



Shopper Marketing Trends for 2011

As we enter 2011 Evolution Insights considers some of the Shopper Marketing trends which are set to shape the year ahead.

Digital

Digital Shopper Marketing is expected to hit the mass market in 2011, as smartphone ownership proliferates and interest in digital initiatives really starts to gain traction. Watch out for digital coupons, FMCG and retailer smartphone apps and QR codes. The importance of digital shopper marketing should not be underestimated – not only does it allow brand owners to communicate directly with shoppers and but offers the ability to measure ROI more accurately than ever before.

Social media

In 2010 brands really started to harness the power of social networks – but there is still a lot to learn. In 2011 emerging technologies will allow users of social networks to buy products directly from sites like Facebook. Geo-marketing (such as Facebook Places and FourSquare) is also taking hold, allowing brands to target shoppers based on their geographic locations.

Return of value focus

With inflation continuing to outpace the rate of earnings growth and the prospect of January's VAT rise, we expect shoppers to return to a more value focused mind-set. But, unlike during the recession, value does not have to mean cheap – even top-end premium ranges can offer great value if the product is strong, benefits are well communicated and the price is right.

Savvy shopper marketing

Already we are starting to see the leaders in shopper marketing draw closer links between their ATL and in-store activity. We see this as a key trend for 2011 which will help marketing budgets work harder and drive product visibility throughout the extended path to purchase.

Online shopper marketing

Online shopper marketing stands to benefit from new concepts and technologies from the leading online retailers as well as a growing understanding of online shoppers among brand owners. Improved range editing/filtering, better targeted promotions and unprecedented cross-merchandising opportunities are some areas to investigate further for 2011.

Health

As the government seeks to shift the onus of responsibility towards brand owners and retailers, the implications will be far reaching. Many brand owners need to work harder to improve their health credentials further and





communicate health and nutrition messages clearly at the point of purchase.

Seasonal shopper marketing

Over recent years seasonal events like Halloween and Valentine's Day have gained growing attention from grocery retailers and food and drinks manufacturers. In 2011 we expect the supporting shopper marketing will be boosted further by more imaginative in-store creative and momentum from digital initiatives like apps and online coupons.

