

LEAP WITH SHOPPER MARKETING WORKSHOP

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Training Academy for Professionals

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NEW SESSION

27 & 28 MARCH 2018

WHY SHOPPER MARKETING CAN BE A **GAME CHANGER IN 2018!**

- A SLOWER ECONOMY & TOO MUCH RELIANCE ON PROMOTIONS IS PUTTING PRESSURE ON THE BOTTOMLINE.
- IT'S TIME FOR MARKETERS AND AGENCIES TO **EMBRACE SHELF OUT THINKING TO WIN AT THE LAST MILE.**
- **SHOPPER MARKETING CAN COMPLEMENT CONSUMER MARKETING** AND DRIVE GROWTH FOR THE BUSINESS.

INTRODUCTION

Let's face it – The FMCG/CPG industry is at a crossroads.

On one hand – faith in traditional advertising is diminishing & the audience erosion on traditional media is accelerating more than the adex numbers indicate. Whilst there is still a role for building awareness and saliency – via ads & spots that can entertain & change perception reality is that it's not translating into sales – as much as expected. On the other side is digital advertising. Targeted, personalized and contextual & optimised – there have been some trust and accountability issues – coupled with the inability or unwillingness of some media platforms to do basic math or allow independent verification.

This does not mean that – brands need to divert their funds towards Shopper Marketing and Trade promotions. The problems that plague consumer marketing occur frequently in shopper marketing too. Instore expenditure decisions being made for legacy and historical reasons, Not enough evaluation, over indexed focus during brand launch/relaunch and quite simply, too much generic activity.

The Consumer Packaged goods industry is facing a sort of existential crisis for consumer goods marketing. It's time for brand-owners to see consumer marketing and shopper marketing as two equal parts of the marketing game, rather than seeing shopper marketing as just another way of dealing with retailers. And transform the way they think about consumers and shoppers and retailers in an integrated manner. Shopper Marketing needs to move beyond a 'rebadging of Sales promotion/launch POSM ' & Embrace the opportunities and possibilities of 'Marketing to the Shopper in an 'Always On' mode.

A 2-day workshop with Mahesh Neelakantan

Who should attend:

- **AGENCIES**
Account/Brand Managers, Account Directors, Group Account Directors, Strategic Planners, Art Directors, Copywriters.
- **FMCGs**
Product Managers, Category Managers, Marketing Managers.

Dates: 27 & 28 March 2018, Tuesday & Wednesday, 9am - 5pm

Venue: VSQ @ PJ City Centre

Fee*:

RM 2,900 per pax

RM 2,750 per pax for Early Birds before 12 March

RM 2,750 per pax for groups of 2 or more

**Subject to 6% GST*

To book:

Call Vanitha (03) 7931 1833 / 016 665 0782

Call Gabriel (03) 7931 1833 / 017 300 5757

Email us at tapleaders@tap.iact.my



Participants who attend this 2-day workshop will be guided and trained in the following:

- Introduction to Shopper Marketing and some of the missed opportunities
- In-field exercises on uncovering shopper insights and observation audits
- Shelf Out Thinking and Planning
- Introduction to Fast-Track – a tool and process to help you develop a typical Shopper Marketing campaign and the stages in developing the plan
- Developing a Fast-Track Plan

The workshop will include class-room training and discussions, in-field retail visits, as well as assignments and exercises to be completed and presented by the participants.

At the end of the workshop, each participant will have a thorough understanding on what Shopper Marketing is and how to utilise the Fast-Track tool. Participants will also gain shopper insights through shopper visits and audits.

Pre-workshop Assignment:

Prior to the workshop, participants will be asked to prepare the following:

1. Please come with a list of at least 10 to 15 items that you have to buy as part of your next grocery visit.
2. Partner / family member shopping list: please prepare a list - ask your partner/family member 5 to 8 items that they want you to buy when you visit the same grocery.

(cont. on next page)

COURSE OUTLINE – DAY 1

9.00 to 9.30: WARM-UP AND INTRODUCTION

Introduce yourself.

Tell us something about the shopping behaviour of the person sitting next to you: Favourite mall / day of the week to shop / frequency of shopping.

