Key questions:

How do shoppers **make choices today**?

How has shopping **influence** changed?

Is new shopper-support **technology** replacing traditional advertising?

SHOPPER SCIENCES.

Understanding the target

Brand
Awareness

Brand
Preference

Brand
engagement

Demographics

Consumer

Customer

Transactions

Annual
Spend

Share of
Wallet

Spend
Frequency

SHOPPER
SCIENCES.

Understanding the target

Brand Awareness

Brand Preference

Brand engagement

Demographics

Consumer

Customer

Transactions

Annual Spend

Share of Wallet

Spend Frequency

SHOPPER SCIENCES.
IPG MEDIABRANDS

Same human, different behaviors

Consumer
Using

Shopper
Deciding

Customer
Buying

What drives shoppers to say
"yes"?

SHOPPER SCIENCES.

Dedicated to understanding shoppers and shopping behavior better than any other company in the world.

What does it take to get the shopper to say "yes"?

Working with MIT, Shopper Science is dedicated to understanding shoppers and shopping behavior better than any other company in the world.

SHOPPER SCIENCES™

New Market

Chile

Turkey

Denmark

Poland

Indonesia

Malaysia

Thailand

Atlanta

Chicago

Los Angeles

New York

Tokyo

London

Our Client:

American Standard

Boston Market

Bose

Brown Foreman

Coke

CVS

Exxon / Mobil

FedEx

Google

Home Depot

Levi's

Merck

Media Mkt

Microsoft Xbox

Pfizer

Sony Entertainment

Tesco

WesFarmers Group

Walmart

IPG
Interpublic Group

Google - Shopper Sciences
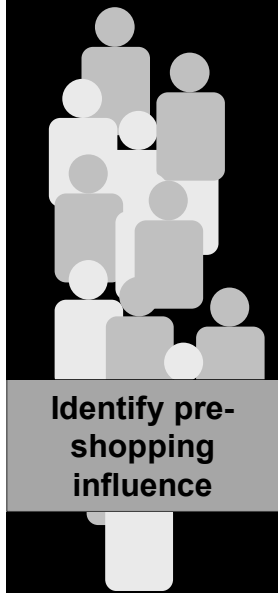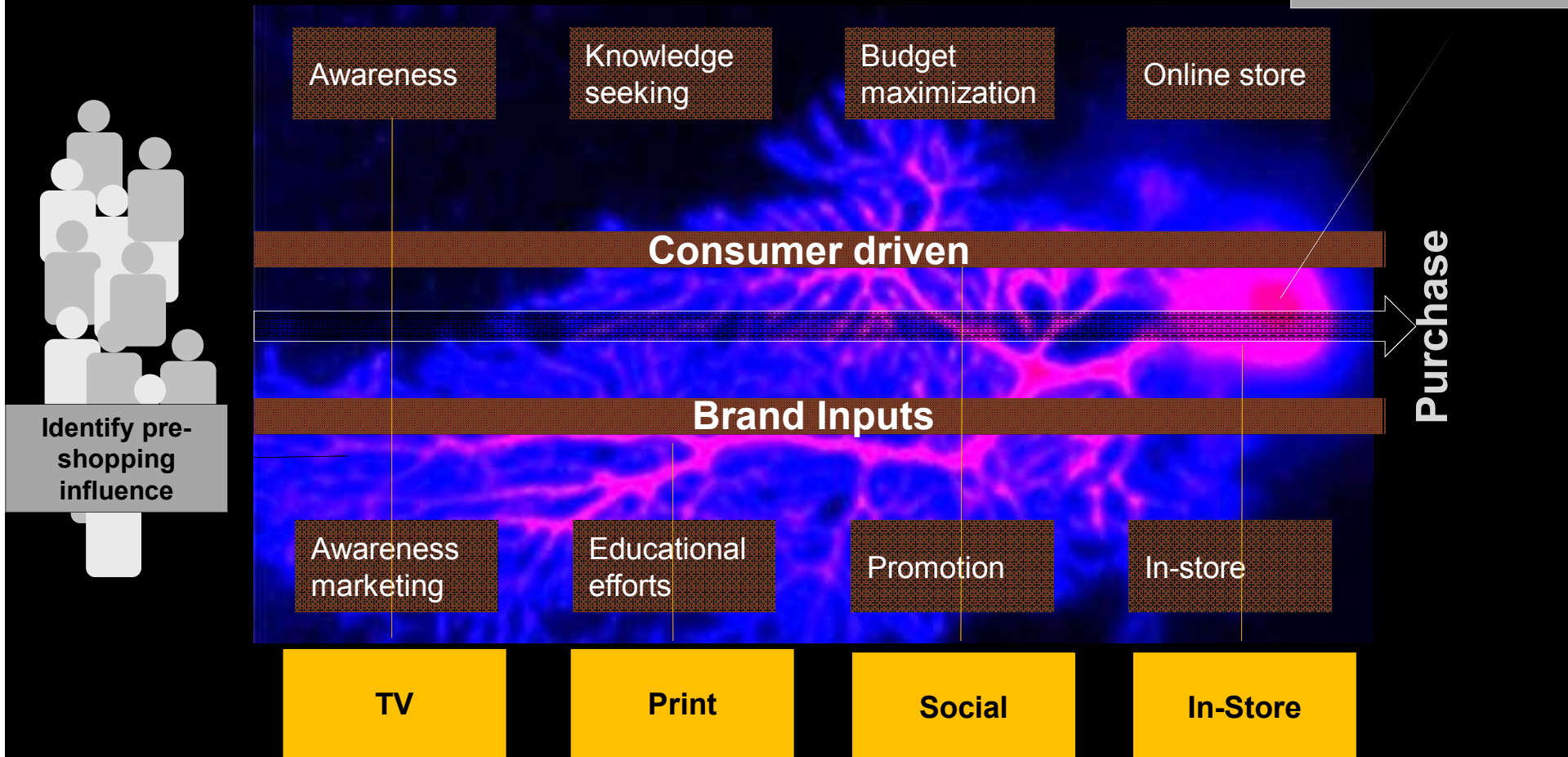# Zero Moment of Truth Macro Study, U.S.

Understanding the new purchase journey

Neural shopper maps

Homogeneous high influence

Homogeneous low influence

Largest number of shoppers indicate high influence of retail store

Awareness

Knowledge seeking

Budget maximization

Online store

Consumer driven

Purchase

Brand Inputs

Identify pre-shopping influence

Awareness marketing

Educational efforts

Promotion

In-store

TV

Print

Social

In-Store

Shopping effects take place throughout the purchase funnel, many up stream of the physical store

SHOPPER SCIENCES.
IPG MEDIABRANDS

Understanding purchase influence for shoppers begins by knowing…

When? did you start shopping

Where? did you seek for advice or information?

How? does it influence your purchase decision?

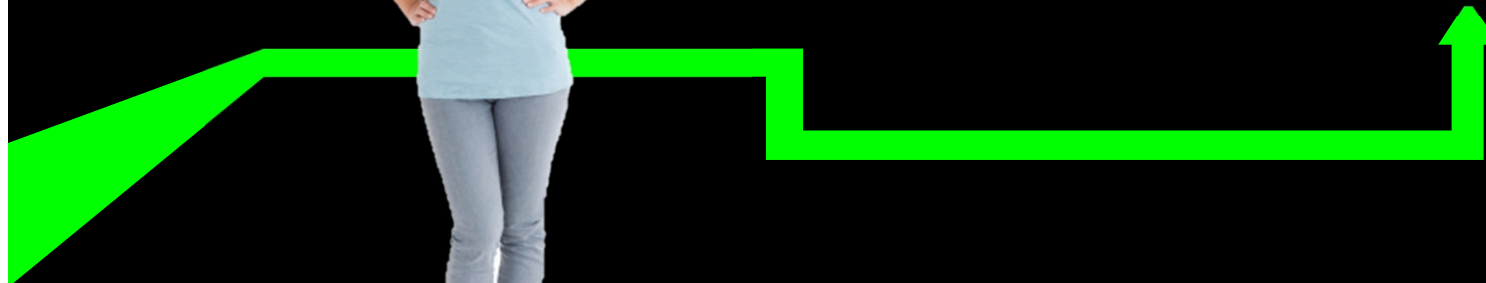**What?** kind of info were you looking for?

Why? is it influential?

Identifying optimum path as key navigation

NEW PATH TO PURCHASE

SHOPPER SCIENCES.

What Is the Optimal **PATH TO PURCHASE** for the Typical Automotive Shopper?

Meet Jenny

SHOPPER SCIENCES.

Jenny First Begins Thinking About Buying a New Car **2-3 Months** in Advance of Her Purchase

4-6 Months	2-3 Months	1 Month	3 Weeks	2 Weeks	1 Week	3-5 Days	1-2 Days	Day of Purchase

Where Does Her Journey Start?

