day course is designed to provide a thorough grounding in the how's and why's of shopper insight for those who either commission or use insights within their roles.

It will not only help you navigate the myriad of methodology options, but also think about how shopping insight can better support your business decisions and trading relationships.

The course has been designed for insight professionals, category managers and shopper marketers who wish to update and extend their knowledge.

The course is available either as an open course where delegates can share experiences with other professionals from different sectors and categories. Or we can run training specifically for your business, if a number of your colleagues would like to attend.

Key deliverables:

- 1** an understanding of what Shopper Insight is and its relationship with consumer insights; why shopper vs. consumer; and when both work together.
- 2** an overview of insight sources and approaches; which to use/when across different business issues and objectives.
- 3** practical guidelines on how to get the best out of shopper research: what makes a great brief; achieving stakeholder (and customer) engagement; and how to make sure insights have traction within your business.

Course content:

Module 1:

Shopping Insight Fundamentals

- What is shopper research?
- Why is shopper research important?
- Which methodologies to use when?

Module 2:

Commissioning great shopper research

- Best practice for writing shopping insight briefs
- Achieving stakeholder engagement and involvement
- Using results to inspire action.

Contact:

If you would like to know more, please get in touch by email:

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