

How to generate ROI from your shopper marketing spend

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A deep dive into how the Co-op are generating a ROI for their supplier brands.



- Defining shopper marketing.
- How shopper media works, and the data needed to back it up.
- How data has validated shopper media at the Co-op.
- Learnings from shopper data that can help future campaign planning
- The challenges faced in shopper media and the lessons learnt about channel effectiveness.
- Why compliance is key to building confidence with brand partners and how to improve it.

Delivering ROI from shopper marketing

How the Co-op are generating ROI for their supplier brands

Anthony Jackson, Co-op / Joel Hopwood, Shopper Media Group

13th February 2020





What is shopper marketing?

A complex process requiring many people to do many small things to cause a small piece of cardboard to be placed in a large number of places...

to make a small proportion of a large number of shoppers make a small change to their shopping basket.

British meat

Self scan

100% fresh British meat in all our ready meals

Discover sandwiches for sausage rolls and ready meals. All our fresh meat is 100% British, unlike any other supermarket.

£1

Flowers

Join us for £1

Every uni moment

co op

Every uni moment

co op

PRICES TO HELP YOU

PRICES TO HELP YOU

PRICES TO HELP YOU

PRICES TO HELP YOU

Card only

Card only

Every uni moment

co op



The purpose: to activate purchase



Brands

Enables brand growth

Creates ROI on above-the-line advertising spend

Delivers mass reach



Retailers

Enables category growth

Enables better collaboration with suppliers

Delivers media revenue

Typical frustrations faced by a Shopper Marketeer

1
2
3

No one knows whether it's brand or sales

It's not sexy; agencies don't touch it

It's too damn difficult



Typical frustrations faced by a Shopper Marketeer

4
5
6

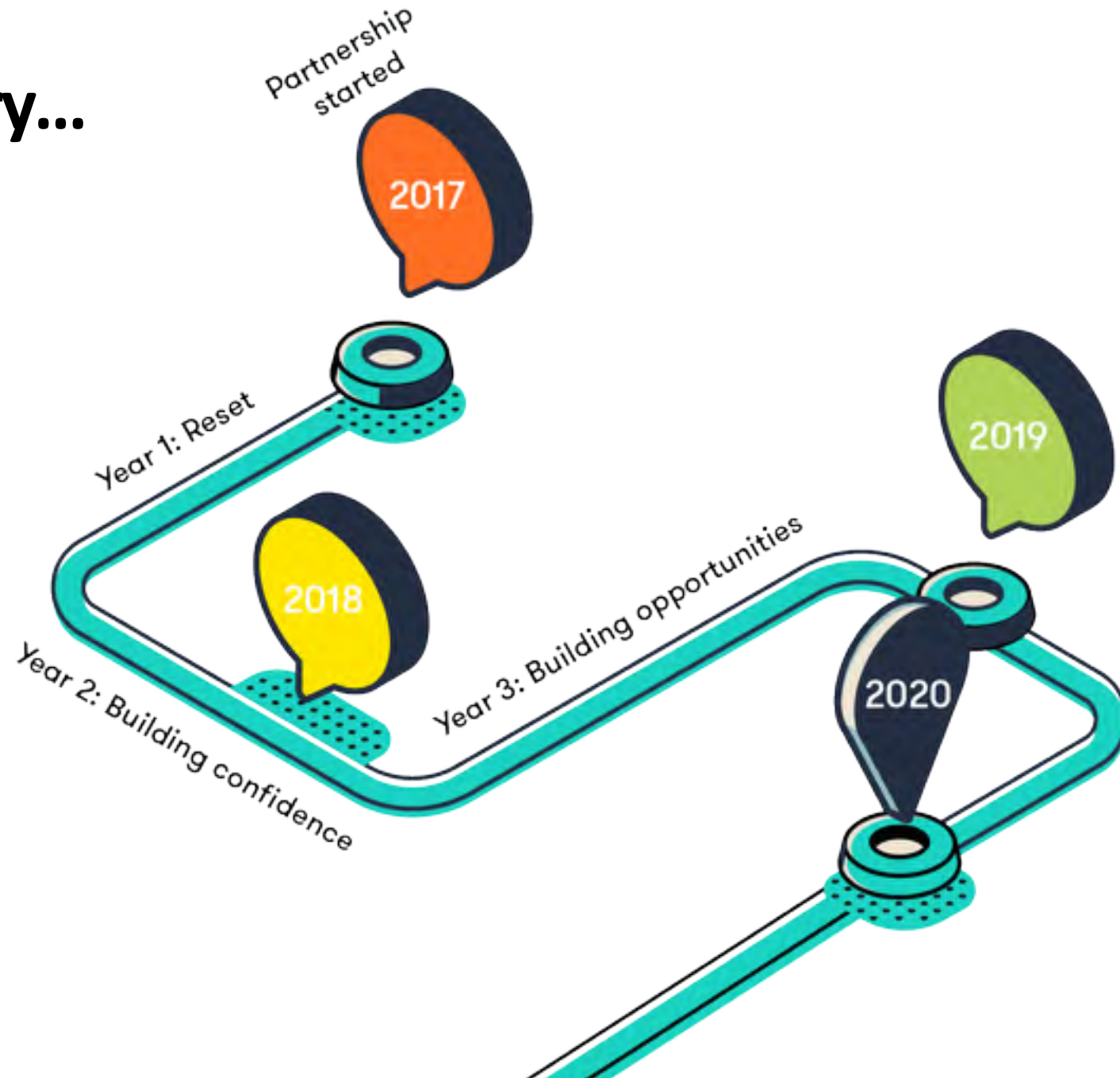
Who is the customer?