50+ Sources of Information

	2-3 Months	1 Month	3 Weeks	2 Weeks	1 Week	3-5 Days	1-2 Day	Day of Purchase

Online Banner Ads
Noticed advertising while browsing online

Direct
Read information in an email received from brand/manufacturer
Read information in an email received from retailer
Received mail at home from brand/manufacturer
Received mail at home from retailer

Event
Attended a show or event where product was featured
Tried a sample/experienced product at special event

OOH
Saw an ad on an outdoor billboard

Print
Looked at/read magazine advertisements
Looked up product in the yellow pages/phone book
Read magazine articles, reviews
Read newspaper articles, reviews
Saw an ad in a newspaper/insert

Radio
Heard it discussed on the radio
Saw advertisements on the radio

Television
Saw advertisements on television
Watched a TV show that featured product

Mobile
Downloaded an app before shopping
Received a text from on my mobile phone
Searched the web for information with my mobile phone
Used my mobile phone to scan 2D barcode/QR code

Social
Tried/saw friend & family member product
Talked with friends & family about the product

Online General
Read comments following an article/opinion piece online
Read product reviews or endorsements online
Watched videos about product online

Online Social
Became a friend-follower-'liked' a brand
Looked at a blog/forum/message board that discussed product
Saw product mentioned on a social networking website like Facebook
Received a referral notice from a friend online

Online General
Comparison shopped products online
Searched online, used search engine
Sought information from a retailer website
Sought information from brand/manufacturer websites

Retail
Looked at signage - display about the product in the store
Looked at the product package in the store
Read brochure - pamphlet about the product in the store
Talked with a customer service representative on the phone
Talked with a salesperson or associate in the store
Tried a sample/experienced the product in a store
Used computer in the store to look up information on product

**TV Ads
Newspaper Ads
Magazines
Direct Mail**

**Friends & Family
Co-workers**

**Searched Online
Online Comparison Shopping
Dealer Websites
Manufacturer Websites
Online Quote**

**Dealer Showroom
Test Drive
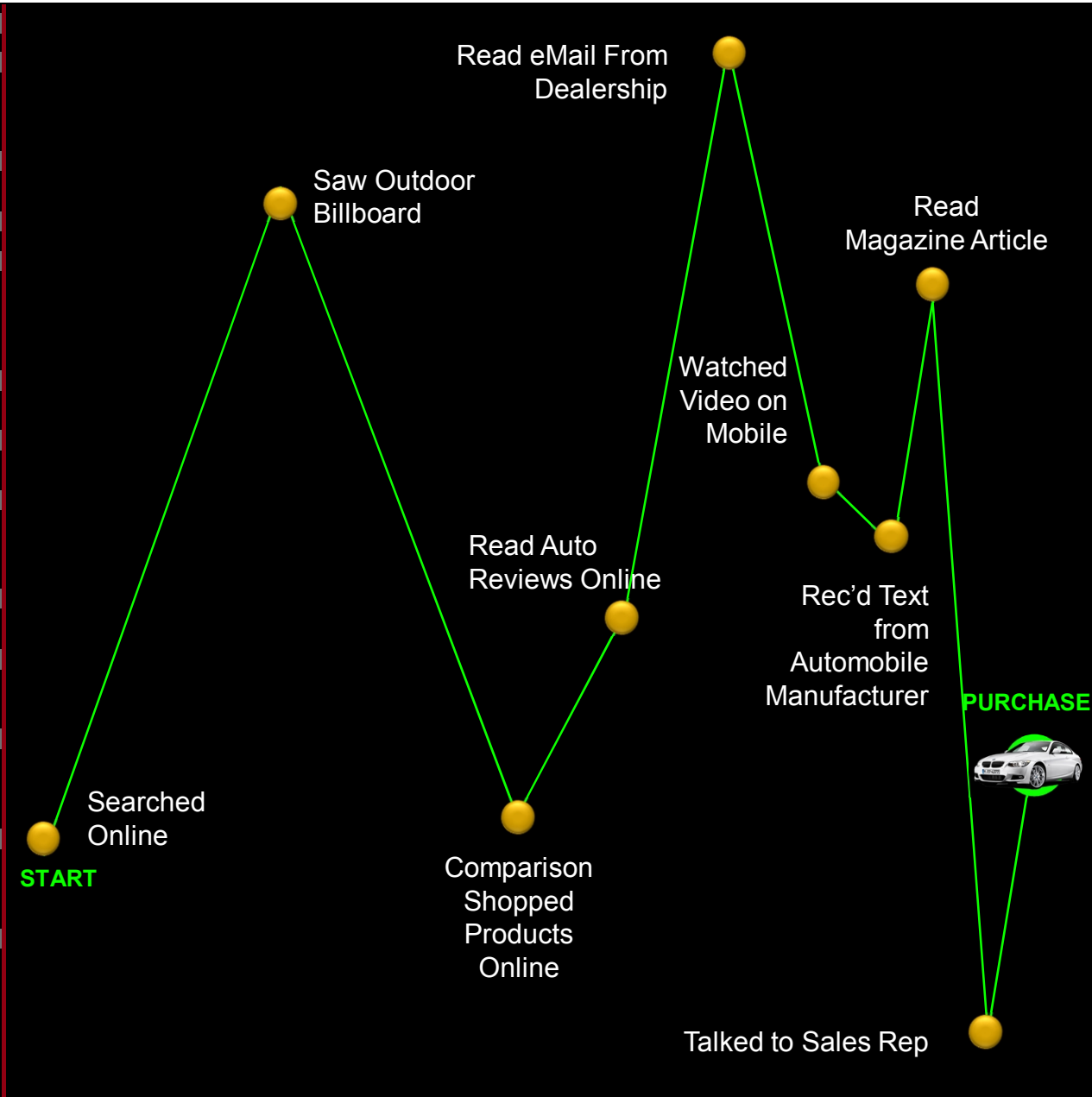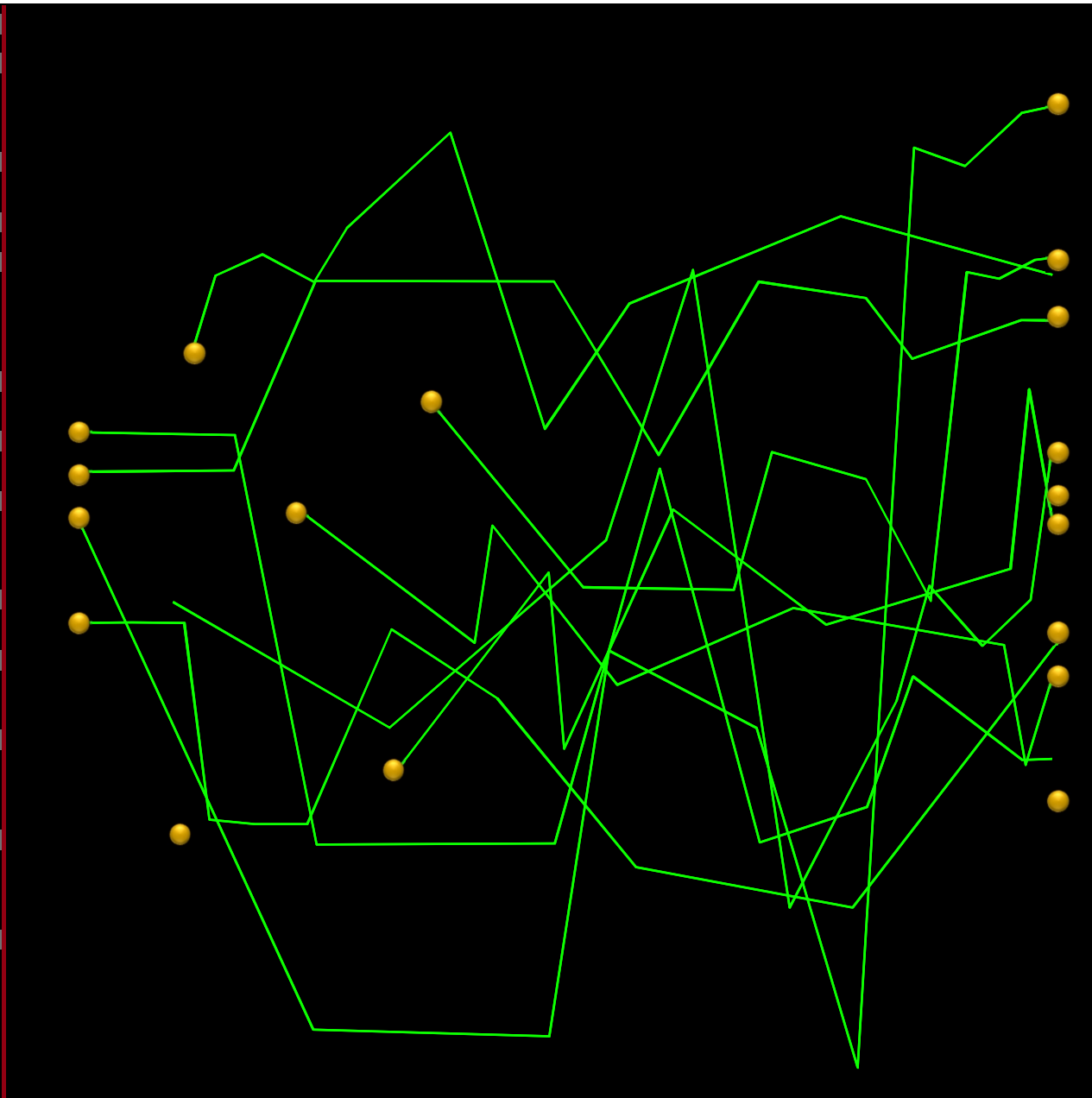Sales Rep**

The Matrix

IPG MEDIABRANDS   SHOPPER SCIENCES.