9.30 to 10.30: SESSION 1 - INTRODUCTION TO SHOPPER MARKETING

Background

- Introduction and brief overview of Shopper Marketing as a discipline and relevance today
- Difference between Shopper Marketing and Consumer Marketing
- Why is Shopper Marketing different and unique?
- Discussion around 2 topics:
 - Shopper vs Consumer
 - Message vs Medium

10.30 to 11.00: SESSION 2A - PILLARS OF SHOPPER MARKETING

Introduction to the 3 Pillars of Shopper Marketing

Brief presentation on the importance, pros and cons of each pillar; as well as some case studies and examples of work for each pillar.

SESSION 2B - DEVELOPING A SHOPPER MARKETING PILLAR PLAN

Group exercise on a mock-marketing brief

Participants to develop and present a Shopper Marketing plan based on the 3 Pillars and share their approach / rationale for developing their recommendations.

11.00 to 11.15: BREAK

COURSE OUTLINE – DAY 1 (cont.)

11.15 to 12.15: SESSION 3 - FAST-TRACK

- Introduction to Fast-Track
- The Fast-Track process
- Overview of the 3 stages of Fast-Track

12.15 to 13.15: FAST-TRACK CASE STUDY

- A case study in developing a Shopper Marketing plan
- Castrol Magnatec – Zonning and Framework
- Q&A

13.30 to 14.30: LUNCH + BRIEFING OF ASSIGNMENT 1

14.30 to 16.30: LET'S GO SHOPPING!

- **ASSIGNMENT 1 (IN PAIRS)** – Please take both your shopping lists and go shopping. Once done, please share a brief presentation of the items you bought (separate presentation for each list). The presentation will have to be made by each person based on their partner's shopping list.
 - Where did you buy the items?
 - Why did you buy them?
 - What was the decision making process?
 - What where the brands considered?
 - What are the promotions and offers observed while shopping?
 - Any other observations or information that you'd like to add

The presentation needs to be conversational and more like a 'report-back'. Focus on the approach, thought-process and insights of behavioural views.

16.30 to 17.30: CASE STUDY EVALUATION & JUDGING

- 15 case studies on Shopper Marketing and In-store Activation.

END OF DAY 1

COURSE OUTLINE – DAY 2

9.00 to 10.30:

- Quick recap of Day 1
- Presentation by teams for Assignment 1

10.30 to 11.00: BREAK

11.00 to 11.30: BRIEFING ON ASSIGNMENT 2

- **Develop a Fast-Track plan for brand “X”.**
The brief will be a mock-brief or a live-brief and will have adequate information. Teams will have to prepare their presentations covering the 3 stages.

11.30 to 15.00: WORKING LUNCH

- Teams to prepare their Fast-Track presentations for Assignment 2 based on the brief – including feedback from their store visits and observation audits.

15.00 to 16.30: ASSIGNMENT 2 PRESENTATION BY TEAMS

16.30 to 17.30: WRAP-UP AND Q & A

END OF DAY 2

TRAINER PROFILE

Mahesh Neelakantan has spent over 17 years with the prestigious Ogilvy network, working across several countries in Asia - India, Sri Lanka, Vietnam, Taiwan and Malaysia - across main-stream advertising, brand activation and most importantly, SHOPPER MARKETING.

He comes with an impressive track record of growing the OgilvyAction Malaysia office — both in terms of absolute growth and also “creative reputation and culture”. OgilvyAction Malaysia was adjudged runners-up for “Specialist of the Year — South East Asia” at the Campaign Awards 2011. The office has also picked up numerous awards at both local and international creative and effective festivals, namely AME, Ad Stars Korea, Spikes, PMAA Dragons, Malaysian Kancil and Malaysian Effie. He was instrumental in the conception and ideation of both ‘Say it with Chocolate’ campaign & Shoe Dating which went on to creative and effective awards were both in Malaysia.



In 2013, he joined he set up the Malaysian office of a China based startup called Advocacy focussing on brand advocacy and retailer advocacy and in 2015 he launched Newton, an agency specialising in Shopper Marketing and in-store Activation. With offices now in Malaysia and SriLanka – Newton intends to expand the idealogy of ‘Shelf out Thinking and ‘Ideapreneurs’ across Indonesia, Vietnam & Phillippines – via strategic partnership and collaboration.