Poor (or no) measurement

It's not managed as a category



A brief history...



Year 1

Reset



**Creating a
consistent and fair
price structure**



Tackling compliance



**Ensuring creative
effectiveness**

Ensuring creative effectiveness throughout the shopper journey

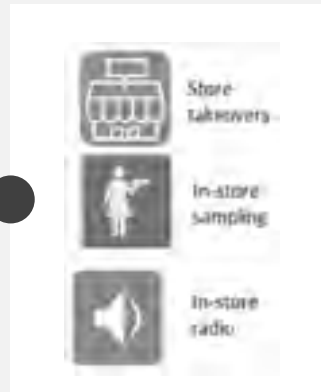
Online / At home



Front of store



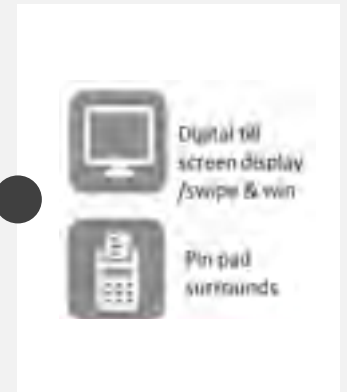
Around the store



At the fixture



At the checkout



Point of purchase

Year 2

Building confidence



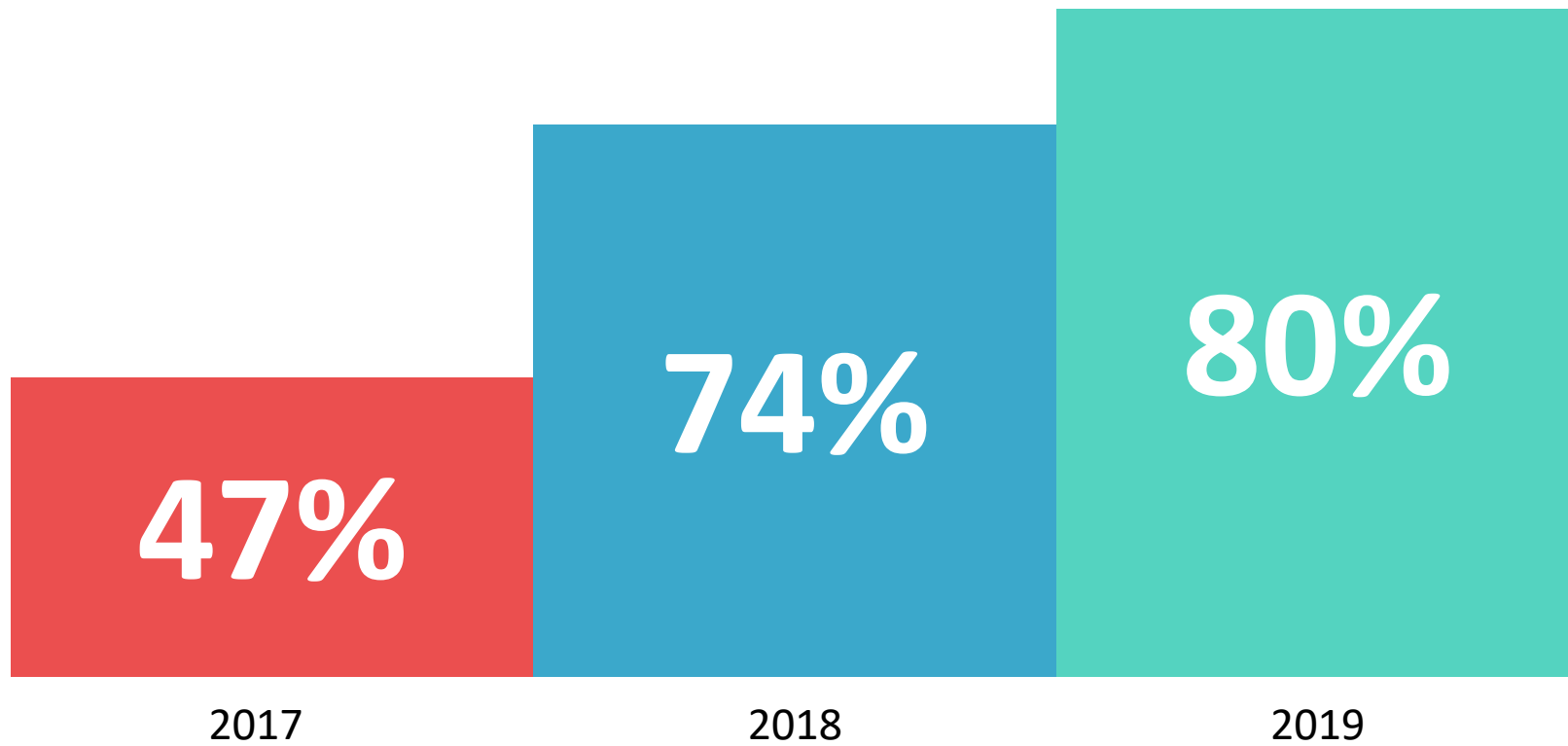
**Improving
compliance**



**Building long-term
relationships with
suppliers through
annual plans**



**Working in partnership
with Co-op and brands
to create campaigns
through new media and
an events programme**



Compliance continues to improve

Almost 1,000 TCG stores achieving Gold Status.

