

(DIS)LOYALTY

TRACK THE (R)EVOLUTION THROUGH DATA

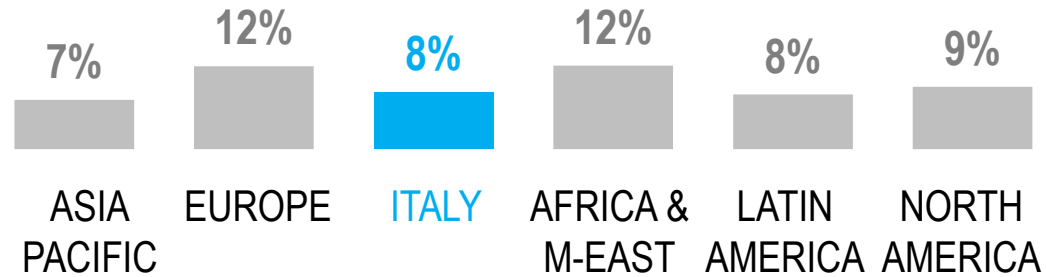
Stefano Cini – Marketing Analytic Director South EU

Parma, OF19

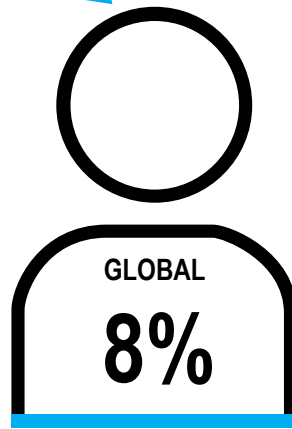
**HOW WILL YOU TURN
DISLOYALTY
INTO YOUR STRENGTH?**

WE ARE ADDICTED TO NEWISM !

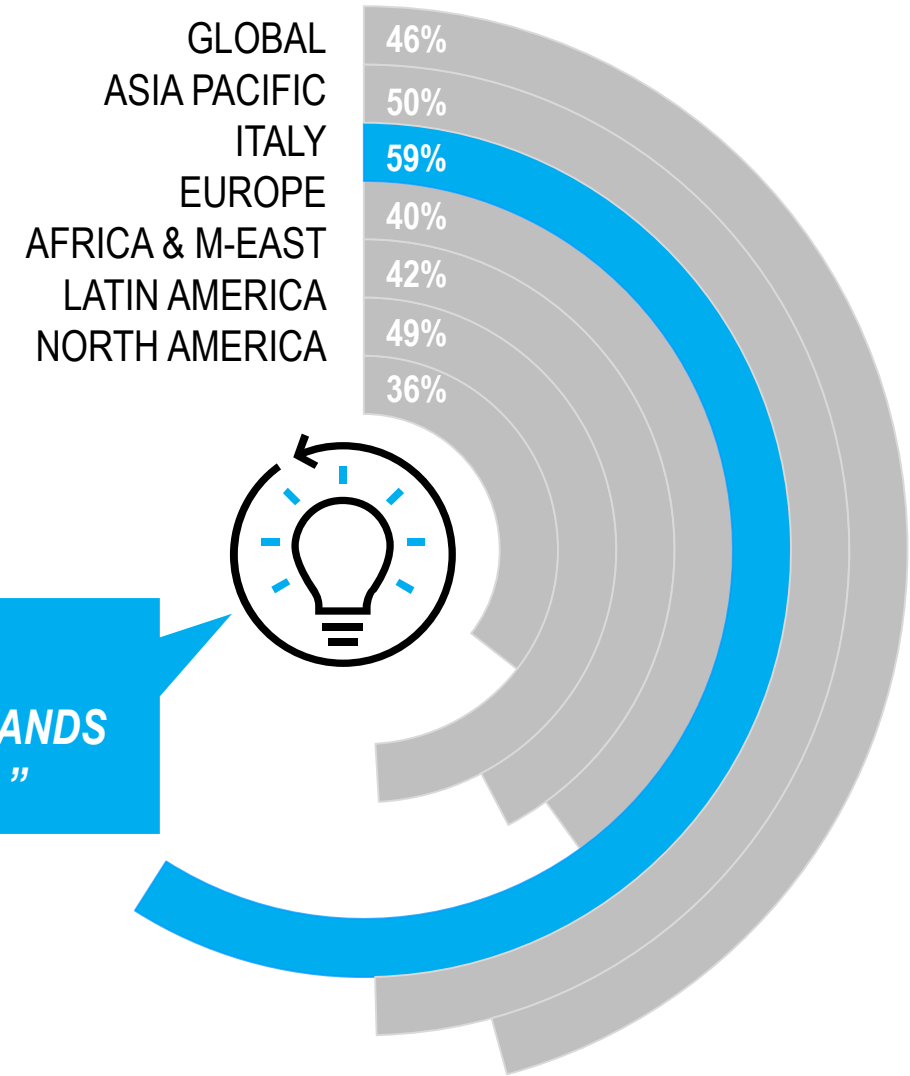
ITALIANS ARE MORE OPEN TO TRYING NEW BRANDS



DISLOYAL
"SELDOM TRY NEW BRANDS"



TRIALIST
"MORE LIKELY TO TRY NEW BRANDS
I'VE NEVER TRIED BEFORE"