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Used computer in the store to look up information on product

Jenny's Path

Read eMail From Dealership

Saw Outdoor Billboard

Read Magazine Article

Watched Video on Mobile

Read Auto Reviews Online

Rec'd Text from Automobile Manufacturer

PURCHASE

Searched Online

START

Comparison Shopped Products Online

Talked to Sales Rep

| 2-3 Months | 1 Month | 3 Weeks | 2 Weeks | 1 Week | 3-5 Days | 1-2 Day | Day of Purchase |

SHOPPER SCIENCES
IPG MEDIABRANDS

All Shopper Paths

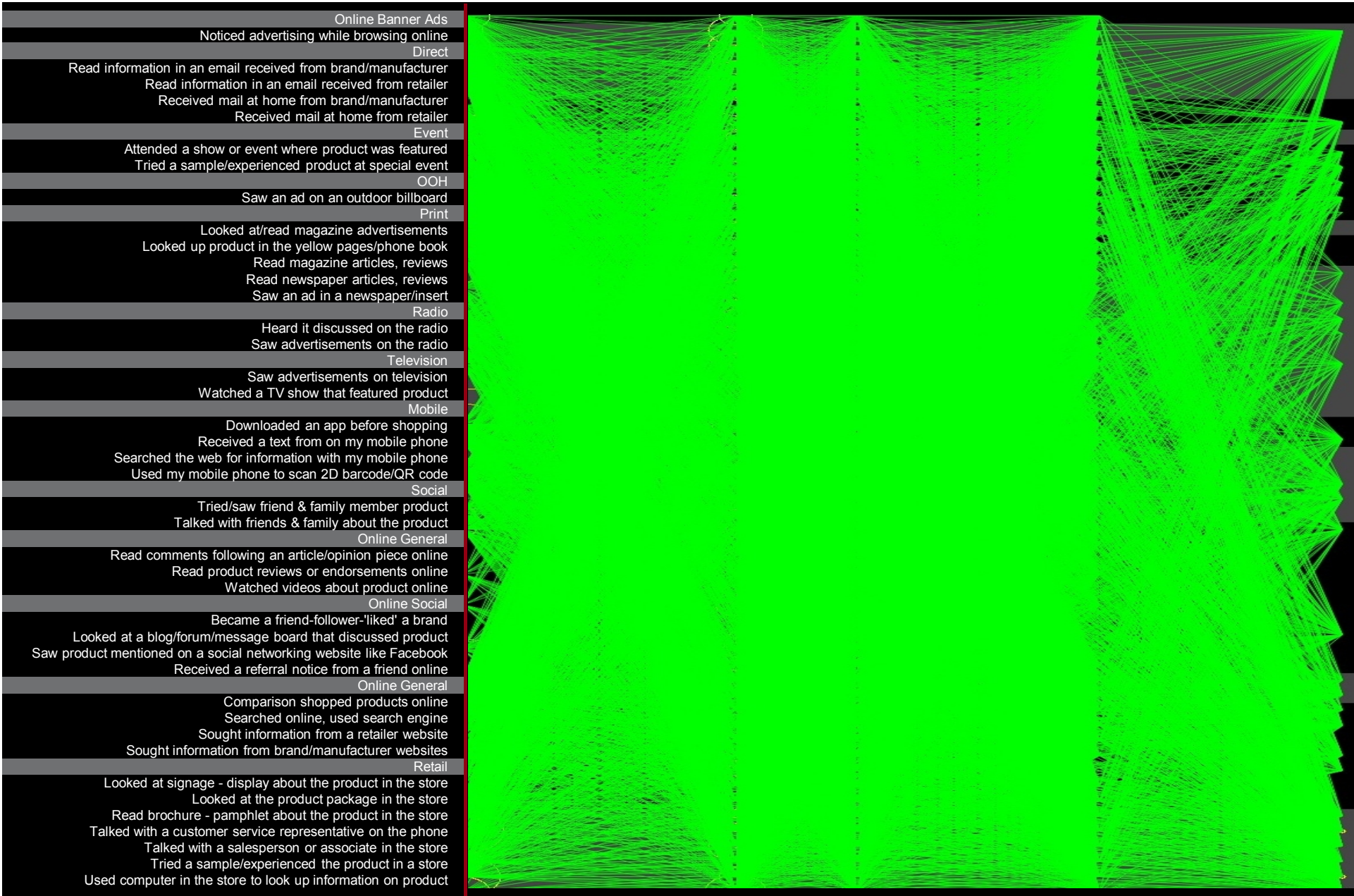| Online Banner Ads |
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| 2-3 Months | 1 Month | 3 Weeks | 2 Weeks | 1 Week | 3-5 Days | 1-2 Day | Day of Purchase |

SHOPPER SCIENCES
IPG MEDIABRANDS

Optimal **PATH TO PURCHASE** for the Typical Automotive Shopper

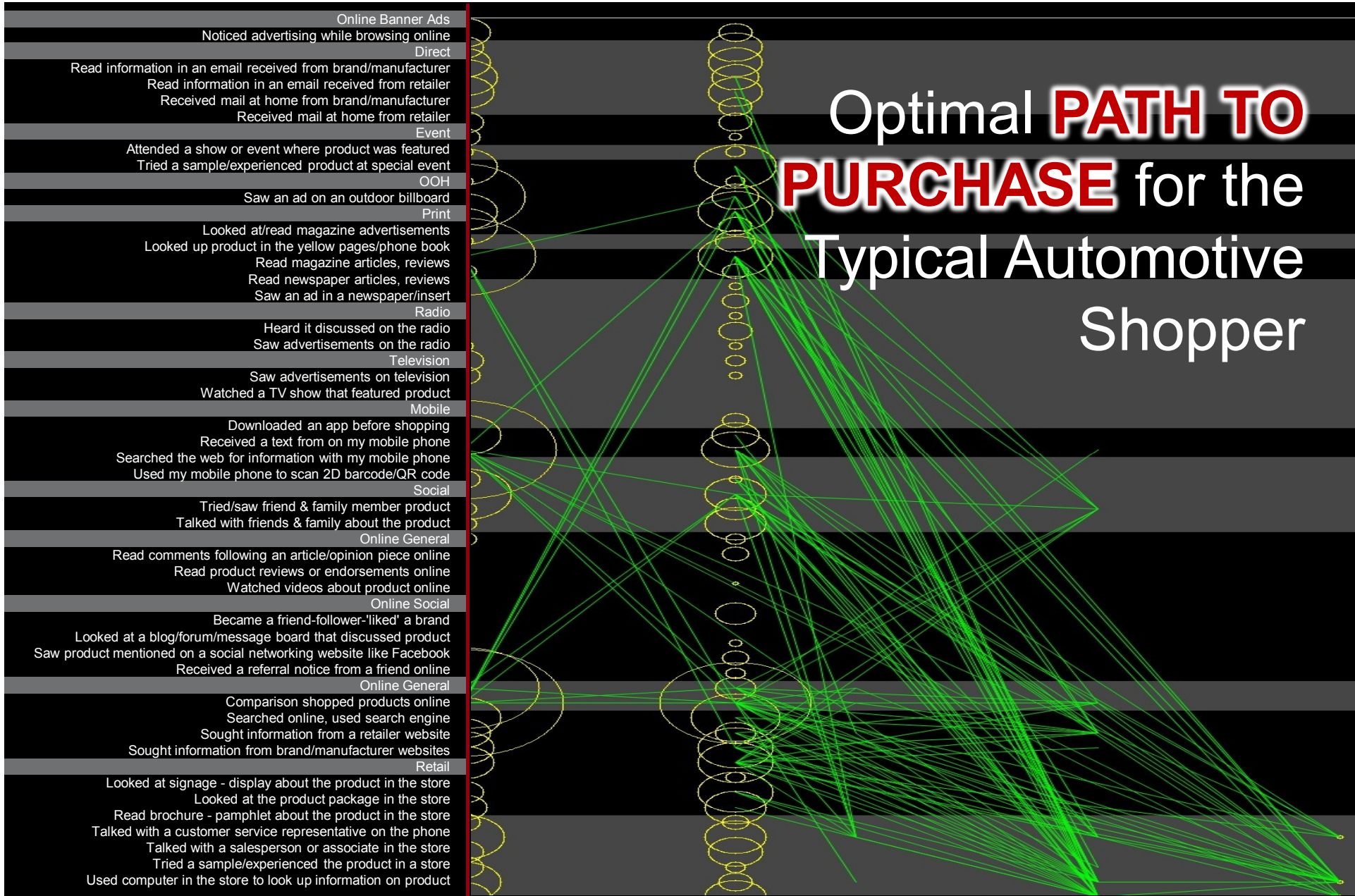| | Online Banner Ads |
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Optimal Path

| 2-3 Months | 1 Month | 3 Weeks | 2 Weeks | 1 Week | 3-5 Days | 1-2 Day | Day of Purchase |

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Same experiences deliver different outcomes by category

Knowledge Based information is key to consumers technology and software

Prove of performance is key for Software

Health & Beauty

Consumers Technology

Software

Awareness and understanding of benefit are main driver for health & beauty

Awareness | Education | Desire | Seek More | Trial | Transaction | Commitment | Involvement | Recommendation
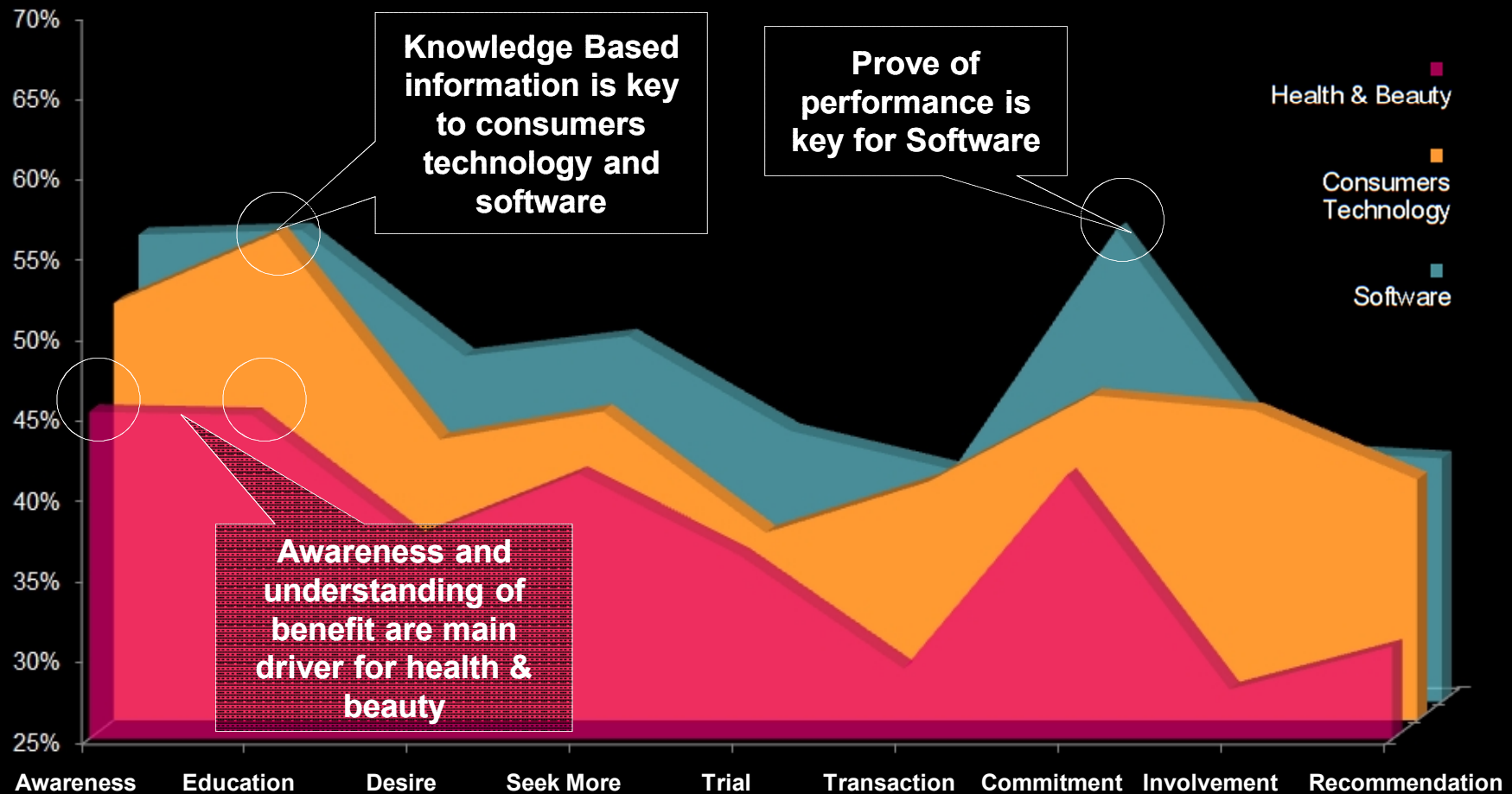
Let consumers help you develop products in the consumer technology category, it drives awareness and education but not much else . Create the same experience in the computer software category and it drives loyalty and prompts people to find out more about the brand much more impact than the health & beauty.