Year 3

Building opportunities



**Bringing innovation
to the Co-op Media
estate**



**Continuing to improve
compliance**



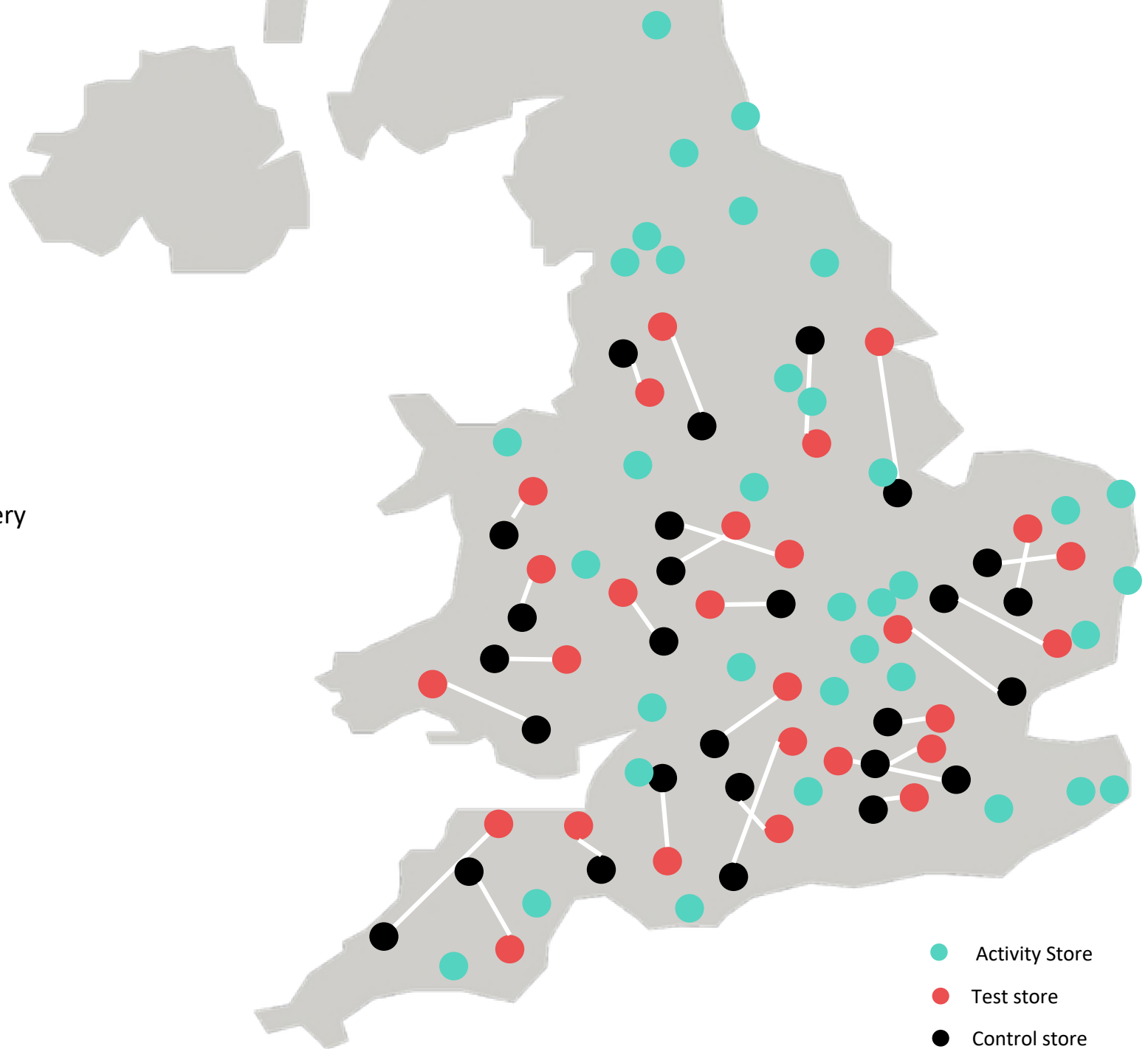
**Driving uplift for
campaigns**

In order to drive uplift, we need to measure performance

We use a test vs. control methodology

Test stores are matched with control stores which have very similar base sales in the 12 weeks prior to the campaign.

