REVOLUTIONIZING

THE SHOPPER'S PATH TO PURCHASE

The world of shopper marketing has forever been transformed, as the power now rests squarely in the hands of the shopper. The linear path to purchase is dead. Now, shopping journeys are complex, involving multiple channels, steps and decision points.

ShopperScope[SM] was born out of the necessity to understand this evolved, highly empowered shopper—to unearth the emotions, motivations and needs surrounding her behaviors. This tool has generated breakthrough category insights and recommendations that have the ability to move our shoppers to action and purchase.

This submission illustrates the opportunities that are revealed when marketers look through a holistic and undeniably shopper-centric lens when tackling their marketing challenges.

The New Face of Shopper Marketing

Shopper marketing will never be the same. A proliferation of tools and technology has shifted power from manufacturers and retailers to shoppers alone, **changing our definition of shopping**. Today's shoppers analyze products and make purchase decisions wherever and whenever, and they are capable of transacting at any point in their journey.

SHOPPING > In-Store

This new definition compelled us to consider a fresh approach to understanding shopper behavior— one that extends beyond the store.

The fact is, shoppers now use multiple channels to shop and purchase along a path that is anything but linear.

Shopping behavior transcends channel and is shaped by the category. Our shopper isn't a "mobile shopper" or an "online shopper." She isn't a "catalog shopper" or an "in-store shopper." She is just a **shopper**. In order to win with her, we must start everything with her in mind.

The shopper—not the channel, not the retailer— must anchor our every effort.

# We call this philosophy "Shopper Back."

To create the most effective solutions for our clients, we needed to reimagine the path to purchase. The journey is complex and goes beyond the awareness, consideration and trial stages our most sophisticated clients live by.

Our goal: To create a tool that would bring our shopper's journey to life. To reveal the nuances and drivers behind her behaviors.

To map her nonlinear process from shopping to buying to participating.

To walk in her shoes.
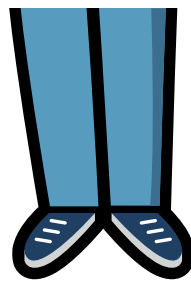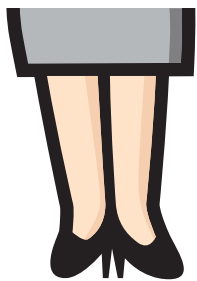
We Had Knowledge.
We Just Didn't Have the Bigger Picture.

We started by examining the research and tools already
at our disposal, and determined they were not sufficient.
The existing knowledge had too many gaps.

1. Most data only reflected buying behavior at shelf or consumer mindset at home.

It didn't account for any of the activities shoppers engaged in before purchase. It also didn't
explore any activities after purchase.

2. Info on new tools was isolated by channel.

It didn't reflect the reality of the increasingly multichannel shopping approach. It also didn't
connect to other points in the shopper journey, leaving us to speculate how channel X related
to channel Y.

3. Most information was just data, not insights.

It lacked the depth and emotional richness needed to truly inspire our creative product.
We had a slew of numbers on what shoppers did but very little on why.

To humanize the data and unearth real shopper insights, we developed a breakthrough tool.

SHOPPER SCOPE℠

An Innovative Approach

ShopperScope^{SM} aids in the development of shopper-inspired strategies across a brand's entire business by using qualitative and quantitative research methods and analysis to complete the bigger picture.

ShopperScope^{SM} functions at the category level to reflect how shoppers truly engage, and it is foundational in scope. It lives beyond a single assignment and endures to shape a brand's total approach to shoppers.

More specifically, ShopperScope^{SM} helps fill knowledge gaps by:

- **Capturing the shopper's holistic path** across all channels, highlighting all points of entry, exit and engagement to offer a more robust look at each activity in all its complexity.

- **Connecting the dots between the various channels** to provide a clear understanding of how each channel frames and shapes the next.

- **Going beyond data points** to uncover needs, mindsets and motivations to provide true insights about shopping behaviors.

The ShopperScope^{SM} Way

We've successfully leveraged ShopperScope^{SM} across a number of businesses. The following case details one of our first projects.

Our client had been breaking ground in marketing for years, but when it came to shoppers, they often built solutions in silos, resulting in a disjointed view of their brand. At the same time, the briefs—chock-full of consumer learning—lacked the true shopper insights required to inspire breakthrough creative work.

Starting with the client's segmentation study, we focused on adding the shopper dimension to their priority targets. Because ShopperScope^{SM} is built around uncovering true behaviors and underlying motivations, our methodology was ethnographic at its core.

