

SHOPPER MARKETING IN A MULTICHANNEL, CONNECTED, DIGITAL WORLD



THE WORLD IS CHANGING, AND FAST



THE CHANNELS IN WHICH WE SHOP ARE CHANGING

RAPID DISCOUNT CHANNEL GROWTH



CONTINUED ON-LINE CHANNEL GROWTH



FOCUS ON CONVENIENCE



HYPERMARKET REINVENTION



DIGITAL TECHNOLOGY TRANSFORMATION



BLURRING THE LINES



RETAILERS ARE BECOMING MORE SHOPPERCENTRIC



Unilever
DIGITAL

ESTATE TAILORING



Giant Eagle, Pittsburgh

INSPIRATION



Bilder & De Clerq, Ams

PROVENANCE



Whole Foods, London



Sephora, Paris

EXPERT ADVICE



Loblaws, Ontario

SERVICES



Monop', Strasbourg

FOOD TO GO



Duane Reade, NY

VENDING



Kroger Republic, Ohio

LIVING SOCIAL



Chez Jean, Paris

IMPROVING DESIGN



Penny Market, Emmelhausen

ENGAGEMENT



Sephora, Seattle

VALUE



Trader Joes, Dallas

PEOPLE ARE MORE CONNECTED THAN EVER



THIS IS CHANGING HOW PEOPLE ARE CONSUME MEDIA



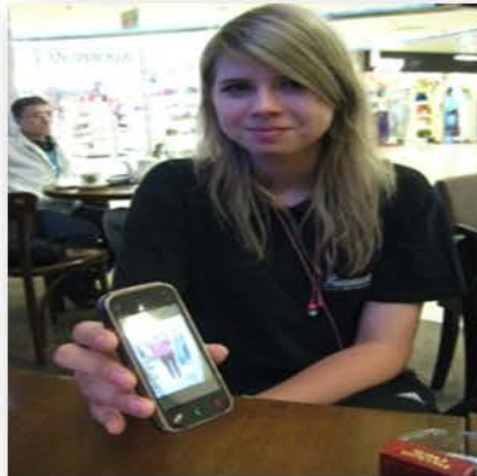
THIS IS CHANGING PURCHASING BEHAVIOUR

FUTURE GENERATION OF SHOPPERS ARE CHANGING THE RULES OF ENGAGEMENT



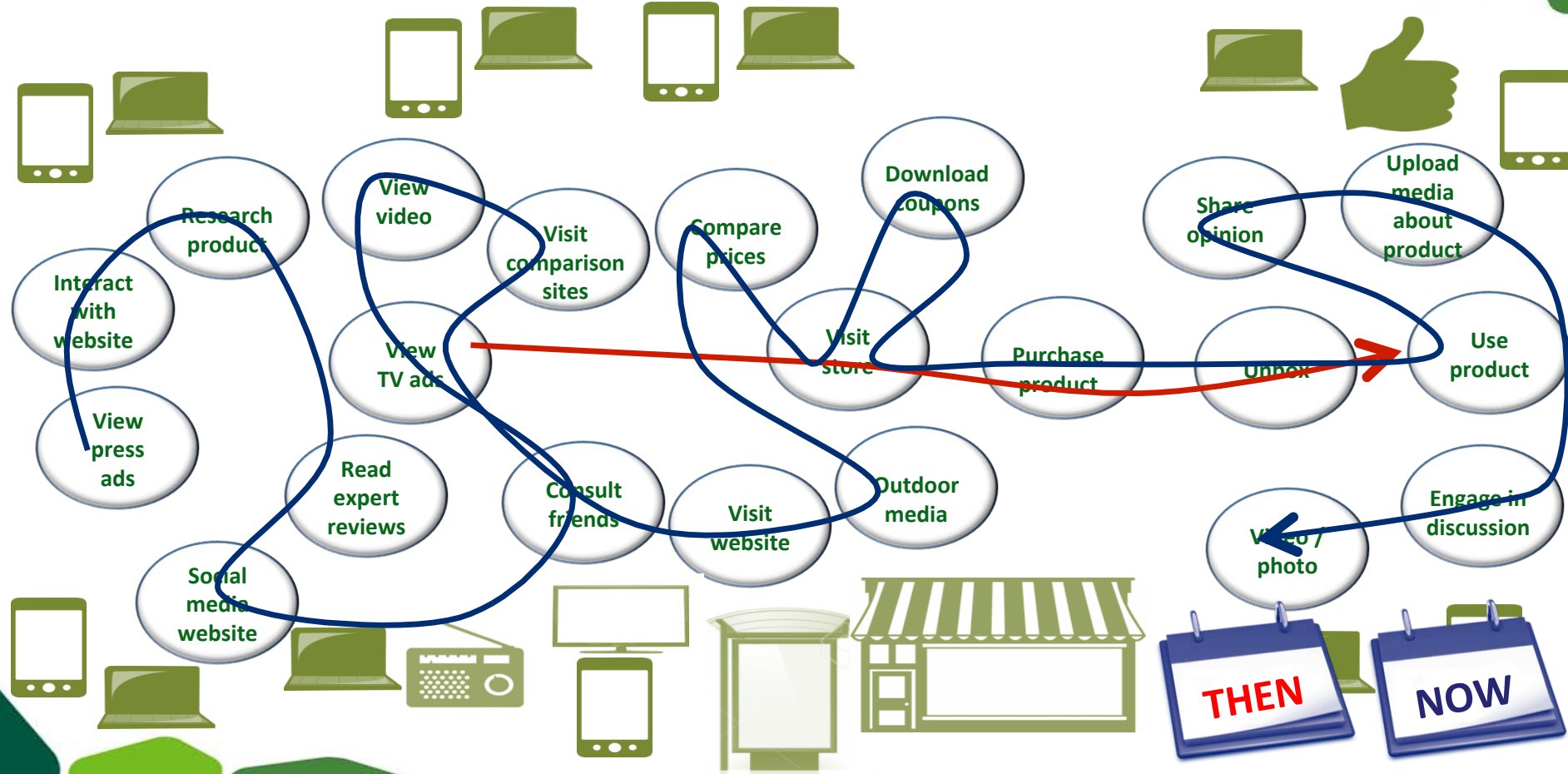
40%

US, EUROPE AND BRIC COUNTRIES (1)



Source: Booz & Co 2010

SHOPPERS' SEARCH AND SELECTION PROCESS HAS CHANGED: A NON-LINEAR PATH TO PURCHASE