Other activities live at the same time are controlled for.



We know which touchpoints deliver the strongest uplift



Sampling



Frozen Triangle



RAST

And which touchpoints deliver the strongest ROI



Till screen



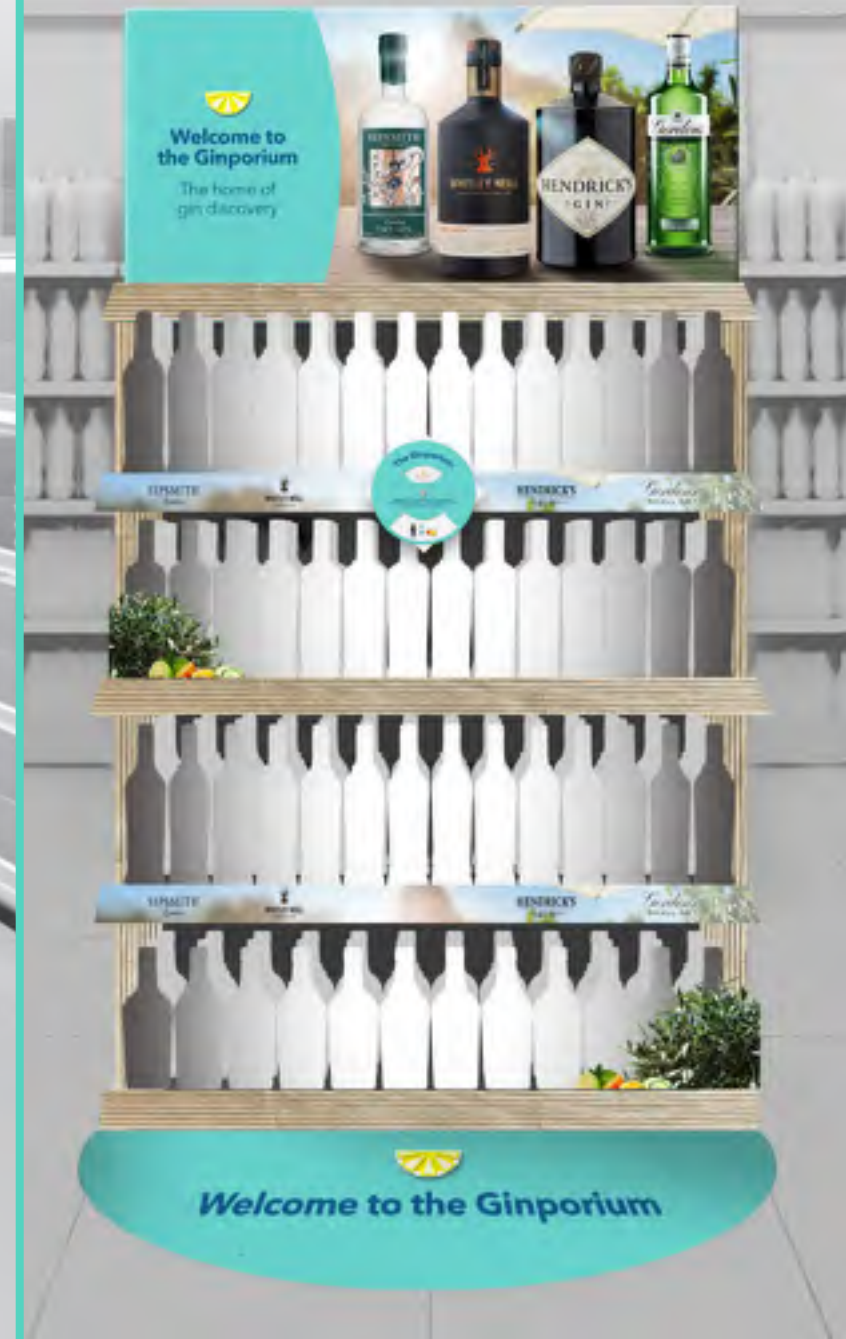
Radio



Shelf Talker

We have made changes to our toolkit based on our findings

- Delisted solus floor stickers
- Continued floor stickers only as part of an Events package