Prior to any interview, we asked each respondent to complete homework, including taking us into their homes to show us how the products fit into their lives, drawing a road map of their most recent shopping experience and reflecting on their needs throughout their shopping journey.


Then we met with each respondent to discuss their experience in depth—probing to capture the emotions driving their actions.

Finally, we went shopping with them to see if their actual behavior varied from what they claimed. In an observational role, we saw firsthand the whats, hows and whys of their journeys.

ShopperScope℠ brought some impactful category dynamics to life. For example, although we looked exclusively at one category, we uncovered four distinct shopper types and unique engagement opportunities.

Methodical Megan*
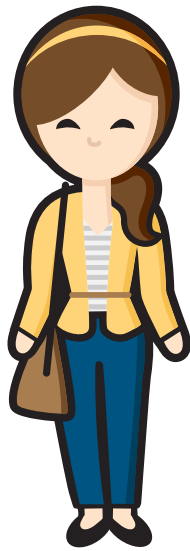
Just-the-Basics Beth

Systematic Susan

Experiential Evelyn

*Actual names have been disguised to protect client confidentiality.

	Different shoppers go through different stages of shopping.	**They have different motivations propelling them through those stages.**	**They rely on different tools and have different points of engagement.**	
Methodical Megan	1. Filtering information 2. Collecting credentials 3. Investigating sources 4. Getting consultation 5. Evaluating products 6. Refining regimen 7. Re-evaluating routine	1. Identify potential 2. Get informed 3. Validate opinion 4. Obtain personalized recommendation 5. Affirm decision 6. Maximize results 7. Enhance benefits	1. Duty-free magazine 2. Trusted advisors 3. Magazine ads 4. Beauty website editor rankings 5. Search engines 6. Branded websites	7. Department stores 8. Email newsletters 9. Demos 10. Samples 11. Drugstores 12. Grocery stores
Just-the-Basics Beth	1. Needing new product 2. Selecting product 3. Needing other product 4. Selecting product 5. Using products	1. Getting something new 2. Solve problem 3. Get replacement 4. Get good value 5. Finish product	1. Packaging 2. CVS email 3. CVS Extra Bucks 4. Friend 5. Sale 6. CVS Loyalty Card	
Systematic Susan	1. Planning ahead 2. Collecting tidbits 3. Browsing possibilities 4. Re-evaluating needs	1. Manage time and money 2. Focus on herself 3. Confirm product is still best 4. Find a new solution	1. Sunday coupons 2. Retailer circular 3. Magazine editorial 4. Coupons 5. Endcap display 6. Beauty award	7. Retailer credit card 8. Shopping list 9. Multipurpose store 10. Brand 11. Trusted source
Experiential Evelyn	1. Impulsive shopping 2. Social shopping 3. Routine shopping	1. Keep up with latest trends 2. Give herself a mood boost 3. Replenish and explore possibilities	1. Retailer newsletter 2. Retailer and manufacturer websites 3. Consumer reviews 4. Magazine editorial 5. Purchase incentives	6. Friend 7. Sales associate 8. Demo 9. Reviews 10. Endcap displays

Inspiring Outputs

For each of the four shopper types, we developed two outputs that captured the key findings.

1. Shopper Persona

A detailed depiction of the target through the lens of the category. The shopper persona captures the target as a person, a consumer and, most importantly, a shopper.

HER BEAUTY STORES'

Drugstores
Goes once a week for household items and to refill beauty items, like body wash, that are "less important" and run out quickly

Department Stores
Goes at least once a week to browse clothes and shoes and refill on beauty products

Grocery Stores
Goes once a week to replenish food items and natural beauty solutions

Beauty Specialty Stores
Goes once a month to replenish hair products as well as gather recommendations and experiment with cosmetics

Discount Stores
Goes about once a month to browse home furnishings and to see if any of her more expensive department store beauty brands are available

E-Commerce Sites
Visits sites every other month to refill on her basic necessities (contacts, prescriptions) as well as re-purchase beauty products that she's already tried