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This allows us to be far more focused on delivering social experiences that meet our objectives

"Making brand seems more desirable…"

Thailand
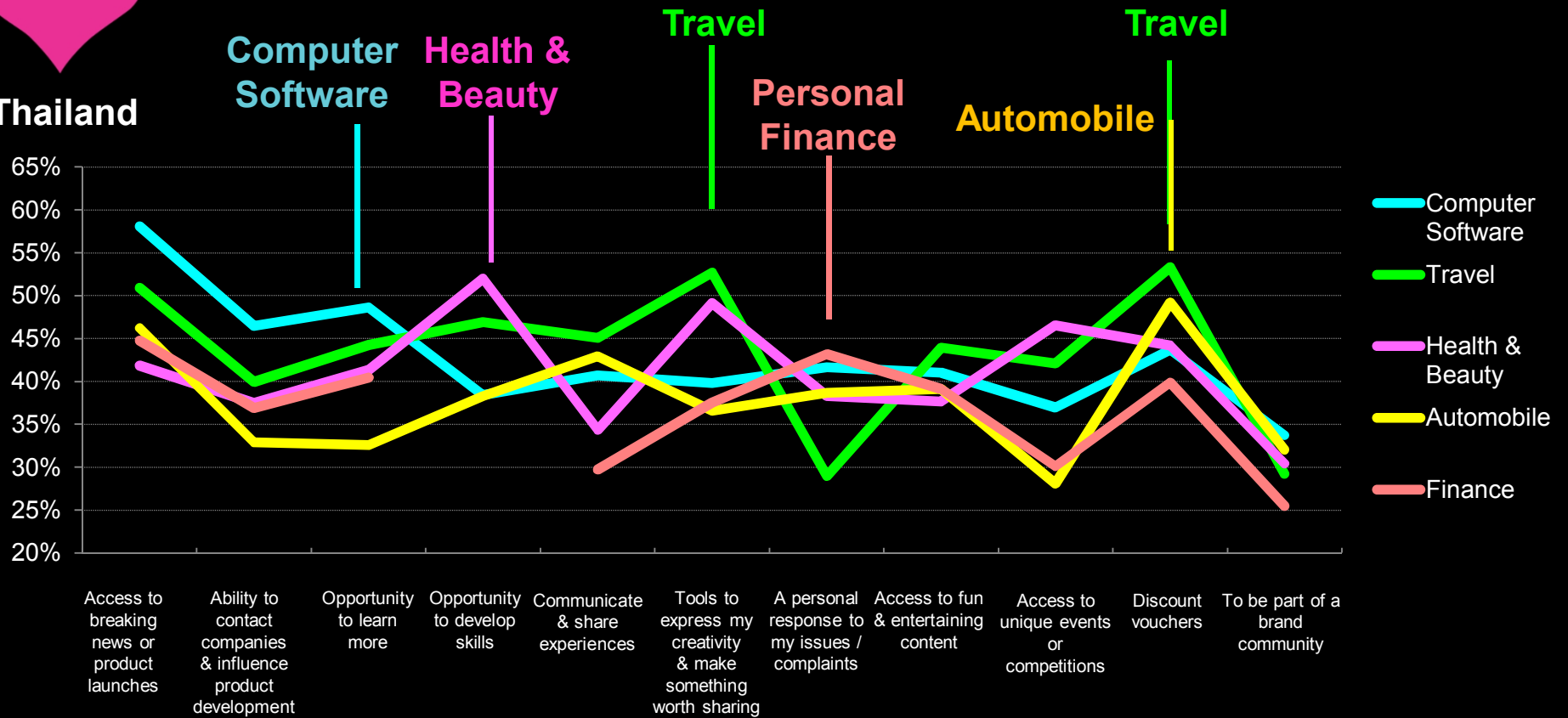
Computer Software

Health & Beauty

Travel

Personal Finance

Automobile

Travel

Legend:
- Computer Software
- Travel
- Health & Beauty
- Automobile
- Finance

Y-axis: 20%, 25%, 30%, 35%, 40%, 45%, 50%, 55%, 60%, 65%

X-axis categories:
- Access to breaking news or product launches
- Ability to contact companies & influence product development
- Opportunity to learn more
- Opportunity to develop skills
- Communicate & share experiences
- Tools to express my creativity & make something worth sharing
- A personal response to my issues / complaints
- Access to fun & entertaining content
- Access to unique events or competitions
- Discount vouchers
- To be part of a brand community

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Identifying right content at the right moment

CONTENT NEED

Content Needs Change Throughout Purchase Journey

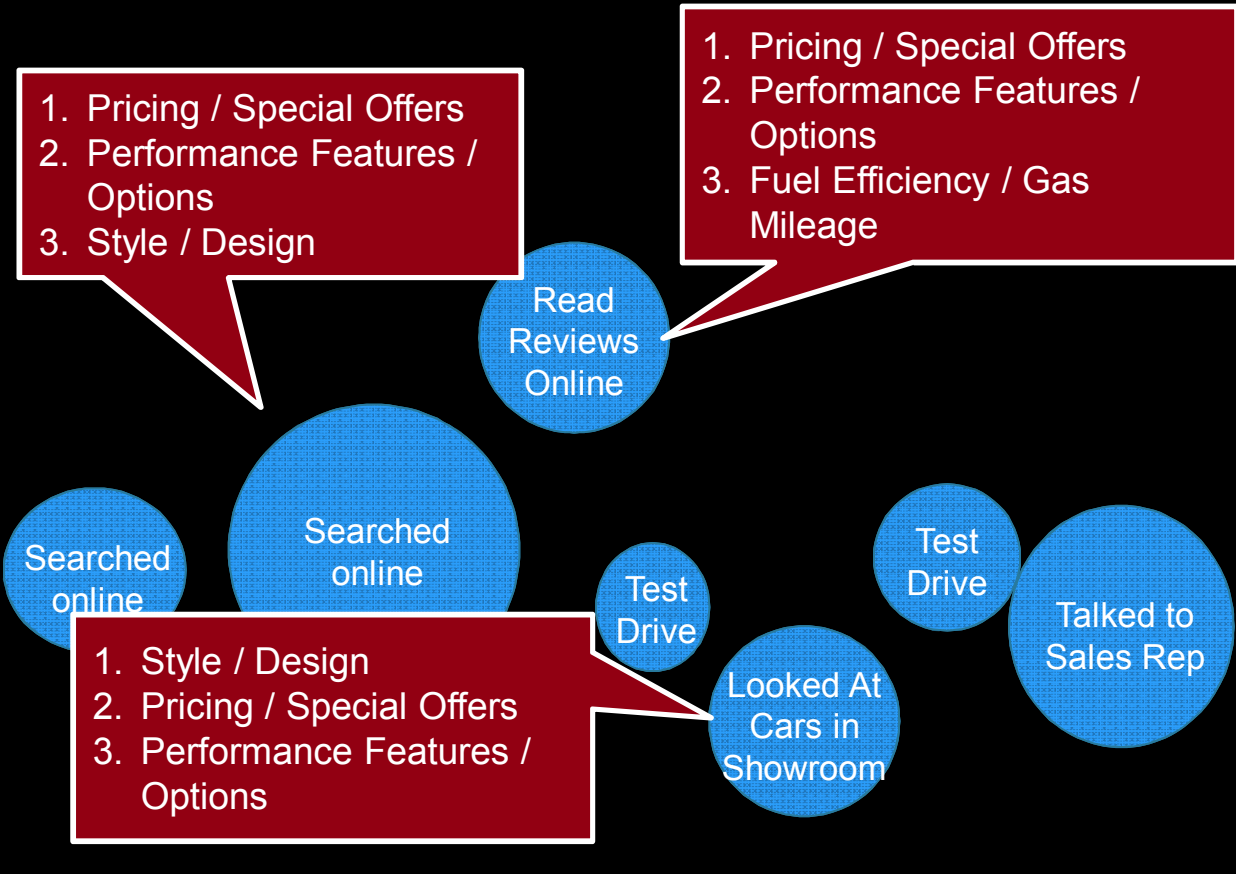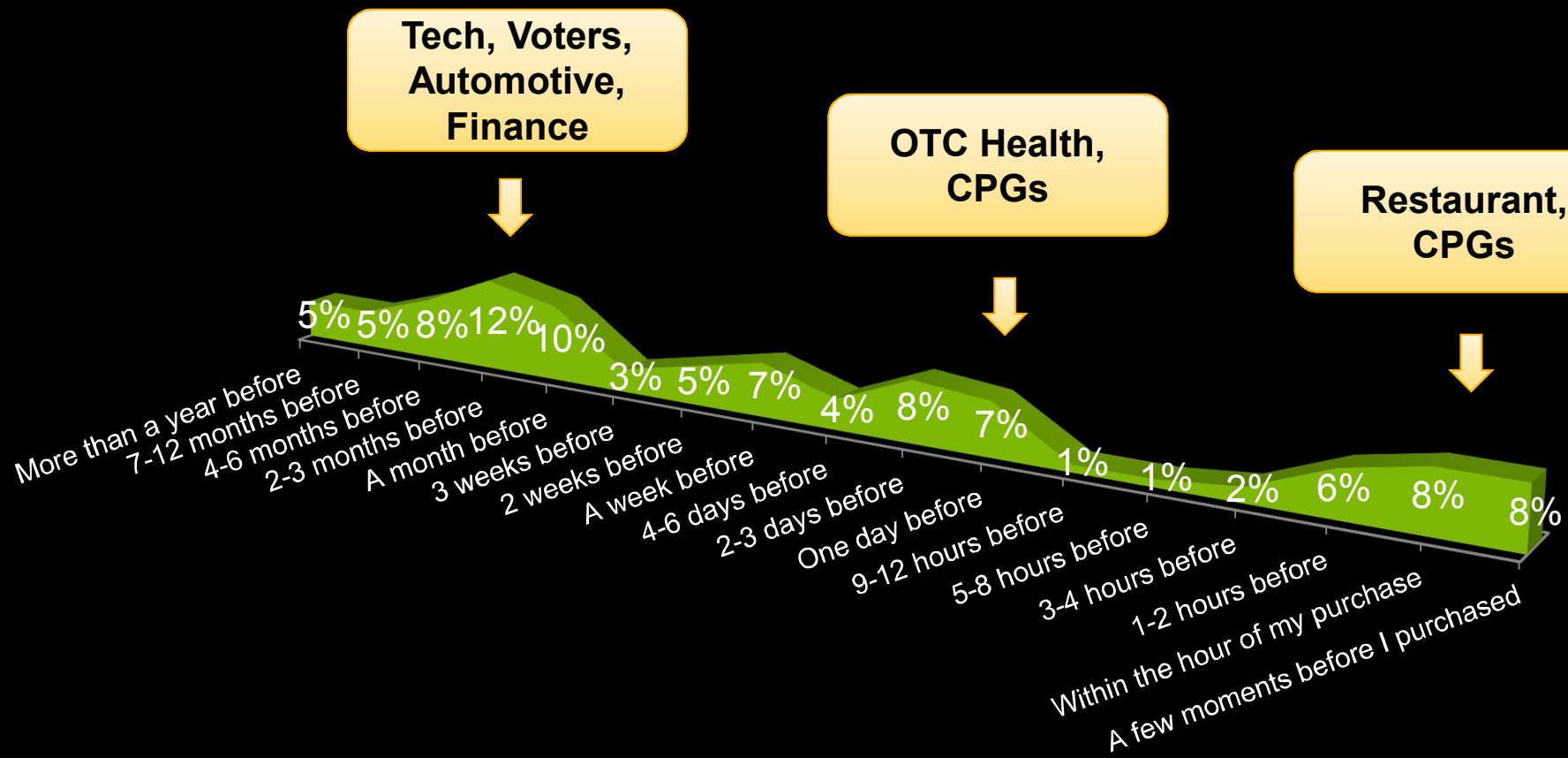| Online Banner Ads |
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| Tried a sample/experienced the product in a store |
| Used computer in the store to look up information on product |