Looking ahead: 3 key areas of focus for 2020

Targeting

Collaboration

Events

All underpinned by a brilliant media toolkit



The results: Co-op vs. rest of the market



Introducing PlanApps

PlanApps is a cloud-based platform that provides insights and analytics from across the grocery industry.

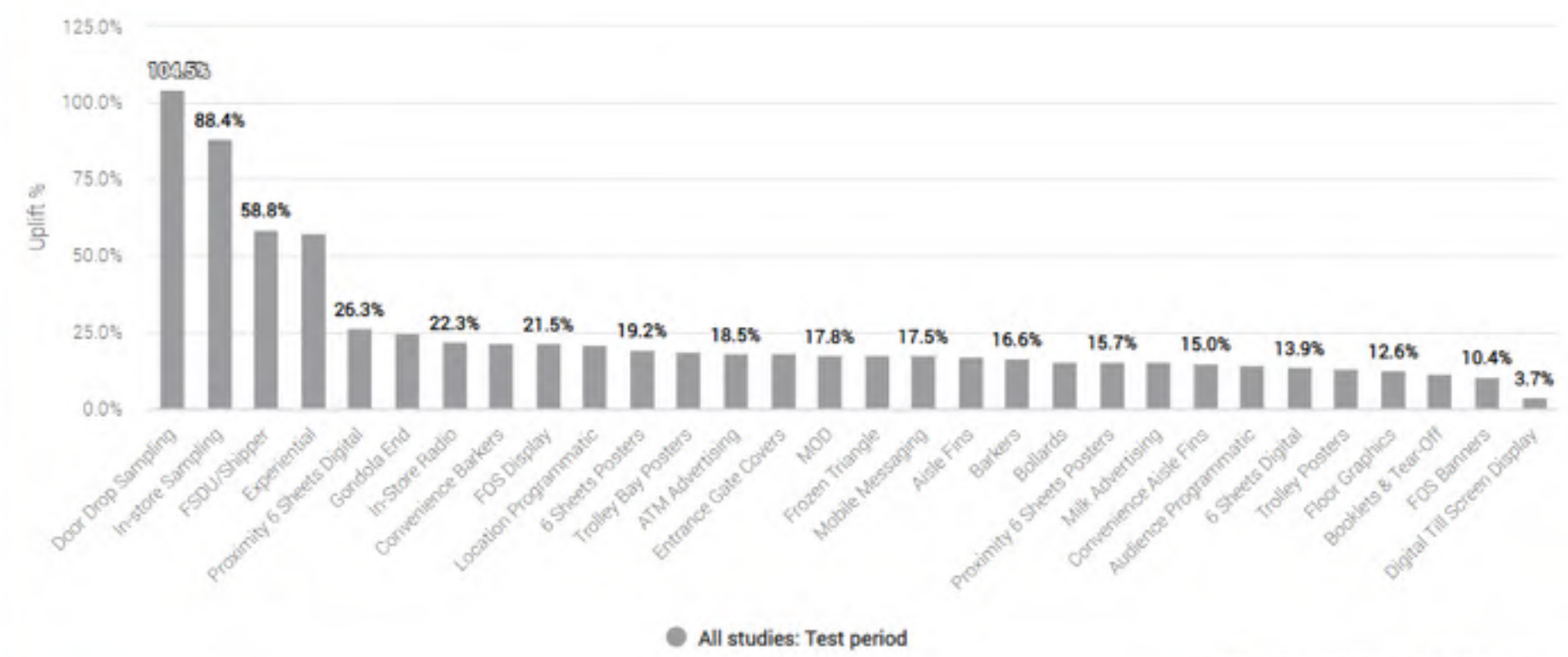
Every retailer media estate is independently measured. Media performance is reviewed using sales uplift and ROI

1428
Campaign studies available

- Cross-retail media channels
- Retailer touchpoints
- Shopper journey
- Retailers
- Measure vs measure