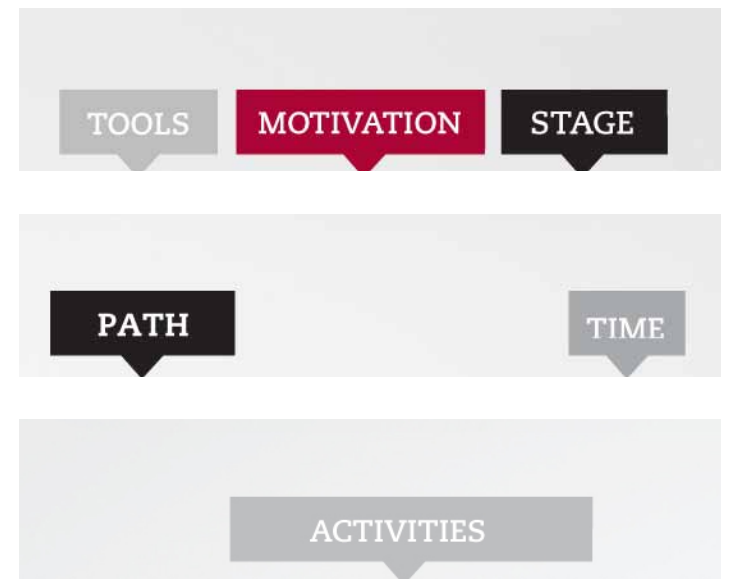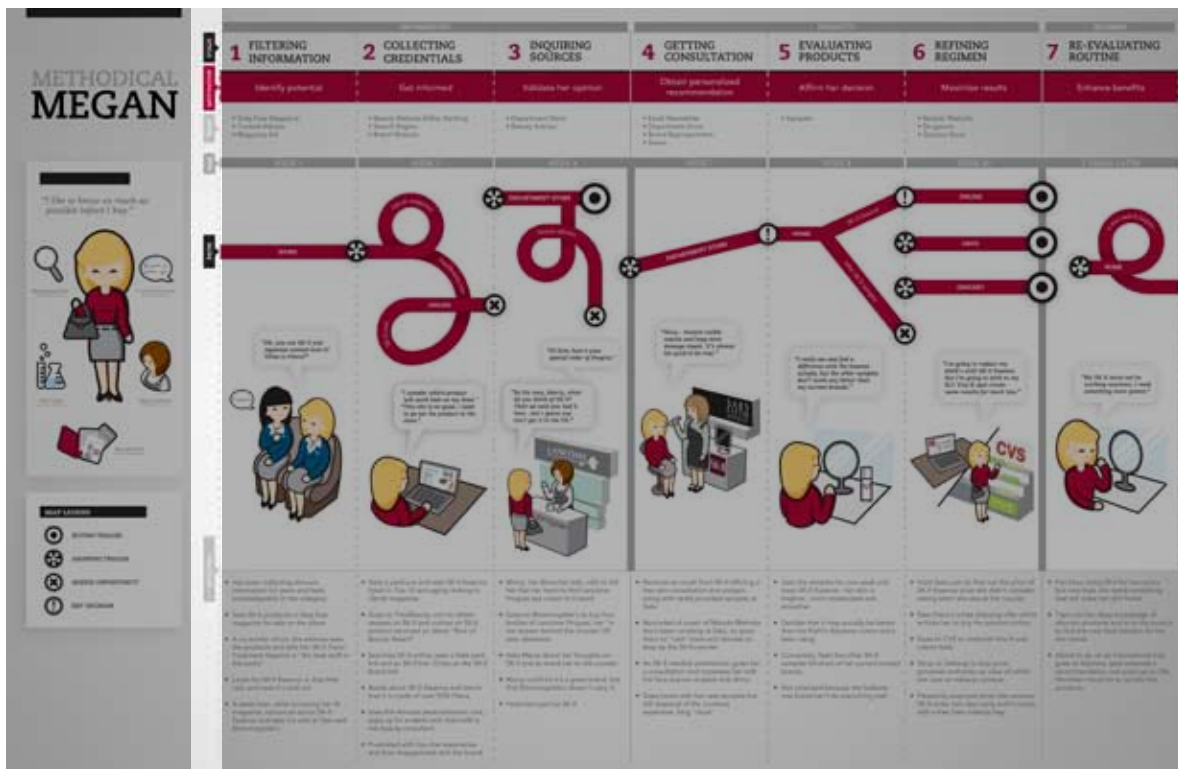| Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
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08	09	10	11	12	13	14
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22	23	24	25	26	27	28
29	30	31	01	02	03	04

Inspiring Outputs

2. Shopper Experience Model

An illustration of the steps she goes through in a given process. It diagnoses how she shops and buys and how she experiences products, services or environments.

Most importantly, the **Shopper Experience Model** brings the holistic journey to life, synthesizing the learning in a digestible yet inspiring way.