Content Overlay

1. Pricing / Special Offers
2. Performance Features / Options
3. Style / Design

1. Pricing / Special Offers
2. Performance Features / Options
3. Fuel Efficiency / Gas Mileage

1. Style / Design
2. Pricing / Special Offers
3. Performance Features / Options

Read Reviews Online

Searched online

Searched online

Test Drive

Looked At Cars in Showroom

Test Drive

Talked to Sales Rep

| 2-3 Months | 1 Month | 3 Weeks | 2 Weeks | 1 Week | 3-5 Days | 1-2 Day | Day of Purchase |

SHOPPER SCIENCES

The purchase journey is very dependent on the category.

Length of Purchase Cycle

Tech, Voters, Automotive, Finance

OTC Health, CPGs

Restaurant, CPGs

5% 5% 8% 12% 10% 3% 5% 7% 4% 8% 7% 1% 1% 2% 6% 8% 8%

More than a year before
7-12 months before
4-6 months before
2-3 months before
A month before
3 weeks before
2 weeks before
A week before
4-6 days before
2-3 days before
One day before
9-12 hours before
5-8 hours before
3-4 hours before
1-2 hours before
Within the hour of my purchase
A few moments before I purchased

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IPG MEDIABRANDS
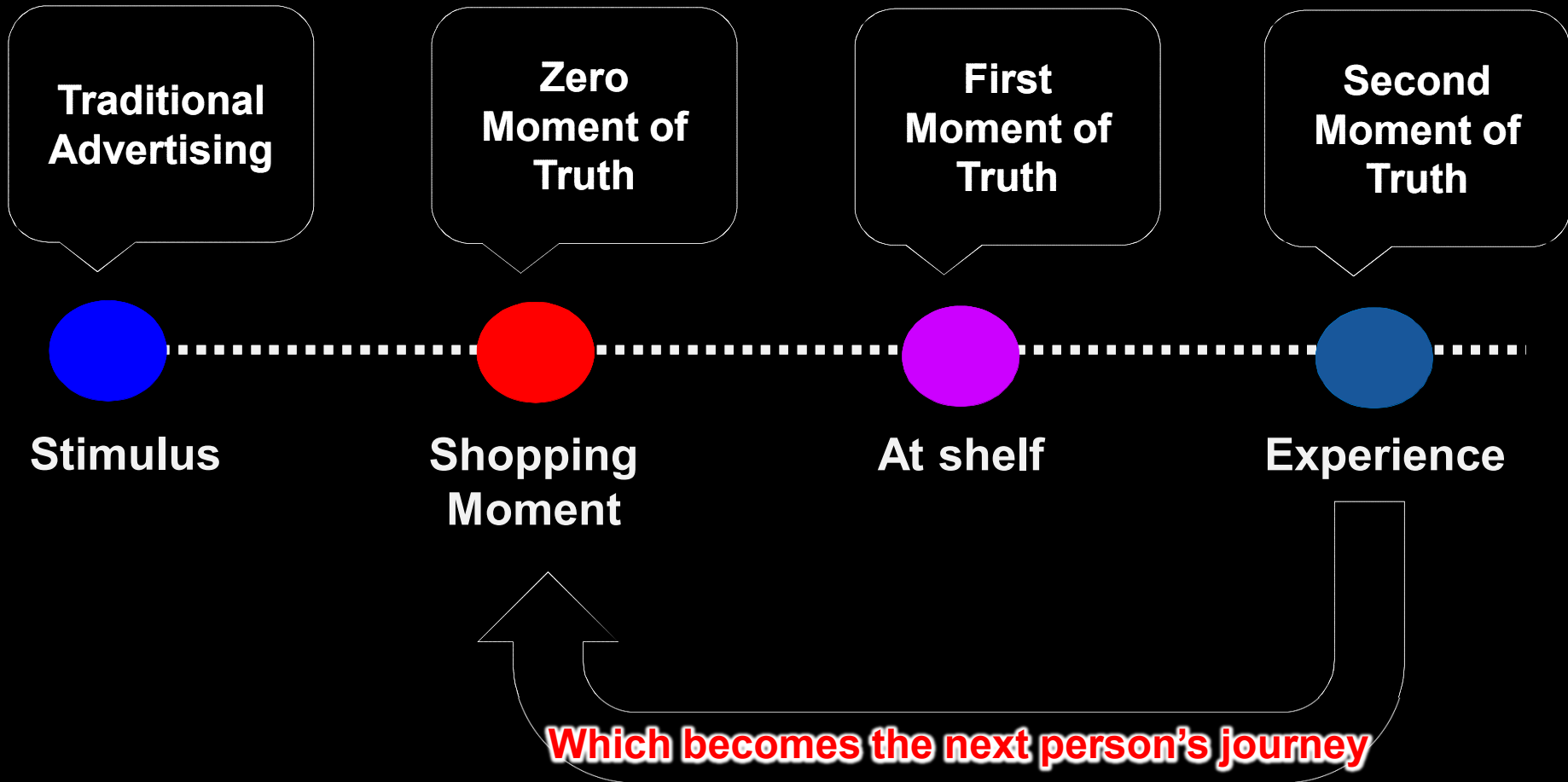
Shoppers are using a wide variety of sources before purchasing