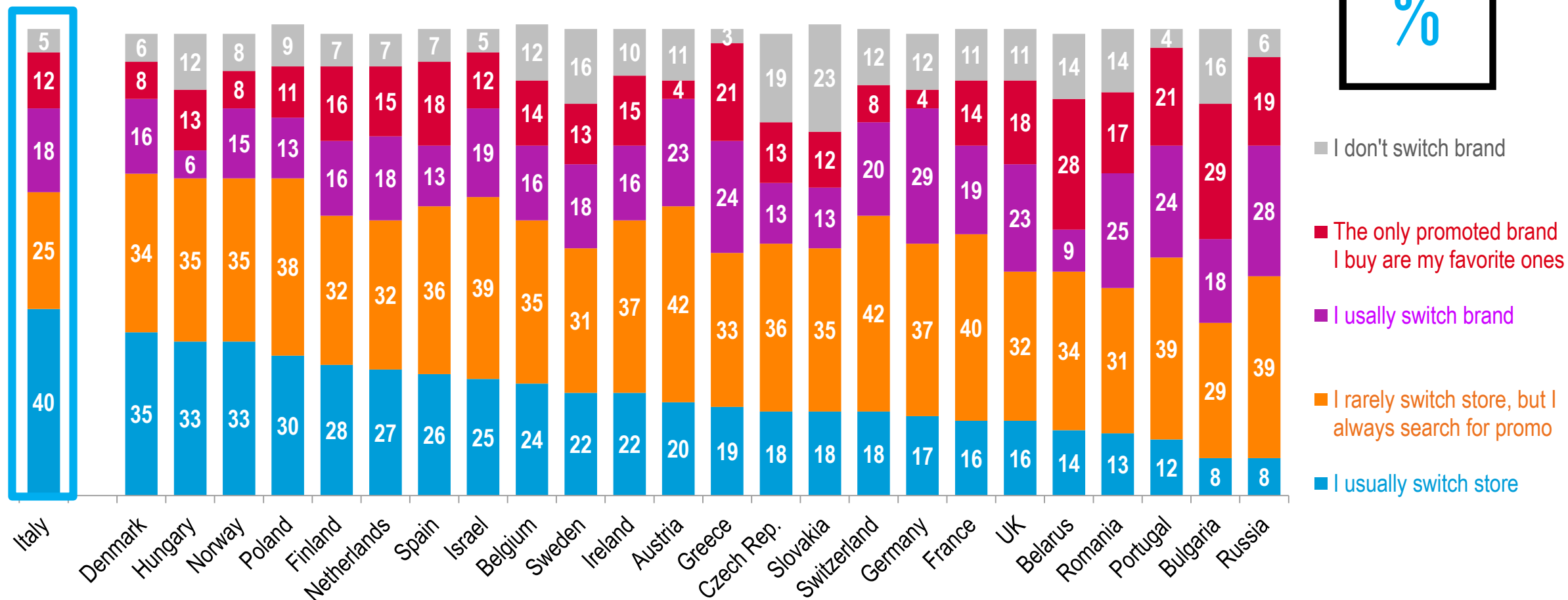
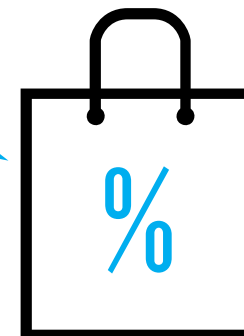


PROMO ARE THE LOYALTY KILLERS !

ITALIANS ARE MORE INFLUENCED TO SWITCHING BRAND/ STORE VIA PROMO

PROMO ADDICTED

"HOW PROMO INFLUENCE MY SHOPPING ATTITUDE"

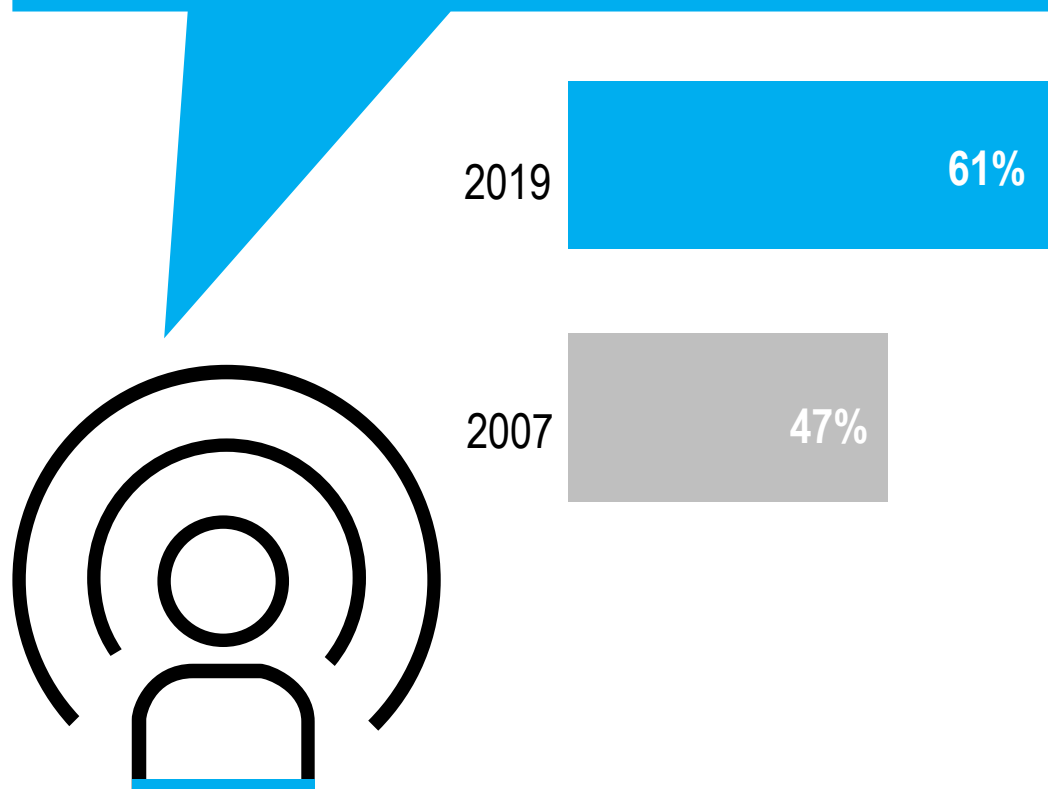


TOUCHPOINTS ARE MULTIPLYING !