It illustrates the:

- Steps, triggers, drivers and hierarchy of importance
- Emotions felt during the process
- Expectations and experiences
- Influencers and touchpoints
- Missed opportunities and key decisions
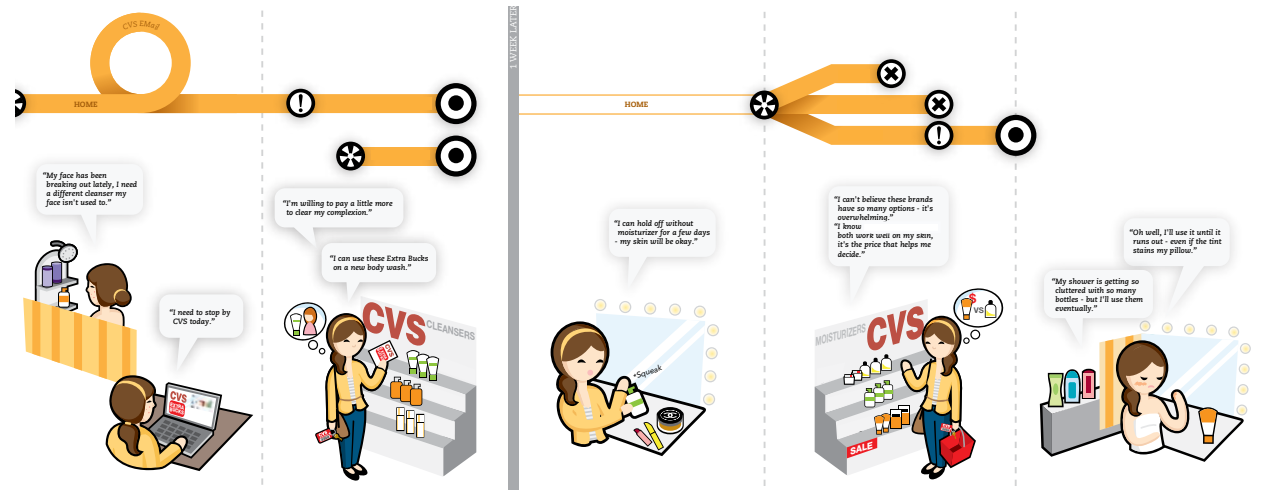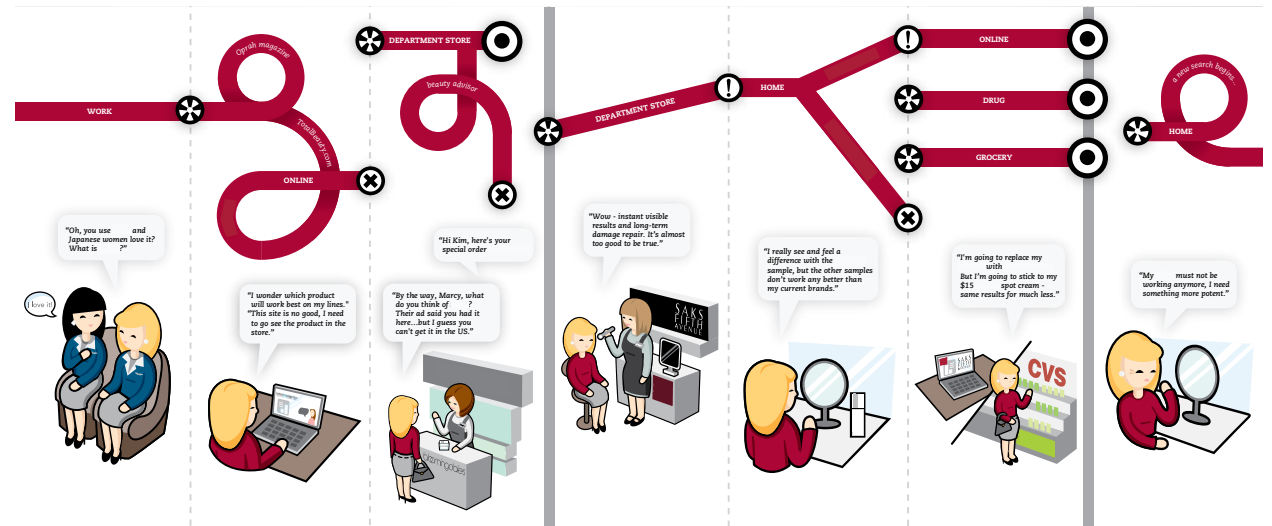
