



COLLABORATION

Shopper & Consumer

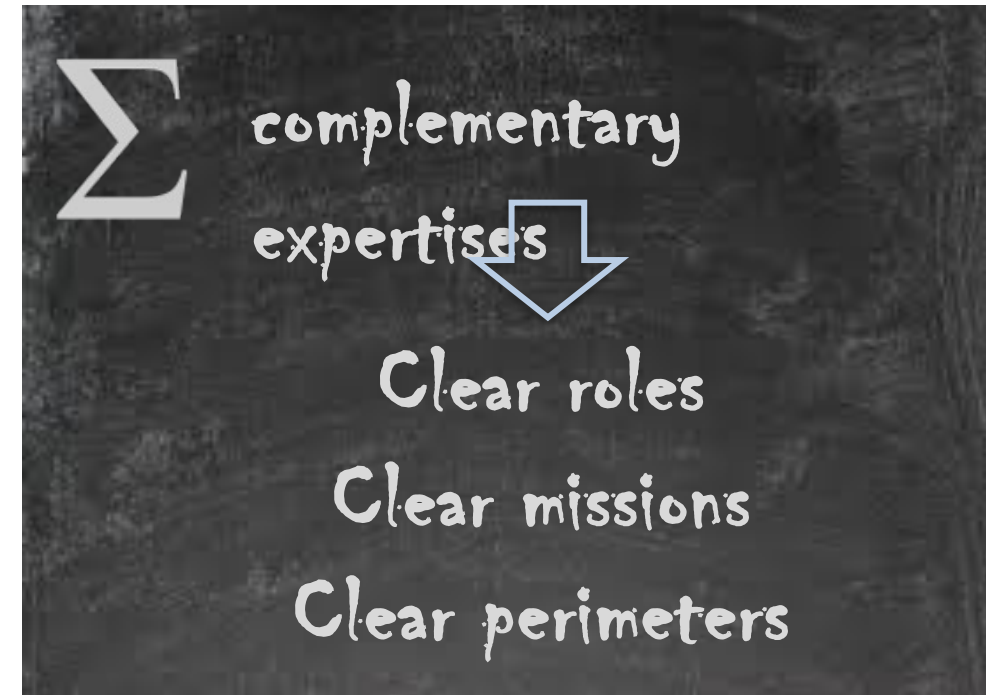
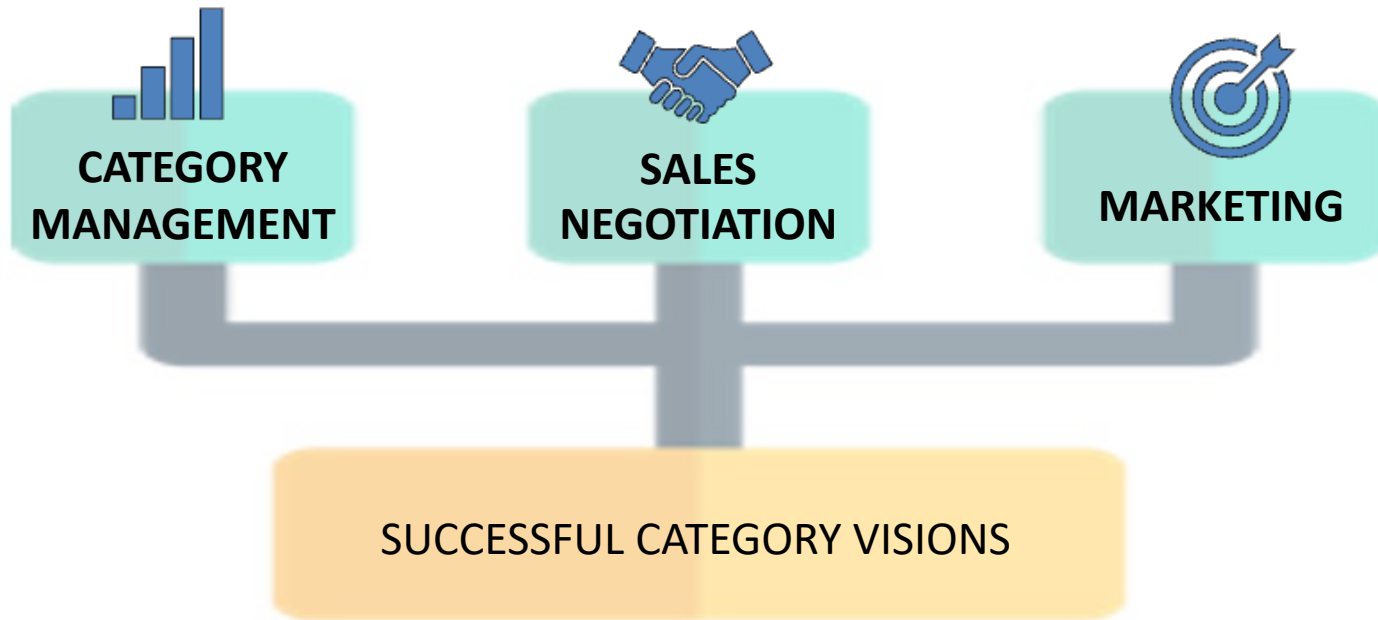
A Key Differentiation For Better Internal Interactions