Sources Used
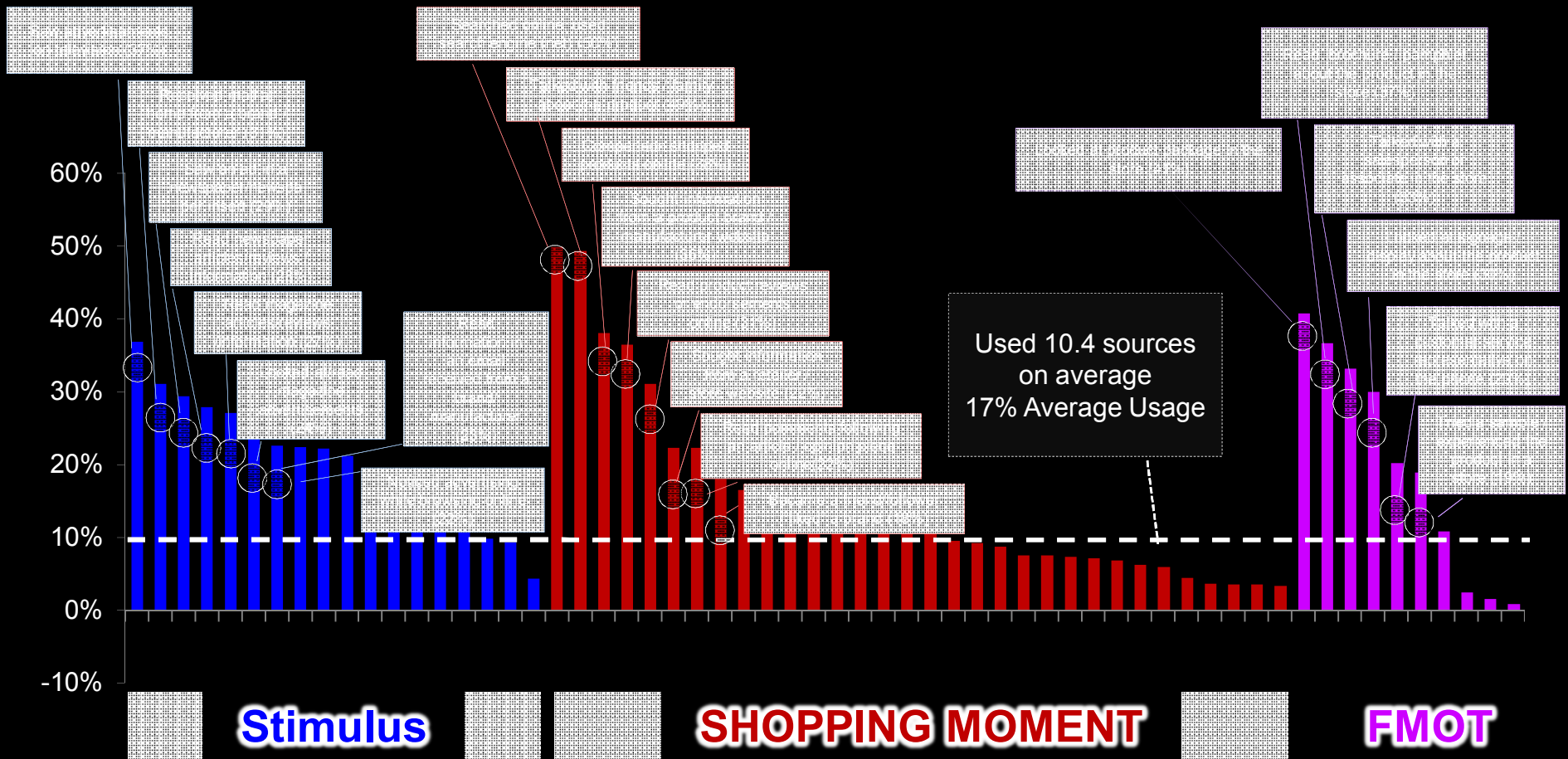
Used 10.4 sources on average
17% Average Usage

Stimulus   **SHOPPING MOMENT**   **FMOT**

SHOPPER SCIENCES.

How influential is each source on purchase?

NET INFLUENCE

SHOPPER SCIENCES.

Net Influence put focus into effectiveness of medium, adding more dimension into the selection

Opportunity to improve content

Good match

Opportunity to strengthen

■ %Category Media Consumption
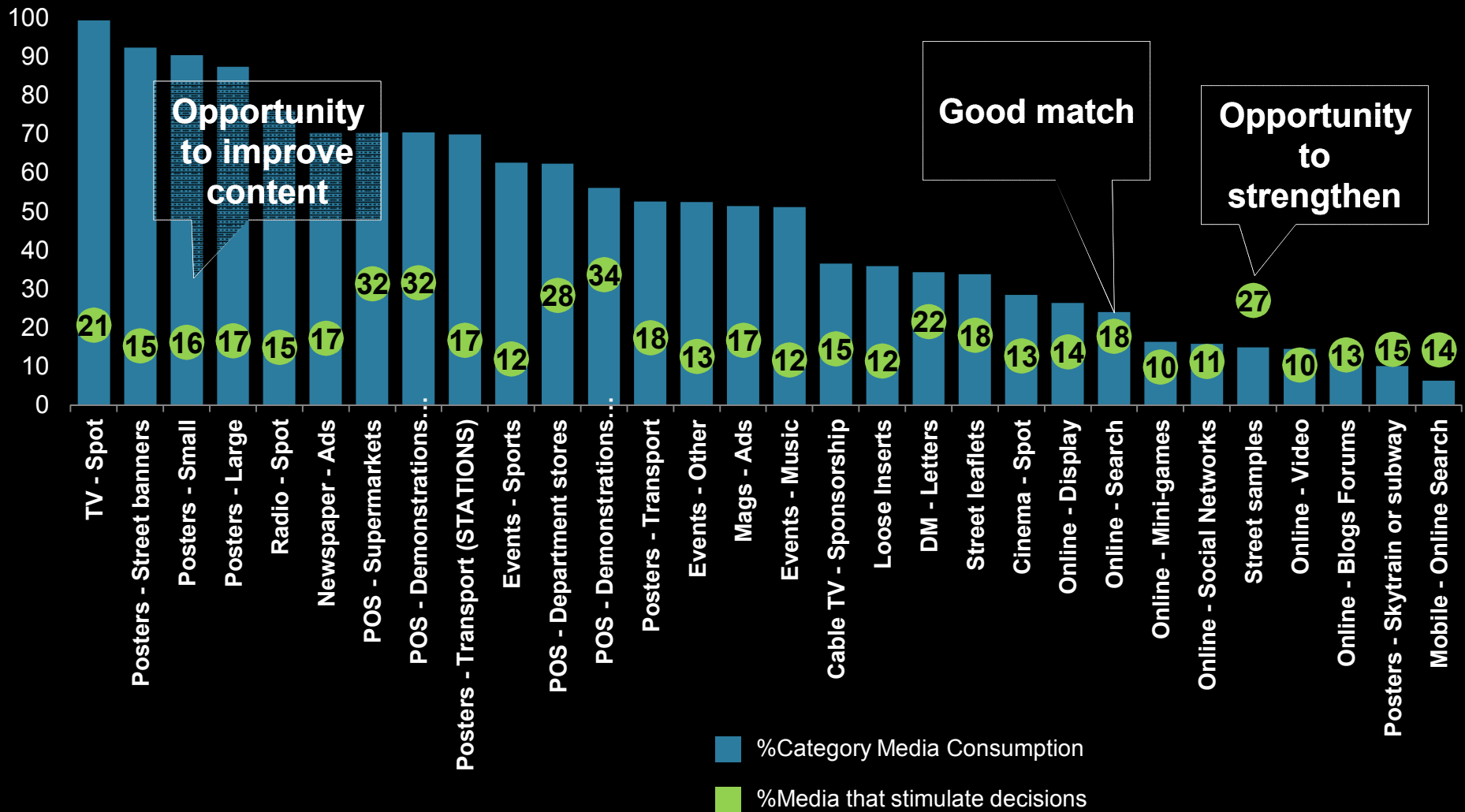
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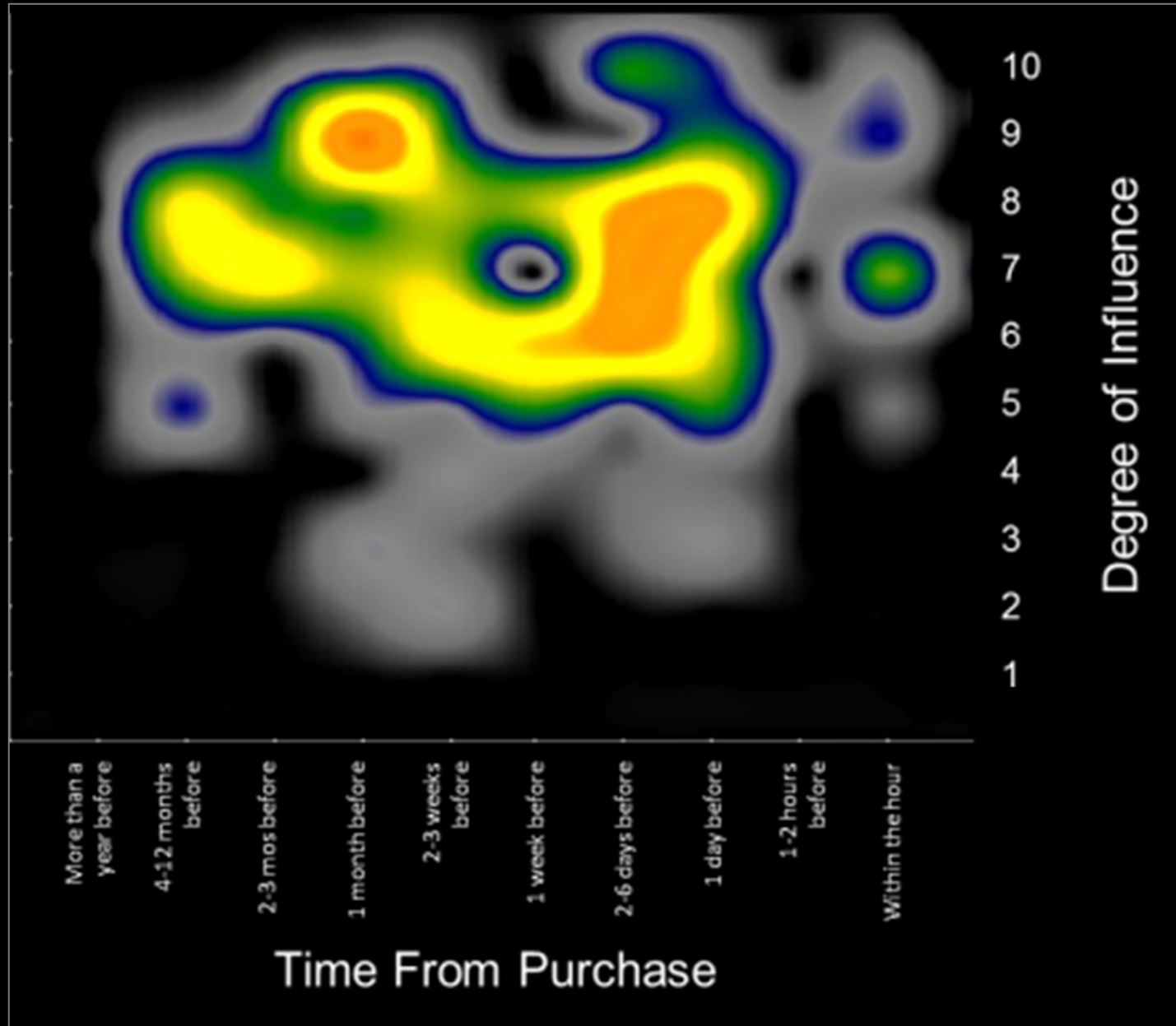
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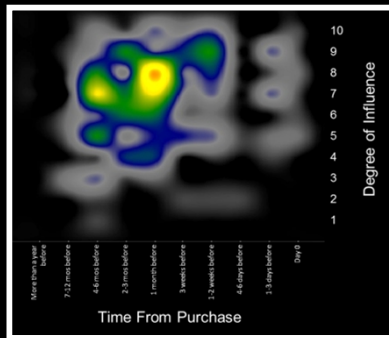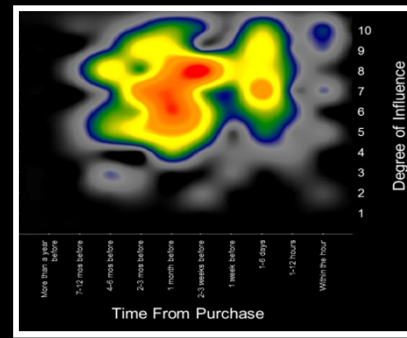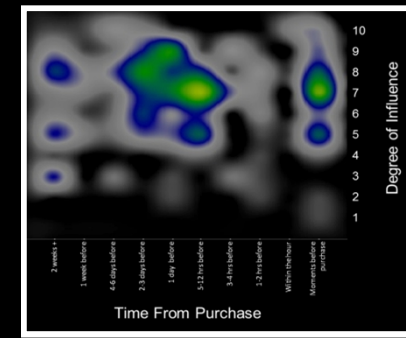
Voters | Travel | Tech | OTC Health
CPG - Beauty | Automotive | CPG - Grocery | Restaurant
Banking | Credit Cards | Insurance | Investments
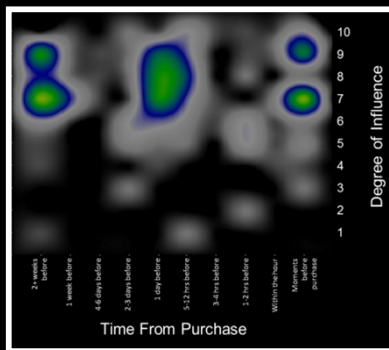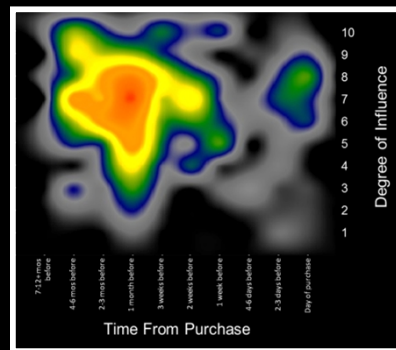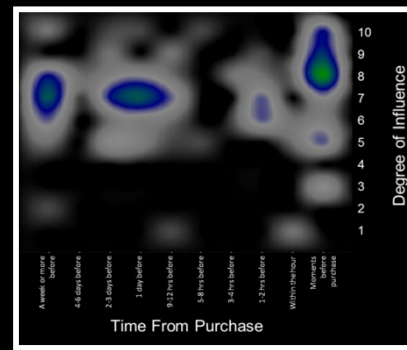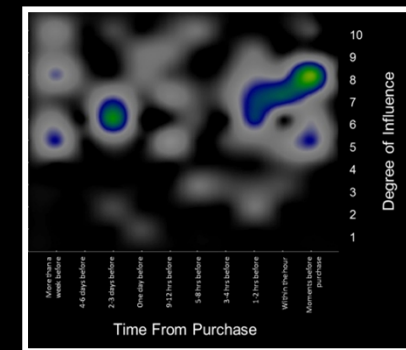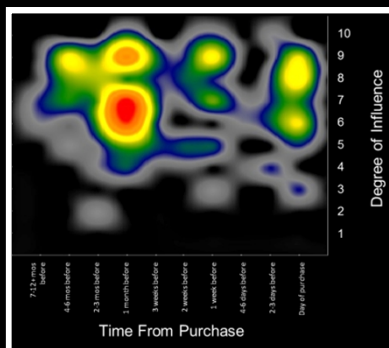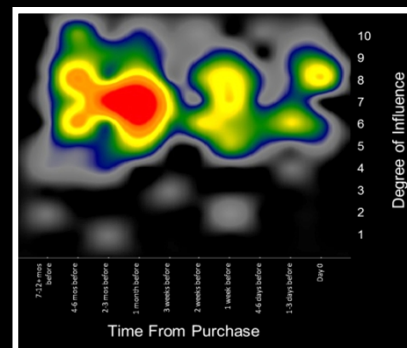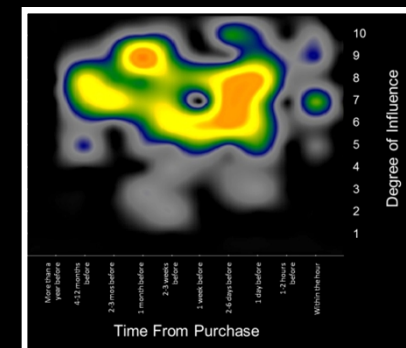
"SPONTANEOUS" NORM DECISION ACROSS MARKETS