Bringing the findings to life visually helps telegraph each shopper's different journey and needs in the category. Seeing them all together captures how varied their paths are.
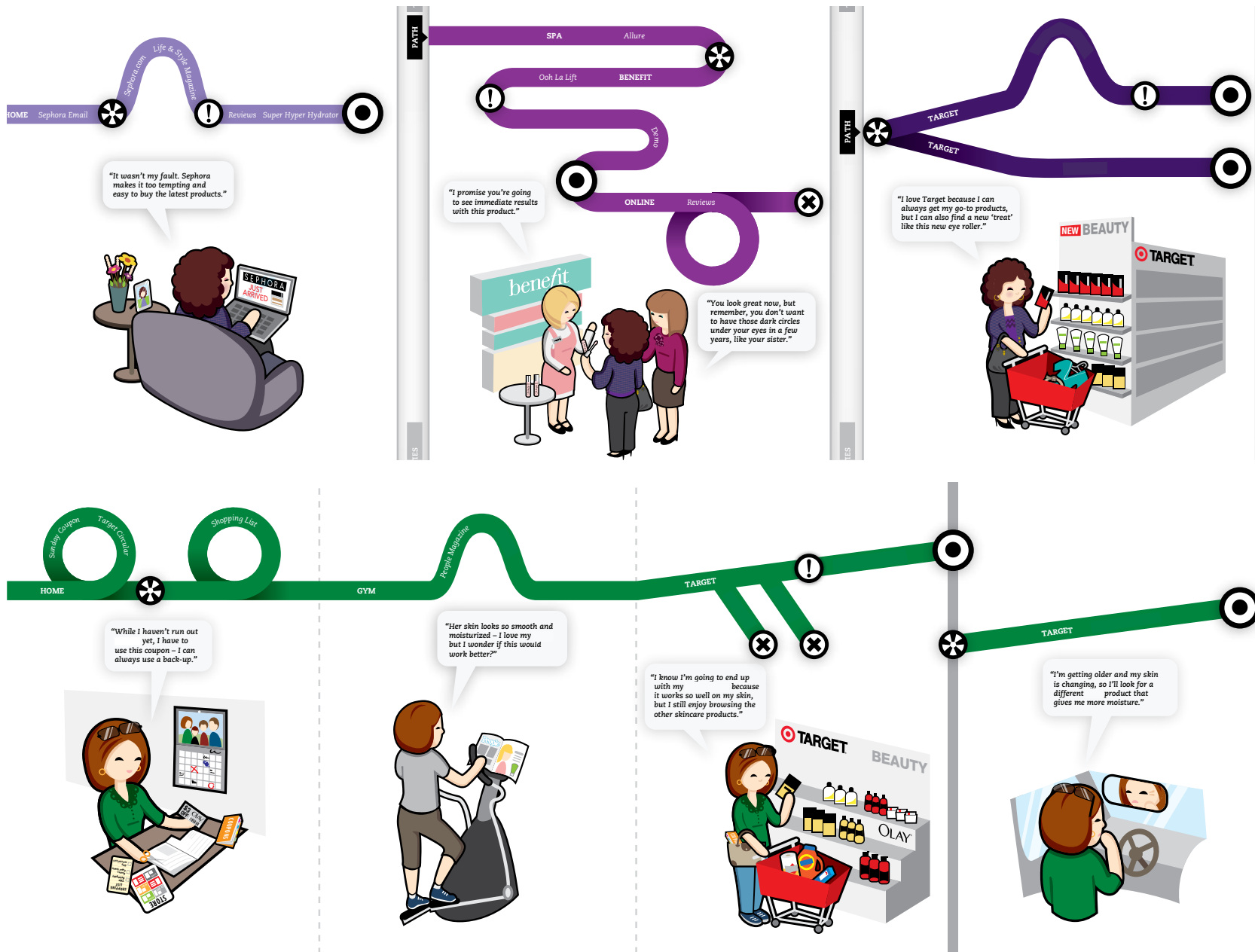
The final output is the actionable recommendations for the brand based on the learning.