ITALIANS ARE MORE AND MORE EXPOSED TO MARKETING STIMULUS

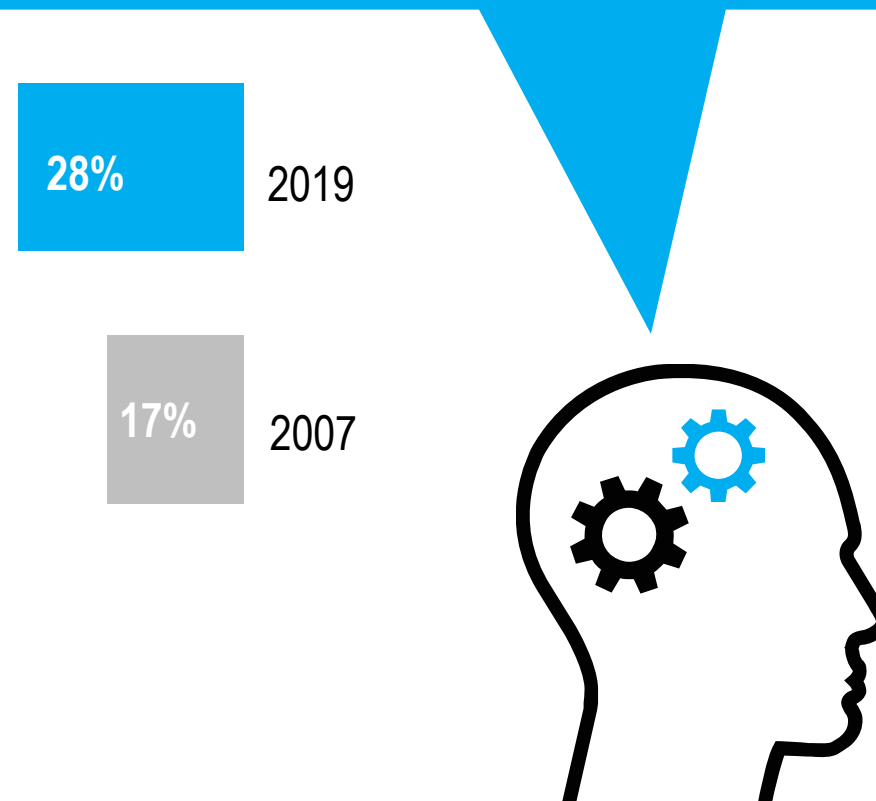
MULTICHANNEL

"THERE ARE TOO MANY ADVERTISING MESSAGES COMING FROM TOO MANY SOURCES"



INFORMED

"I CAN EASILY FIND THE INFORMATION I NEED BEFORE/WHILE SHOPPING"

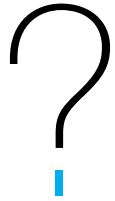


FROM CONSUMER LOYALTY TO LOYALTY-2-CONSUMER !

n

BRAND AND RETAILER ARE CALLED TO FOLLOW ITALIANS (R)EVOLUTION

YESTERDAY



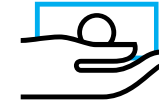
AWARENESS



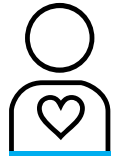
CONSIDERATION



PURCHASE

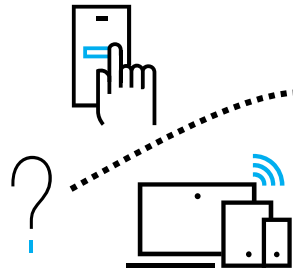


RETENTION

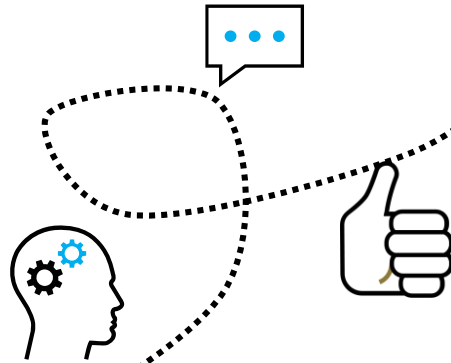


ADVOCACY

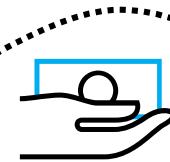
TODAY



LEAD



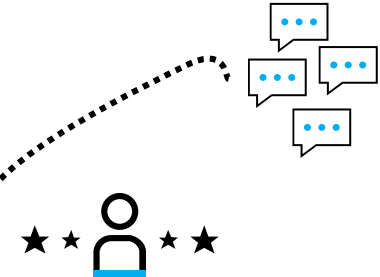
SHOPPER



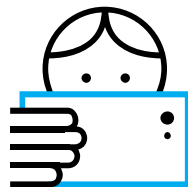
BUYER



LOYAL



AMBASSADOR



BEYOND SURVEY AND STATEMENTS

BIG DATA ANALYTICS HELP BRANDS/RETAILERS TO TAKE FASTER & BETTER CHOICES

WHY BRANDS NEED REVENUE GROWTH MANAGEMENT

UNDERSTAND SHOPPER RESPONSIVENESS TO INCREASE MARGIN

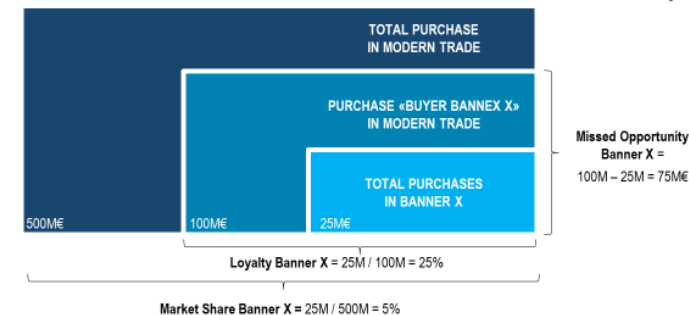


Source: Nielsen RMO Solutions

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MISSED OPPS ACT AS A PROXY OF BANNER LOYALTY

XXX



Source: Nielsen Trade Planner

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SIMPLIFY CONSUMER DECISIONS

PRIORITIZE PRODUCT ATTRIBUTES BASED ON SHOPPER PURCHASE SERIES



Source: Nielsen Market Structure

CONSUMER LOYALTY

LOYALTY -2 - CONSUMER

CLOSE THE GAP !