PREREQUISITE FOR CATEGORY PARTNERSHIP WITH RETAILERS

INTERNALLY

OPTIMIZED COLLABORATION



Internal Roles

Target



MARKETING

Make the product preferred

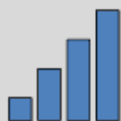
Consumer



SALES/NEGOTIATION

Make the product available

Buyer



CATEGORY MANAGEMENT

Make the product bought

Shopper

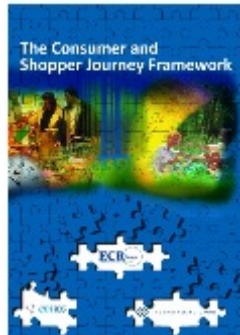


! CONSUMER VS SHOPPER, SOME BLURRY ABSTRACT TARGETS

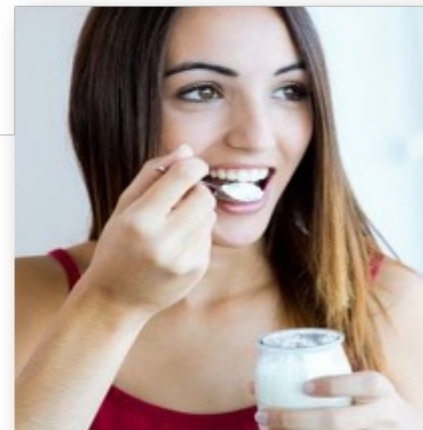
CATEGORY MANAGEMENT MARKETING

TOP COMPLEMENTARY EXPERTISES FOR OPTIMAL COLLABORATION

The Consumer & Shopper Journey



CONSUMER



SHOPPER



WHO IS DOING WHAT?

CONSUMER AND SHOPPERS CAN BE DIFFERENT. EVEN IF THE SAME, NOT THE SAME EXPECTATIONS AND BEHAVIOURS.



CONSUMER CONSUMPTION Needs



SHOPPER PURCHASE Needs



WHO?

All household members who consume the product

The person in charge of the household purchases

WHERE, WHEN?

Product usage, Moment of consumption and place of consumption..

Place of purchase, Moment, Retailers image/value perception, In-store or Online purchase journey, shopping mission ...

WHY?

Taste, format, brand, functionality...

Visibility, Assortment/Choice, Price, Activation/Levers ..

HOW?

Emotional ++

Rational ++

**MARKETING
PLAYGROUND**

**CATEGORY MANAGEMENT
PLAYGROUND**

SOME SHOPPER-CONSUMER DICHOTOMIES.

SEGMENTATION

CHILLED



Consumer	KIDS	WHITE INDULGENCE	HEALTH	EVERYDAY PLEASURE	LIGHT	DESSERTS
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Shopper	KIDS	WELL-BEING	ETHNIC	CLASSIC WHITE	CLASSIC FLAVORED	DESSERTS
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PROMOTIONAL LEVERS

CHOCOLATE EGGS

Consumer
Taste / Brand / Gift..



Shopper
Price / Visibility / Occasion

COMMUNICATION

DAIRY

Consumer



Pleasure / Emotion

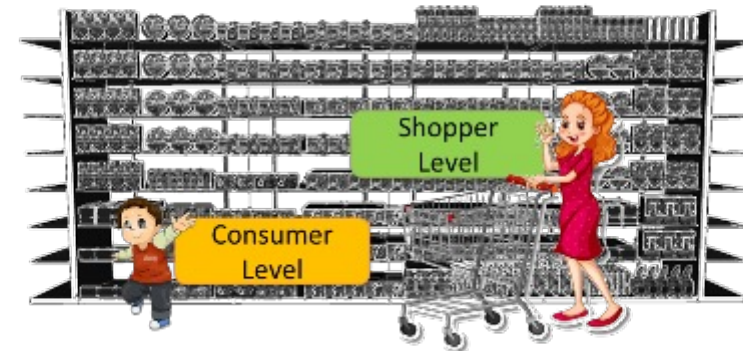
Shopper



Promotion-Price/
Usage

PLANOGRAMS

KIDS SEGMENT



X 3

CONSUMER-SHOPPER & COLLABORATION : KEY ASSETS



STRUCTURE AND ORGANIZATION

- => Define everyone's internal roles and missions
- => Clarify the structure and interactions between departments
- => Raise the level of expertise in specific areas
- => Optimize internal collaboration



CATEGORY STRATEGY

- => reinforce the relevance of the category vision (from Consumers to Shopper needs)
- => Multiply and better guide the levers of action



DISTRIBUTOR PARTNERSHIP

- => Have common shopper language and targets
- => Refine CRM
- => Adapt actions



CATEGORY YOURS