Holistic Shopper Vision

The recommendations have started to positively impact the business.

- Influenced shelving strategy and shelf placement of new items to help drive sales.
- Inspired the development of do's and don'ts guidebooks for e-commerce, the design group and retail customer teams.
- Most importantly, has become a blueprint for all our partner agencies, guiding the team to the most effective holistic solutions.

A strategic tool that spans all shopper decision points to offer recommendations based on the shopper's needs.

This document intends to inspire the delivery of a unified brand impression to the shopper and to move her to purchase.
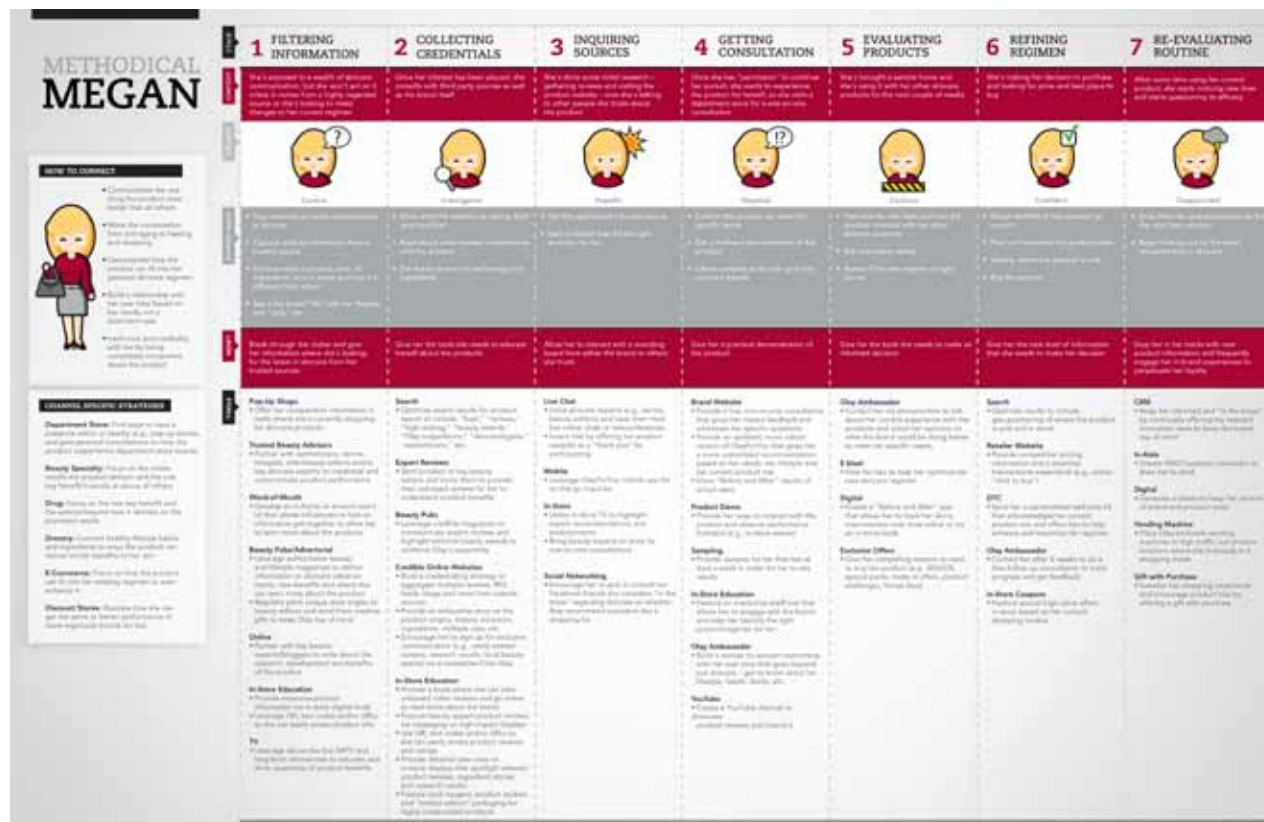
A category-level understanding of our shopper's complex journey just didn't exist in any of our categories. As sophisticated as our client is, this way of approaching and understanding the shopper had never really been done.

" *[ShopperScope^{SM}] was a particularly powerful process because it went well beyond shopper insights.*

[This] would not have been uncovered in traditional consumer learning formats and has changed how we think about communication planning at a brand and prime prospect level. "

– Client Marketing Director

The Approach Transformed the Way We Do Business.

1. Our clients have embraced understanding shopper journeys as a mandatory part of their research toolbox across all brands.

2. It has inspired an always-on model for engaging shoppers.

3. The findings have been deployed and leveraged across our partner agencies, including communication planning.

4. The resulting insights are now integrated into the client's holistic briefs at project initiation.

The findings allow us to view the path to purchase through a true shopper lens and deliver impactful messages and interactions at every touchpoint.