DISCOVER THE RELEVANT ATTRIBUTES NOT LINKED TO THE STORE IMAGE



Source: Nielsen Max-Diff study - Channel: Hyper

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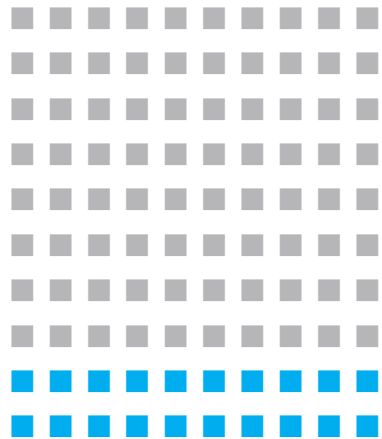
PRICE/PROMO ELASTICITY ACTS AS A PROXY OF BRAND LOYALTY

LOWER IS PRICE/PROMO ELASTICITY, HIGHER IS THE BRAND LOYALTY



100 units

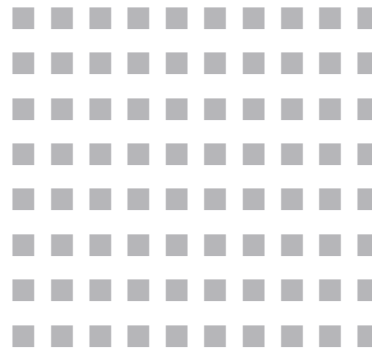
SALES – BEFORE price change



+10% PRICE

80 units

SALES – AFTER price change



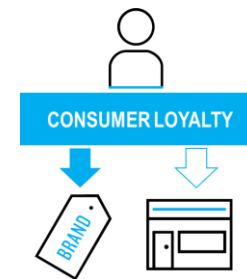
WHEN PRICE INCREASE +10% AND SALES DECREASE -20%
REGULAR PRICE ELASTICITY IS -2



ELASTICITY INDEX INFLUENCE
PRICE & PROMO STRATEGY

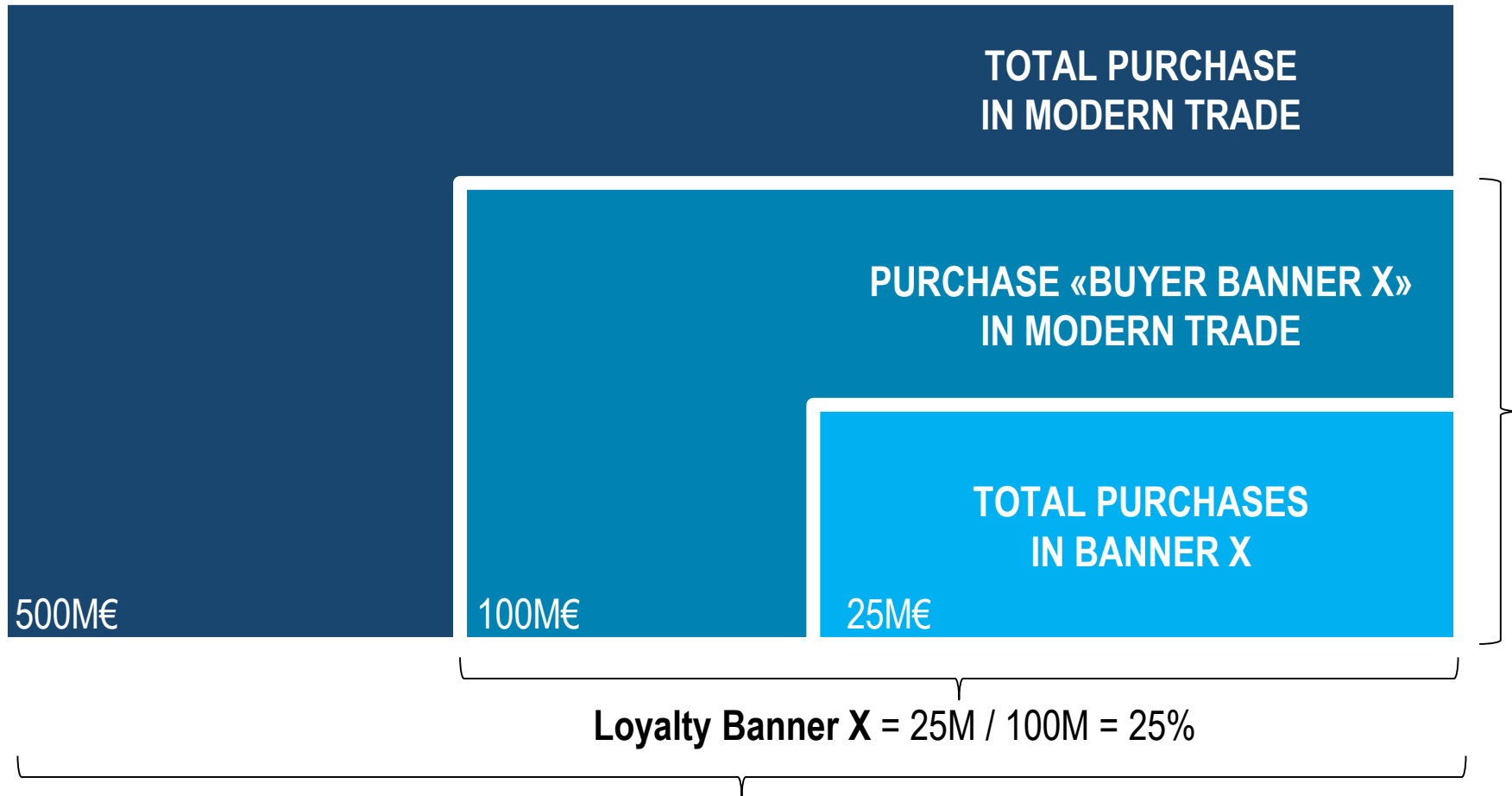
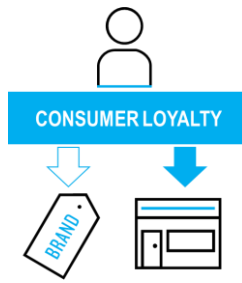
WHY BRANDS NEED REVENUE GROWTH MANAGEMENT