BEAUTY

Thailand   Malaysia   Indonesia

Beauty data labels (red - Thailand):
1% (More than a year before), 0% (4-12 mths), 1% (2-3 mths), 2% (1 mth), 2% (2-3 wks), 9% (4-7 days), 9% (2-3 days), 10% (1 day), 2% (5-12 hours), 2% (3-4 hours), 11% (1-2 hours), 25% (Within the hour of purchase), 26% (A few moments before)

X-axis (Beauty): More than a year before | 4-12 mths | 2-3 mths | 1 mth | 2-3 wks | 4-7 days | 2-3 days | 1 day | 5-12 hours | 3-4 hours | 1-2 hours | Within the hour of purchase | A few moments before

TECHNOLOGY

Technology data labels (red - Thailand):
3% (More than a year before), 3% (7-12 mths), 7% (4-6 mths), 8% (2-3 mths), 19% (1 mth), 16% (2-3 wks), 19% (4-7 days), 8% (2-3 days), 5% (1 day), 3% (3-12 hours), 3% (1-2 hours), 3% (Within the hour of purchase), 3% (A few moments before)

X-axis (Technology): More than a year before | 7-12 mths | 4-6 mths | 2-3 mths | 1 mth | 2-3 wks | 4-7 days | 2-3 days | 1 day | 3-12 hours | 1-2 hours | Within the hour of purchase | A few moments before

Q1   Again, for the rest of this survey we would like to focus on the last time you bought Consumer Technology product.
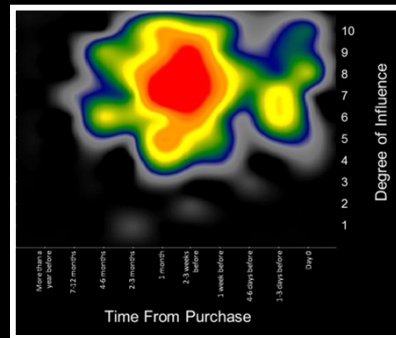First, in total, how long were you thinking about buying Consumer Technology product before you actually made the
decision to buy?

Base   Beauty – Male (N=265), Female (N=487)   Tech – Male (N=280), Female (N=220)

IPG
MEDIABRANDS

SHOPPER
SCIENCES.

THE MOST "SPONTANEOUS" CATEGORY ARE RESTAURANT AND GROCERY PRODUCTS
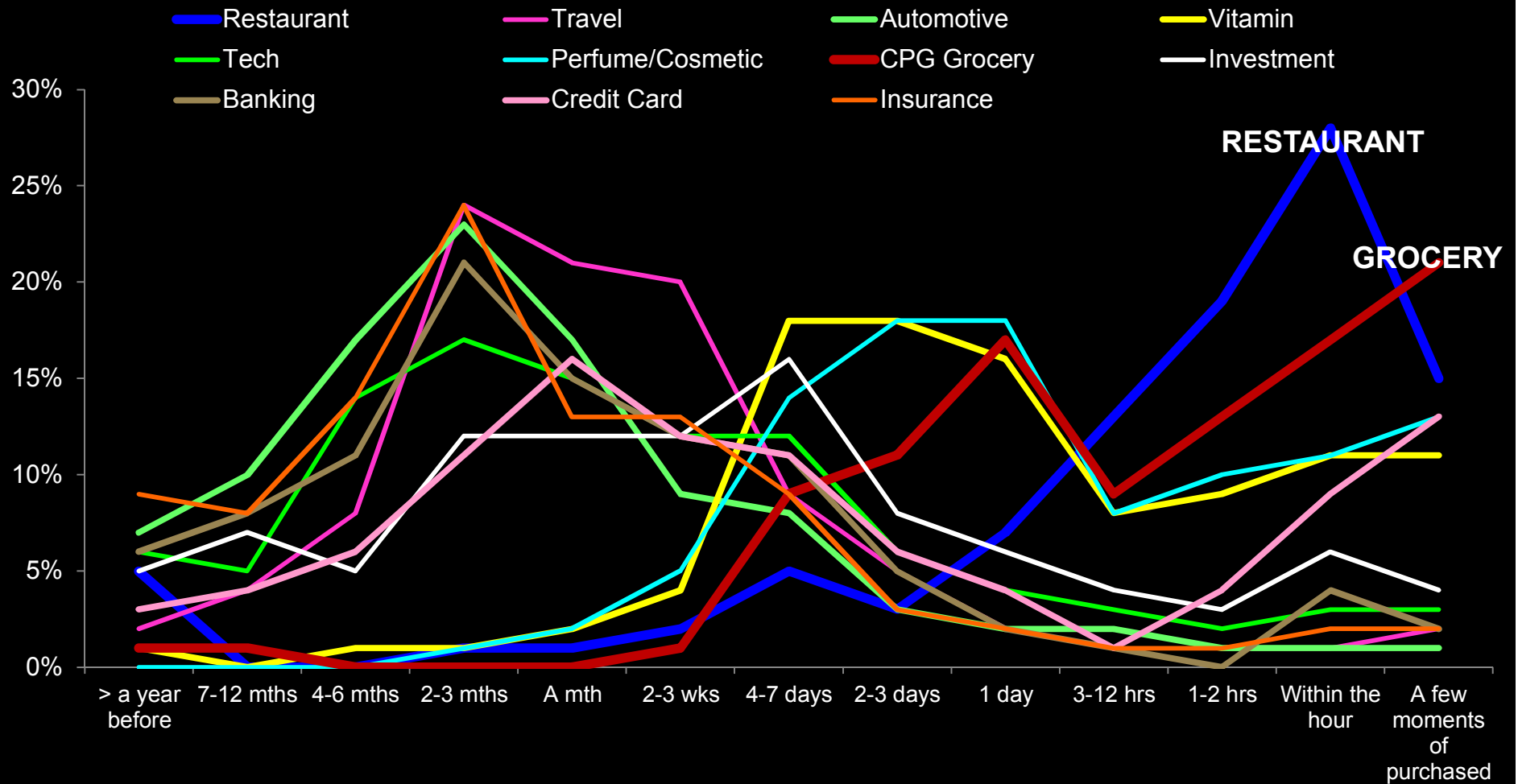
Case Example : Thailand Shopper Understanding