BEHAVIOUR IN-STORE IS DRIVEN BY SHOPPING MISSIONS, MINDSTATES AND ATTITUDES ...



SHOPPER MISSIONS



SHOPPER MINDSTATES



SHOPPER ATTITUDES



SO WHAT DOES THIS MEAN FOR SHOPPER MARKETING?







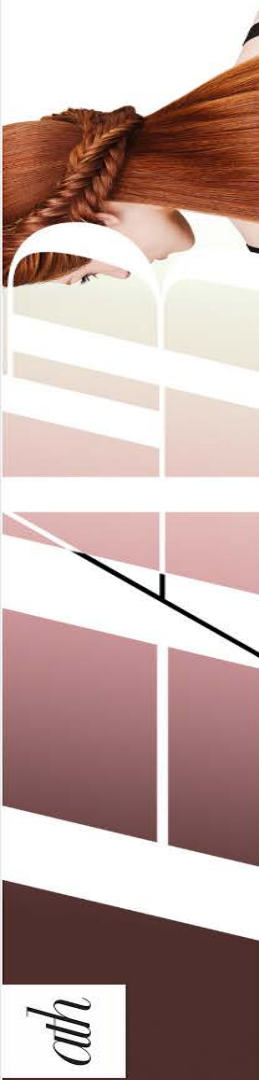
1017

Upper Crust

Someone Fresh. Someone Different.

WE JUST GOT BETTER





HALF-UP DO WITH
TOP KNOT TUTORIAL
WITH ZOELLA



HOW TO CREATE
THIS PIN UP
HAIRSTYLE WITH
MADDIE BRUCE



TAYLOR SWIFT
INSPIRED SLEEK BOB
TUTORIAL WITH...



HOW TO CREATE
MESSY BRAIDED
UPDO WITH HOLLY
SAMANTHAA



HOW TO GET A
PROFESSIONAL LOOK
THAT'S PERFECT...



GET THE LFW LOOK -
ROKSANDA INSPIRED
HAIR...



HOW TO GET SLEEK
SMOOTH HAIR WITH
BEAUTY CRUSH



HOW TO CARE FOR
YOUR FINISHED
STYLE WITH RUT
CRILLY



HOW TO MAKE YOUR
HAIR SHINE WITH
ESSIE BUTTON



CREATE
VOLUMINOUS CURLY
HAIR WITH ZOELLA



SUPER EASY AND
QUICK SCHOOL-DAY
STYLE WITH HOLLY
SAMANTHA



HOW TO ACHIEVE
FABULOUS FESTIVAL
HAIR WITH ZOELLA



HOW TO CREATE
BEYONCÉ'S
GORGEOUS CURLY
HAIR WITH WILLOW B



IT'S
OK



cath

Refine by

Showing products 1 - 20 of 32 Page: 1 ... 2 next > Show more

Views

Sort by

Relevance



Go >



Toni & Guy Cleanse
Blonde Hair Shampoo
250ml

£6.49

(£2.60/100ml)