UNDERSTAND SHOPPER RESPONSIVENESS TO INCREASE MARGIN



MISSED OPPS ACT AS A PROXY OF BANNER LOYALTY

DISCOVER HOW MUCH YOUR CUSTOMER ARE SPENDING OUT OF YOUR STORE

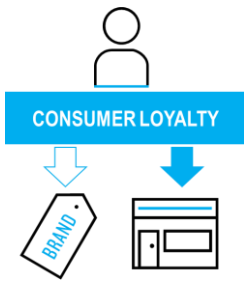


**Missed Opportunity
Banner X =**

$$100M - 25M = 75M€$$

ATTRACT CONSUMER WITHIN THE STORE IS NOT SUFFICIENT

EACH CATEGORY PLAYS DIFFERENT ROLE IN THE SHOPPING EXPERIENCE

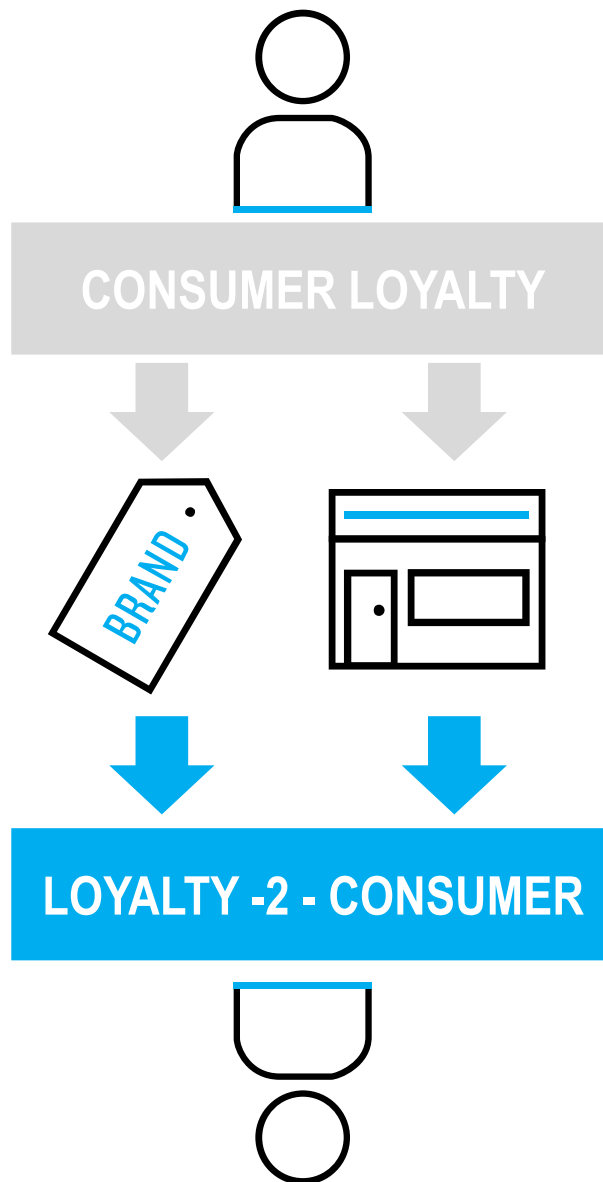
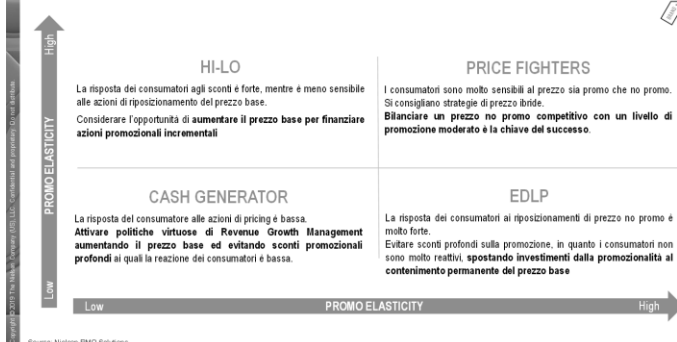


ROLE	STRATEGY	I GO TO THIS STORE BECAUSE....
DESTINATION	Traffic building Transaction building Turf defending Excitement generation	«....it offers the best selection of»
ROUTINE	Transaction building Profit generation	«...it offers me the greatest value and consistent shopping experience»
SEASONAL	Traffic building Excitement creating	«...it offers a special assortment in this period»
CONVENIENCE	Transaction building Profit generation Image enhancing	«...it's the best place for one-stop-shopping of convenience categories»