Performance benchmarks by cross-retail media channel

SHOW UPLIFT % UPLIFT £ UPLIFT £ PER STORE ROI

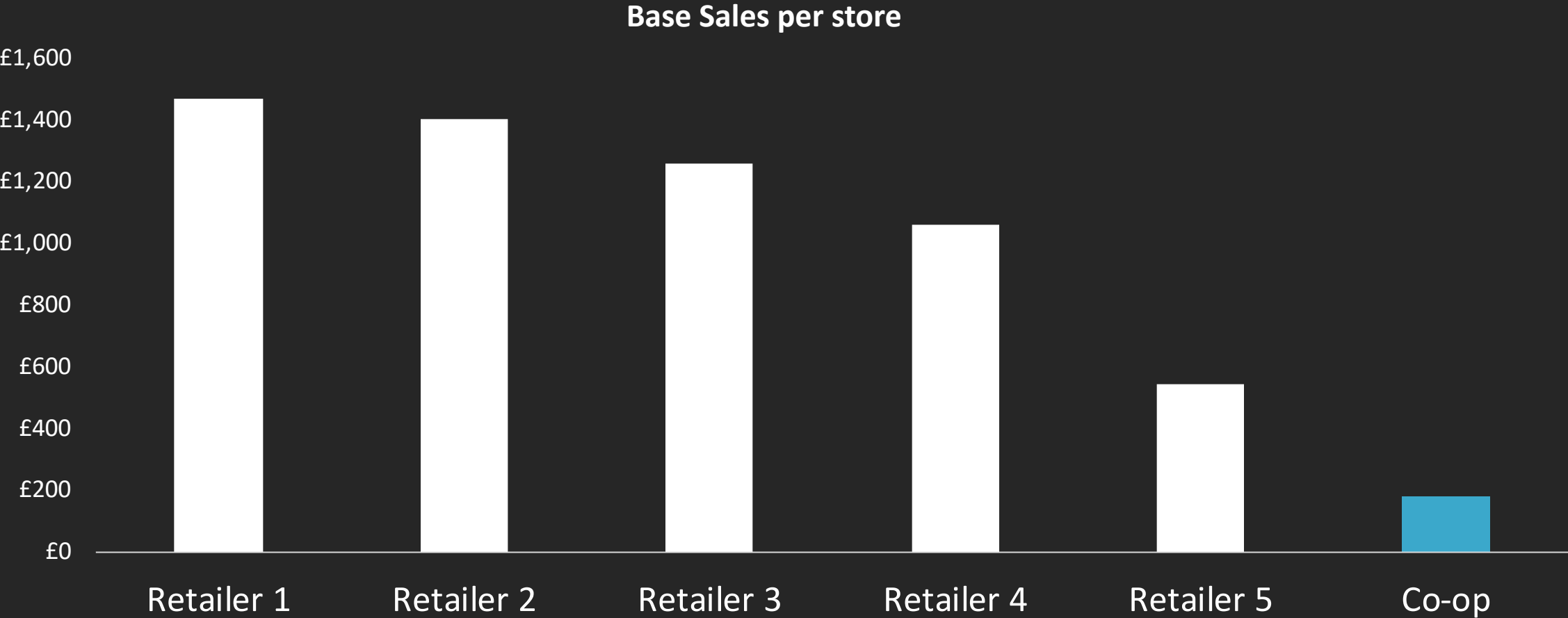


Co-op campaigns generate a strong % uplift

Brand % Uplift



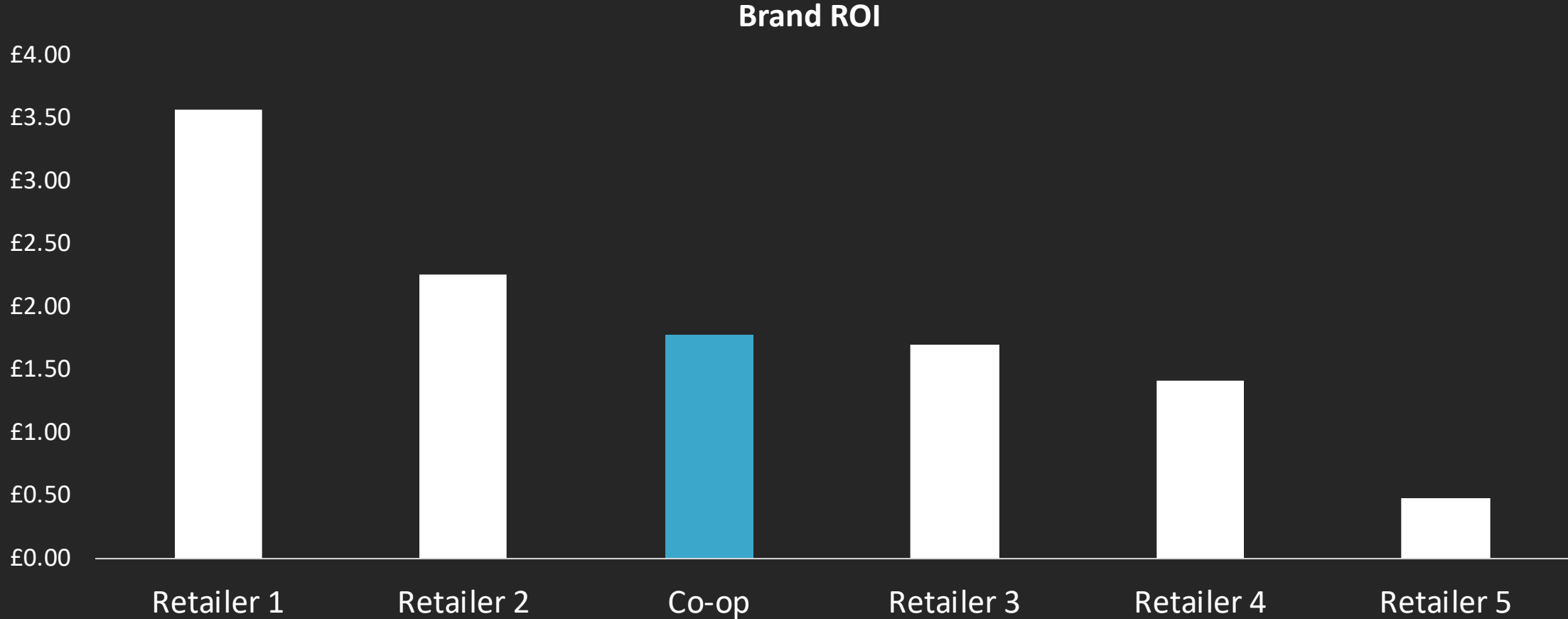
But due to store size, Co-op base sales are significantly lower