Quantity



1



Add

Rest of shelf >



Toni And Guy Cleanse
Dry Hair Shampoo
250ml

£6.49

(£2.60/100ml)

Quantity



1



Add

Rest of shelf >



Toni & Guy Prepared
Heat Protection Mist
150ml

£7.49

(£5.00/100ml)

Quantity



1



Add

Rest of shelf >



Toni & Guy Casual
Sculpting Powder 1G

£7.49

(£74.90/10g)

Quantity



1



Add

Rest of shelf >



Toni & Guy Cleanse
Damaged Hair
Shampoo 250ml

£6.49

(£2.60/100ml)

Quantity



1



Add

Rest of shelf >



Toni And Guy Men
Styling Wax Stick 75ml



Toni And Guy Glamour
Serum Drops 30ml



Toni And Guy Classic
Shine Gloss Serum
30ml



Toni And Guy Men
Messy Sea Salt Spray
200ml

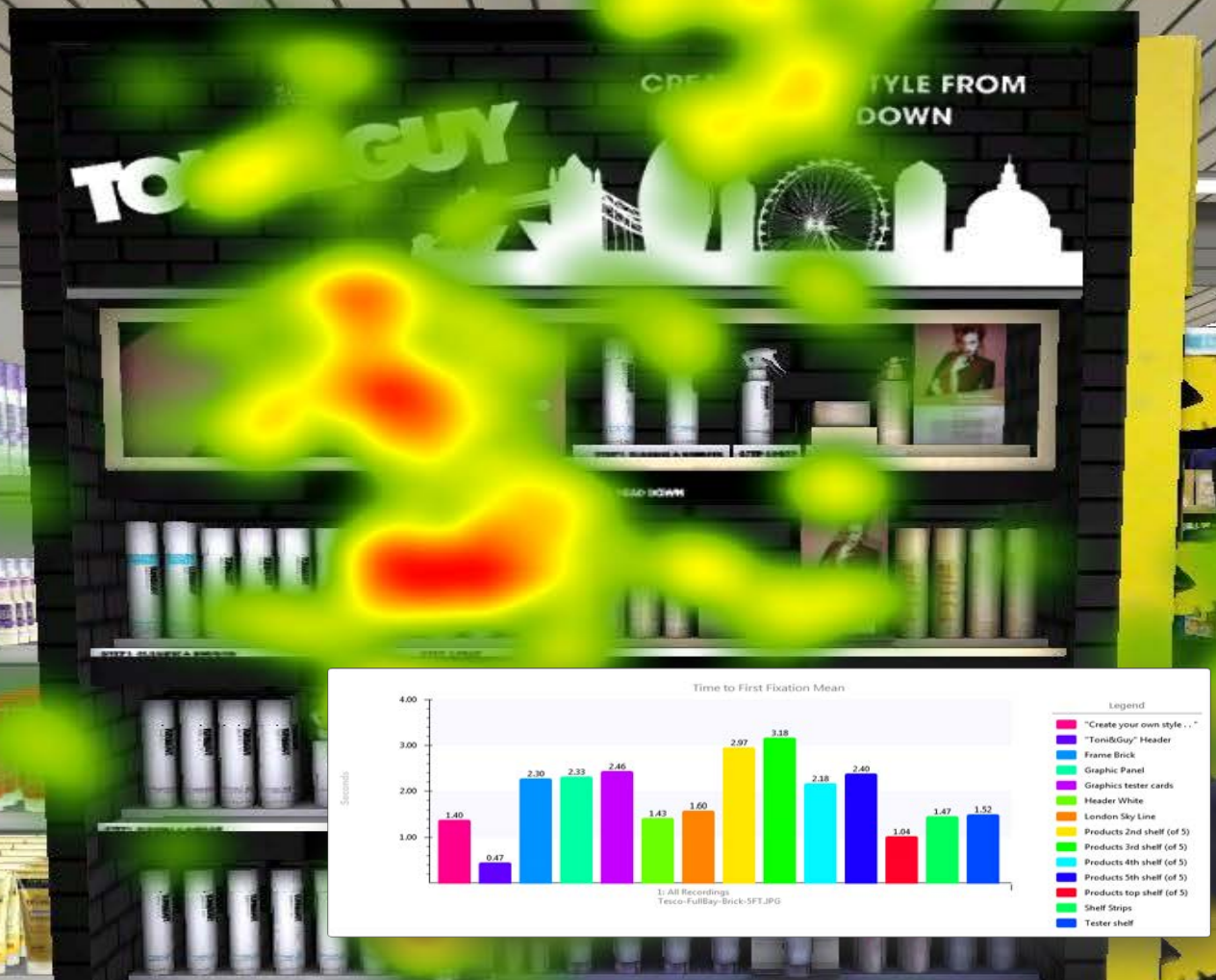


Toni And Guy Cleanse
Dry Shampoo 250ml

You need to sign-in/register to add items to your basket.