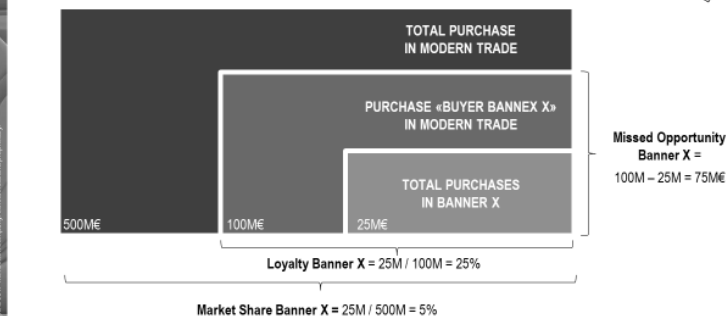
BEYOND SURVEY AND STATEMENTS

BIG DATA ANALYTICS HELP BRANDS/RETAILERS TO TAKE FASTER & BETTER CHOICES

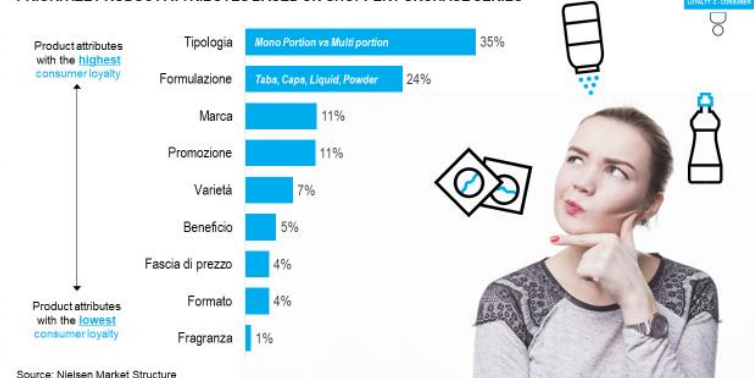
WHY BRANDS NEED REVENUE GROWTH MANAGEMENT UNDERSTAND SHOPPER RESPONSIVENESS TO INCREASE MARGIN



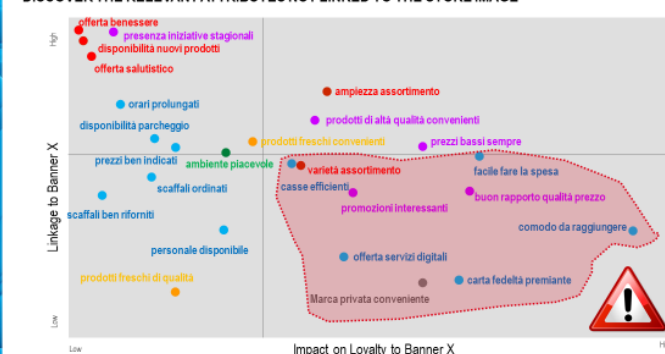
MISSED OPPS ACT AS A PROXY OF BANNER LOYALTY XXX



SIMPLIFY CONSUMER DECISIONS PRIORITIZE PRODUCT ATTRIBUTES BASED ON SHOPPER PURCHASE SERIES

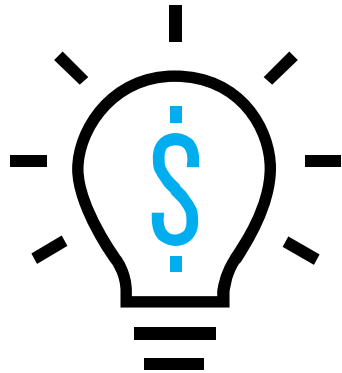
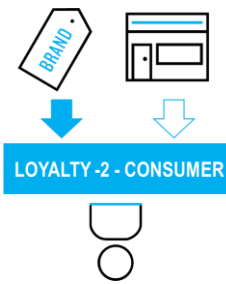


CLOSE THE GAP! DISCOVER THE RELEVANT ATTRIBUTES NOT LINKED TO THE STORE IMAGE



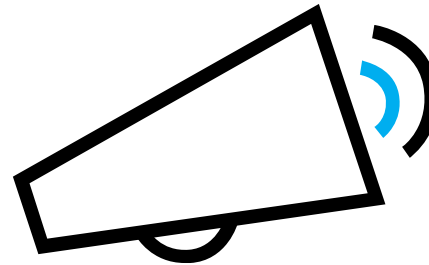
BRANDS ARE CALLED TO BE CUSTOMER-CENTRIC

UNDERSTAND AND PRIORITIZE CONSUMER DRIVERS OF PRODUCT CHOICE IS KEY TO...



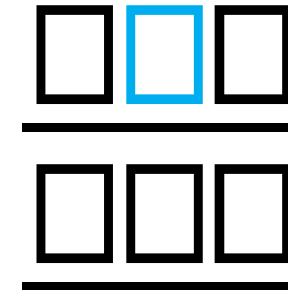
**...DEVELOP
THE RIGHT INNOVATION
ALIGNED WITH
UNMET NEEDS**

Which are the product segments - missing in the brand portfolio – able to satisfy new consumer targets or match new consumer occasion?



**...COMMUNICATE
THE MOST RELEVANT
AND DIFFERENTIATING
ATTRIBUTES**

Which are the most relevant product attributes still not advertised in communication and marketing activities?

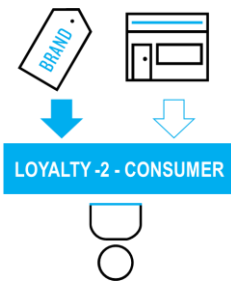


**...OFFER
A SHOPPER-FRIENDLY
EXPERIENCE IN FRONT
OF THE SHELF**

Which is the shelf configuration aligned with the consumer view able to simplify the instore shopping experience ?