As a result, £ uplift generate per store is lower too



Co-op still beats 2 of the top 4 when it comes to ROI



How is this possible? It's all about cost-per-store

Co-op



401 stores

Cost-per-store



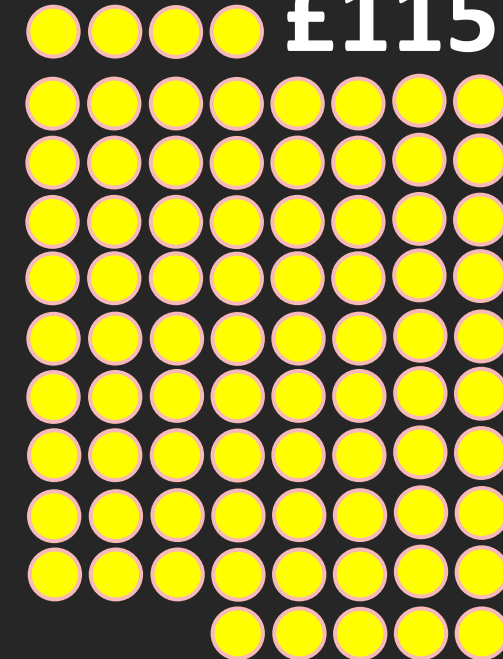
£31

Total market



226 stores

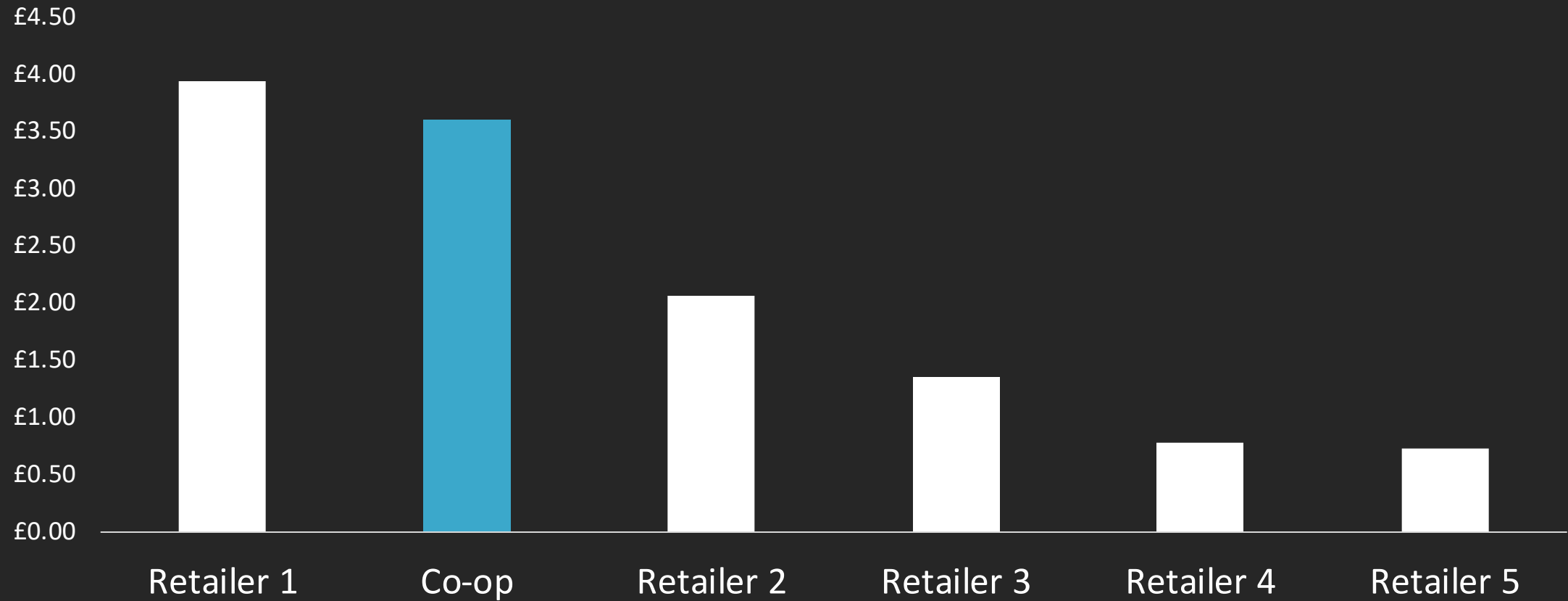
Cost-per-store



£115

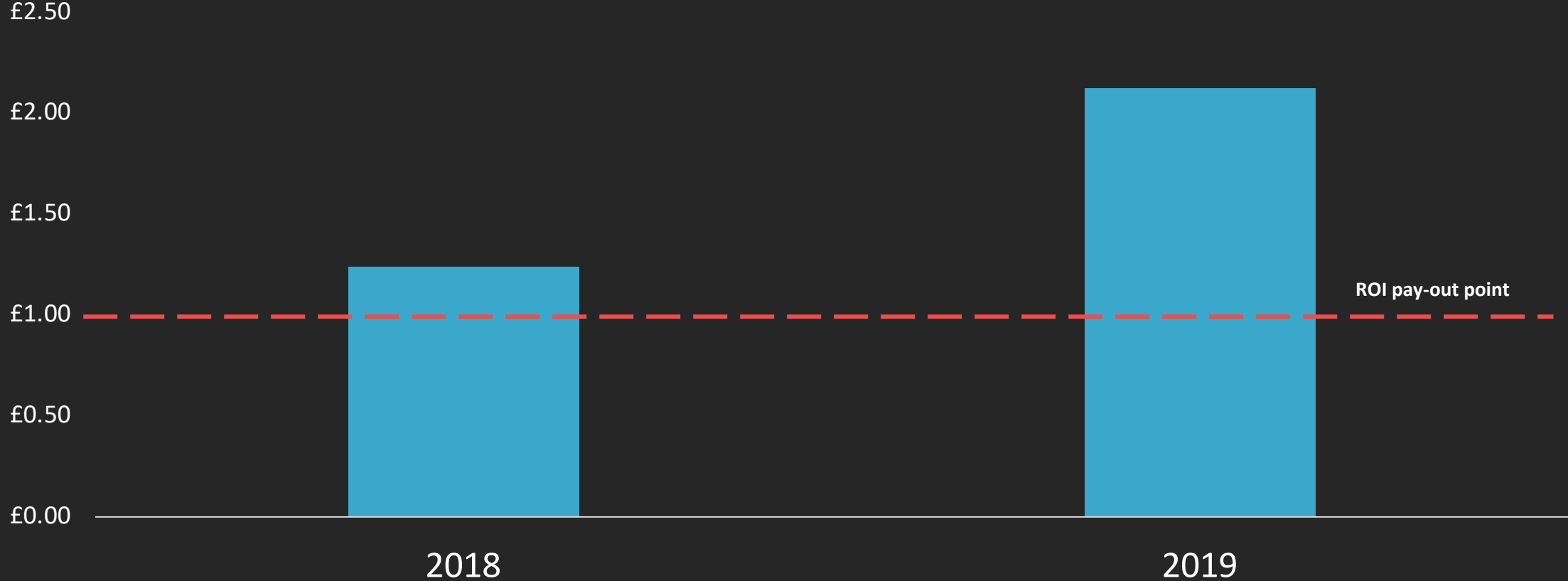
And Co-op delivers a strong return for NPD

NPD Brand ROI



Co-op ROI is growing year-on-year

Brand ROI





In a world of increased competition from discounters, challenged margin and headcount, a world-class media centre needs to be a strategic priority for any scale retailer with a high branded turnover.

Thank you

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