[View full basket](#)[Checkout >](#)[Substitute options](#)[Save basket to Shopping list](#)[Empty basket](#)





TRESemmé

PROFESSIONAL. AT YOUR FINGERTIPS.

EXPERIENCE SALON RESULTS AT HOME



FREEZING RESISTANCE LASTS THROUGH WASHES

FOR THE TOTAL FULL-HOLE EXPERIENCE, TRY IT NOW

SPECIALIST



SOFTEN YOUR HAIR

CONTROLS FREEZ FOR UP TO 48 HOURS

FOR THE TOTAL FULL-HOLE EXPERIENCE, TRY IT NOW

GET EFFORTLESSLY GORGEOUS WAVES

EXPERT SELECTION



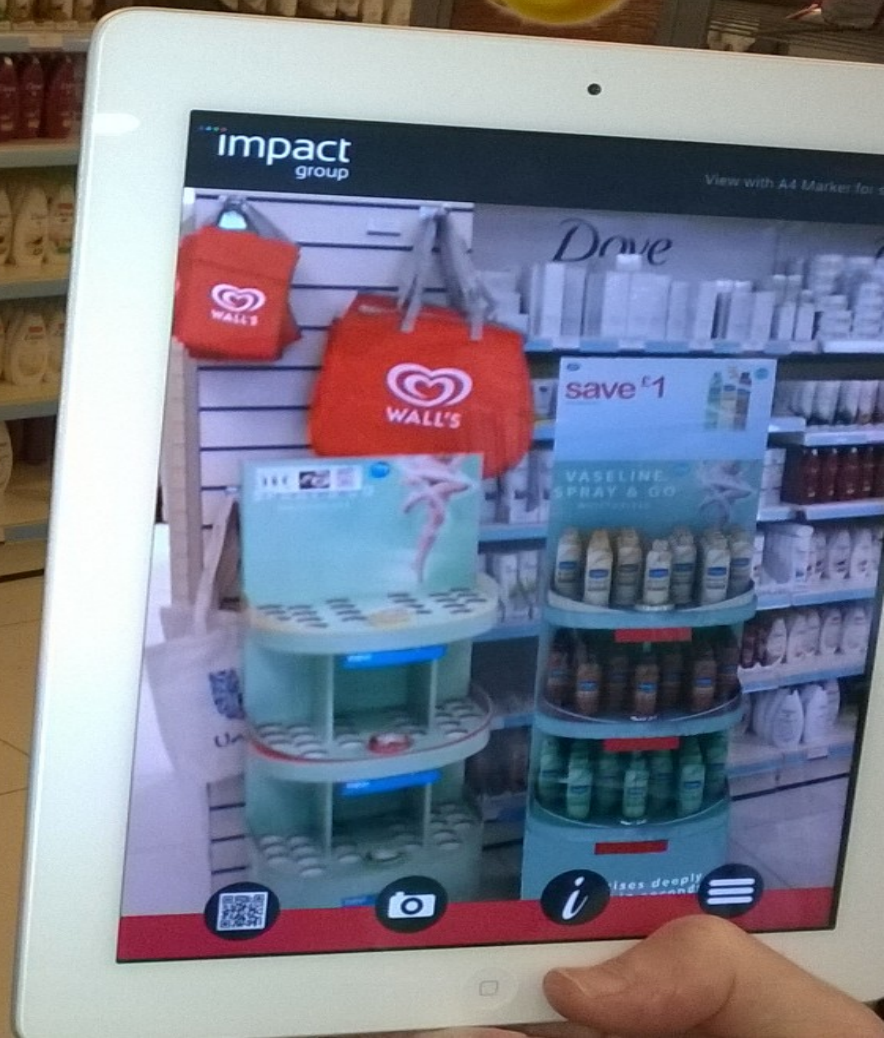
REPLENISH RENEW RADIATE

FOR HAIR THAT WON'T FALL FLAT FOR 48 HOURS

REVEALS THE LOOK OF UP TO 10 YEARS OF DAMAGE

FOR THE TOTAL FULL-HOLE EXPERIENCE, TRY IT NOW

EXPERT SELECTION





SUMMARY



One size
does **NOT**
fit all.