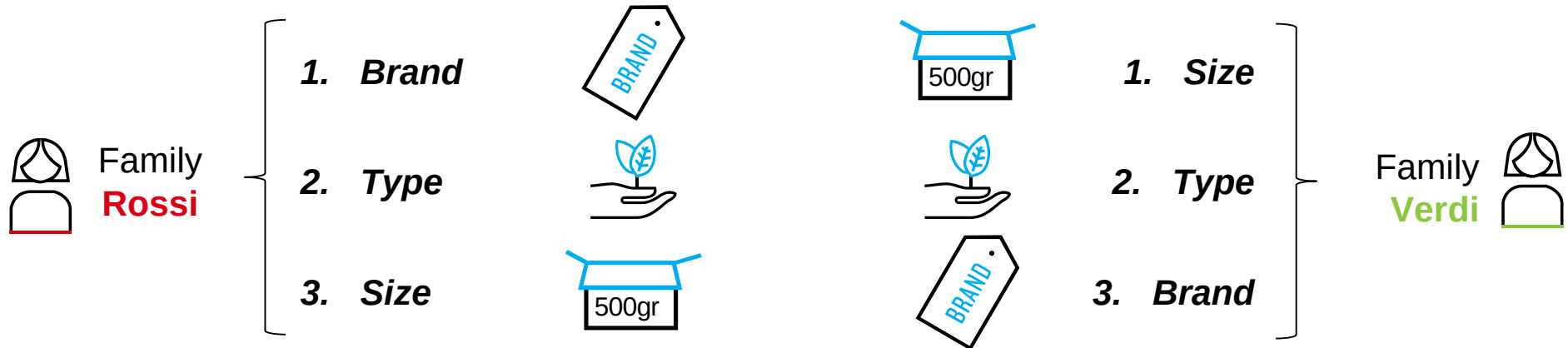
DISCOVER THE CONSUMER DECISION TREE

ANALYZE PURCHASE SERIES GET THE OPPORTUNITY TO RANK PRODUCT CHOICE DRIVERS



		Purchase #1	Purchase #2	Purchase #3	Purchase #4	Purchase #5
	Family Rossi	Brand A Standard 1 Kg	Brand A Organic 500 gr	Brand A Standard 1.5 Kg	Brand A Standard 500 gr	Brand A Organic 1 Kg
	Family Verdi	Brand A Organic 500 gr	Brand C Organic 500 gr	Brand D Standard 500 gr	Brand A Organic 500 gr	Brand E Organic 500 gr

PRODUCT CHOICE DRIVERS



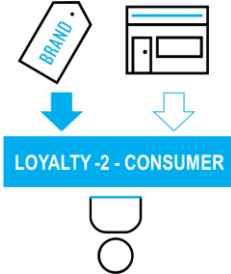
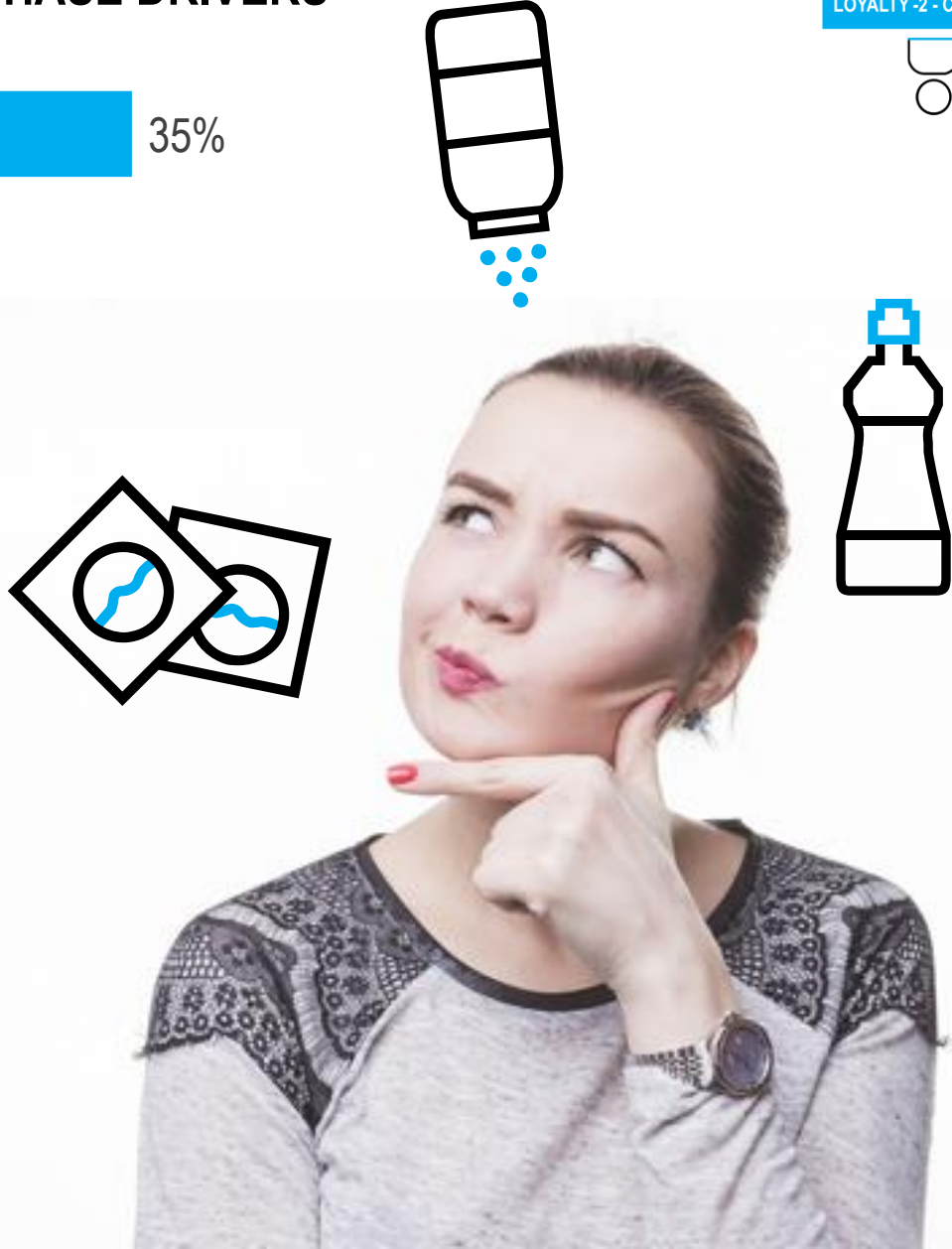
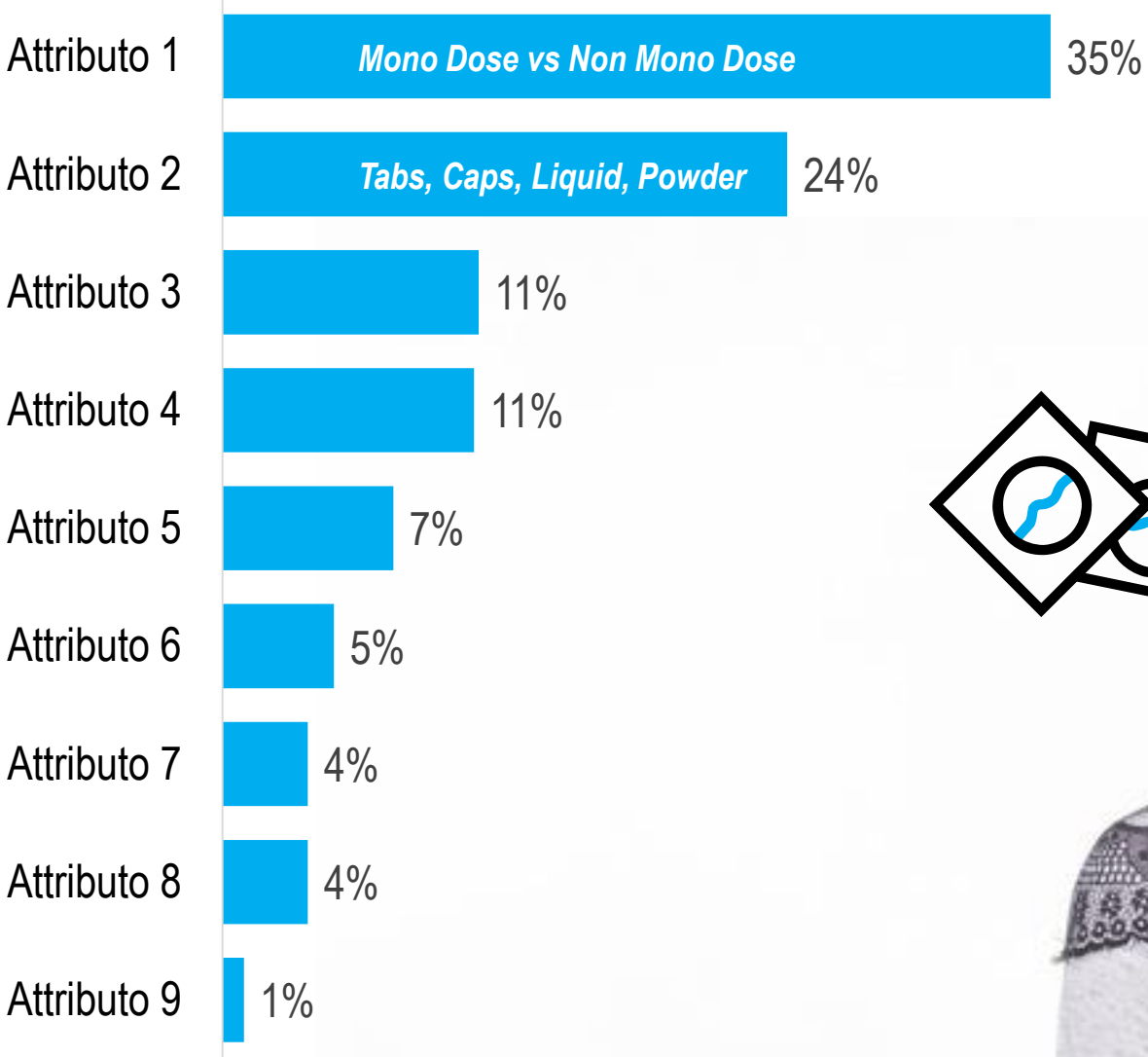
SIMPLIFY CONSUMER DECISIONS

PRIORITIZE PRODUCT ATTRIBUTES BASED ON SHOPPER PURCHASE DRIVERS

Product attributes with the **highest** consumer loyalty

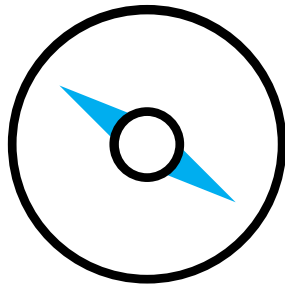
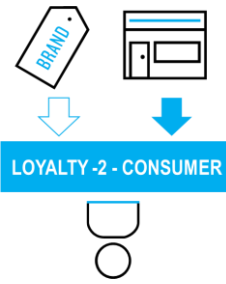


Product attributes with the **lowest** consumer loyalty



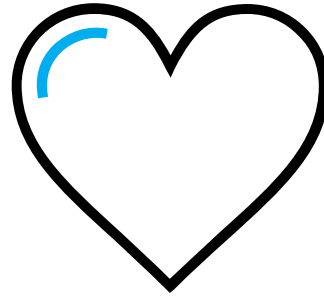
RETAILER ARE CALLED TO BE CUSTOMER-CENTRIC

UNDERSTAND AND PRIORITIZE CONSUMER DRIVERS OF STORE CHOICE IS KEY TO...



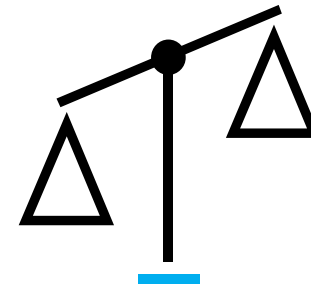
...MAXIMIZE
THE DRIVE
TO STORE

*Which are
the most relevant drivers
to visit the store ?*



...SIZE THE IMPACT
OF EACH STORE
ATTRIBUTES ON
STORE LOYALTY

*Which attributes have
a tangible impact
on store loyalty?*



...INCREASE
CUSTOMER
SATISFACTION

*Which attributes
can deliver a better
customer experience ?*

LOYALTY VS (DIS)LOYALTY

TRACK THE (R)EVOLUTION THROUGH DATA

MARCO MISSIROLI

FEDELTA'



Vincitore PREMIO
STREGA 2019
GIOVANI

EINAUDI

“

La **fedeltà** è uno di quei territori che cambiano moltissimo a seconda delle epoche.

Una volta era una **legge** da rispettare a tutti i costi, ora è quasi **un concetto che è necessario sfatare** per essere al passo con i tempi.

E' il **termometro** di questa generazione che cambia giorno dopo giorno, e tante volte in un giorno, proprio perché infedele.

”



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