We have conducted an **ONLINE** research focusing on the shoppers, key influencers, and sources of info used prior to purchase the products in 2 categories:

- **Heath & Beauty (N=752)**

- **Consumer Technology (N=500)**
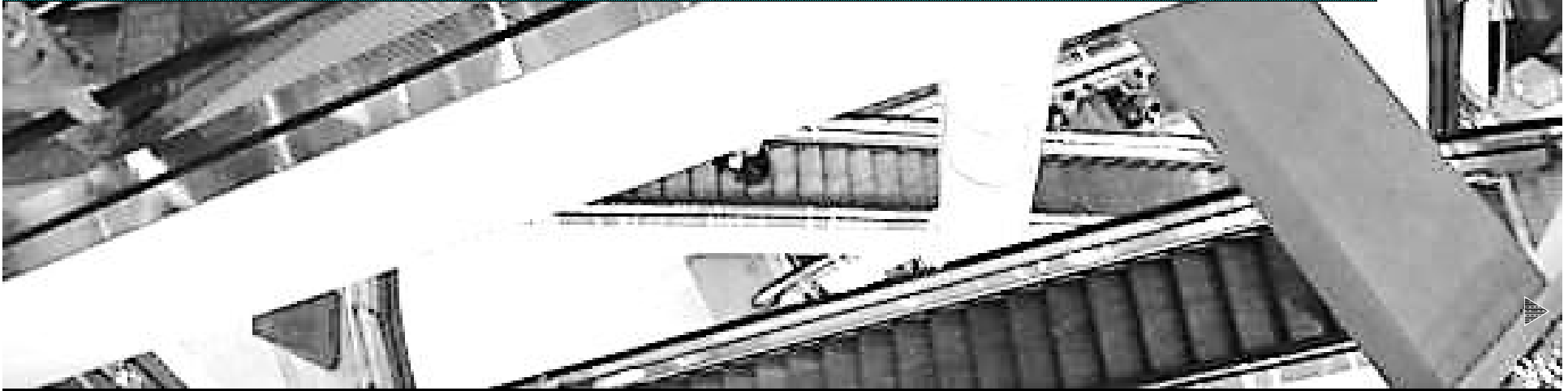
**Demystify Myth#5:
Retail environment is the final
influential source in shopping**

TRADITIONAL & DIGITAL CHANNELS ARE SEAMLESSLY USED ALONG <u>BEAUTY</u> SHOPPING JOURNEY

AGED 15-24

BEAUTY

Top 15 usage

Packaging 88%	Friend/ Family 74%	TV Ads 72%	Sample 65%	In-store Demo 63%	Signage 62%	Online Search 60%	Talked w/expert 58%	
	Talked w/ BA 57%	Friends' SNS 55%	Brand www 54%	Online Review 54%	Mag Ads 54%	Retail www 53%	Brand Fanpage 52%	

Top 15 Net Influence

Talked w/expert 62%	Friend/ Family 55%	In-store Demo 54%	Packaging 52%	Celebrity 51%	Coupons 51%	Talked w/ BA 46%	Online Search 41%
Online Reviews 38%	Advertorial 33%	Event 30%	Brand www 29%	Online VDO 28%	Mobile Text 27%	Friends' SNS 26%	

AGED 25-34

Top 15 usage

Packaging 87%	TV Ads 77%	Signage 72%	Friend/ Family 71%	Sample 70%	Mag Ads 65%	Prints Ads 63%	In-store Demo 62%
OOH Ads 59%	Talked w/ BA 57%	Talked w/ expert 55%	Advertorials 55%	Leaflet 54%	Online Search 53%	Online Review 52%	

Top 15 Net Influence

In-store Demo 65%	Packaging 56%	Friend/ Family 55%	Talked w/ expert 49%	Talked w/ BA 49%	Coupons 44%	Sample 42%	Branded Mobile app 40%
Event 36%	Online Reviews 36%	Online Search 35%	Celebrity 35%	Group Deal 32%	Mobile Search 31%	Retail www 31%	

AGED 35+

Top 15 usage

|							
Packaging 88%	Signage 74%	Friend/ Family 70%	TV Ads 69%	Sample 68%	Mag ads 63%	In-store Demo 60%	Print Ads 58%
Talked w/ BA 56%	Leaflet 56%	Coupon 55%	Print advertorials 52%	OOH Ads 51%	Talked w/ expert 46%	Direct Mail 46%	Brand www 45%

Top 15 Net Influence

In-store Demo 66%	Talked w/ expert 62%	Talked w/ BA 61%	Packaging 58%	Coupon 52%	Friend/ Family 51%	Events 50%	Celebrity 47%
Sample 43%	Brand www 40%	Online Reviews 35%	TV Ads 35%	E-Direct Mail 34%	Online Search 33%	Signage 32%	

HIGH USAGE ONLY
TV, Mag/Print Ads, Advertorial, Leaflets, OOH Ads, Signage

HIGH USAGE & INFLUENCE
Salesperson/Experts, Product Demo, Packaging, Coupons
<u>Search Online, Online Reviews, Brand www</u>
Events/Celebrity

- In-store
- Online
- Off-line

Online VDO
Mobile Text/Message

Group Deal
Mobile Search
Branded Mobile App
Retail www

Direct Mail
E-Direct Mail

SHOPPER SCIENCES.

WHILST DIGITAL TOUCHPOINTS TOOK A LEAD OVER TRADITIONAL AMONG TECH SHOPPERS

TECH

AGED 15-24

Top 15 usage

- Online Sea 79%
- Brand www 79%
- Retail www 74%
- Sales Person 73%
- Friend/Family 72%
- Package 71%
- Talked w/expert 69%
- Online Review 67%
- Friends' SNS 65%
- Signage 63%
- Online VDO 62%
- In-store Demo 60%
- Mobile Search 57%
- Leaflet 54%
- TV Ads 52%

Top 15 Net Influence

- In-store Demo 68%
- Sales Person 55%
- Friend/family 53%
- Package 53%
- Talked w/expert 52%
- Events 48%
- E-Direct Mail 46%
- Branded App 42%
- Online Review 41%
- Online Search 40%
- Online VDO 37%
- Brand www 35%
- Mobile Search 35%
- Retail www 32%
- Signage 29%

AGED 25-34

Top 15 usage

- Online Search 79%
- Sales Person 78%
- Brand www 74%
- Online Review 72%
- Retail www 70%
- Friend/Family 68%
- Package 68%
- In-store Demo 66%
- Signage 63%
- Talked w/expert 56%
- Mobile Search 51%
- Friends' SNS 51%
- Online VDO 50%
- Brand Fanpage 50%
- TV Ads 49%
- Events 47%
- Advertorials 47%

Top 15 Net Influence

- In-store Demo 65%
- Events 55%
- Sales person 54%
- Online Review 53%
- Talked w/experts 51%
- Online Search 48%
- Package 47%
- Celebrity 47%
- Brand www 46%
- Friend/Family 42%
- Retail www 40%
- Signage 39%
- Radio Sponsor 36%
- Coupons 36%
- Advertorials 32%
- Leaflets 32%
- Mobile Search 31%

AGED 35+

Top 15 usage

- Sales Person 76%
- Brand www 75%
- Online Search 73%
- Package 68%
- In-store Demo 65%
- Signage 64%
- Online Review 61%
- Retail www 61%
- Friend/Family 58%
- Prints Ad 52%
- Events 51%
- TV Ad 51%
- Advertorial 49%
- Talked w/expert 47%
- Friends' SNS 46%

Top 15 Net Influence

- In-store Demo 69%
- Coupons 64%
- Celebrity 63%
- Friend/Family 58%
- Talked w/expert 55%
- Sales Person 55%
- Online Review 54%
- Mobile Search 54%
- Retail www 50%
- Events 49%
- Brand www 48%
- Online Search 47%
- Group Deal 46%
- Package 44%
- Signage 38%

HIGH USAGE ONLY
TV, Friend's Social Network Page, Brand Fanpage, Online VDO

HIGH USAGE & INFLUENCE
- In-store
- Online
- Off-line

Product Demo, Salesperson/Experts
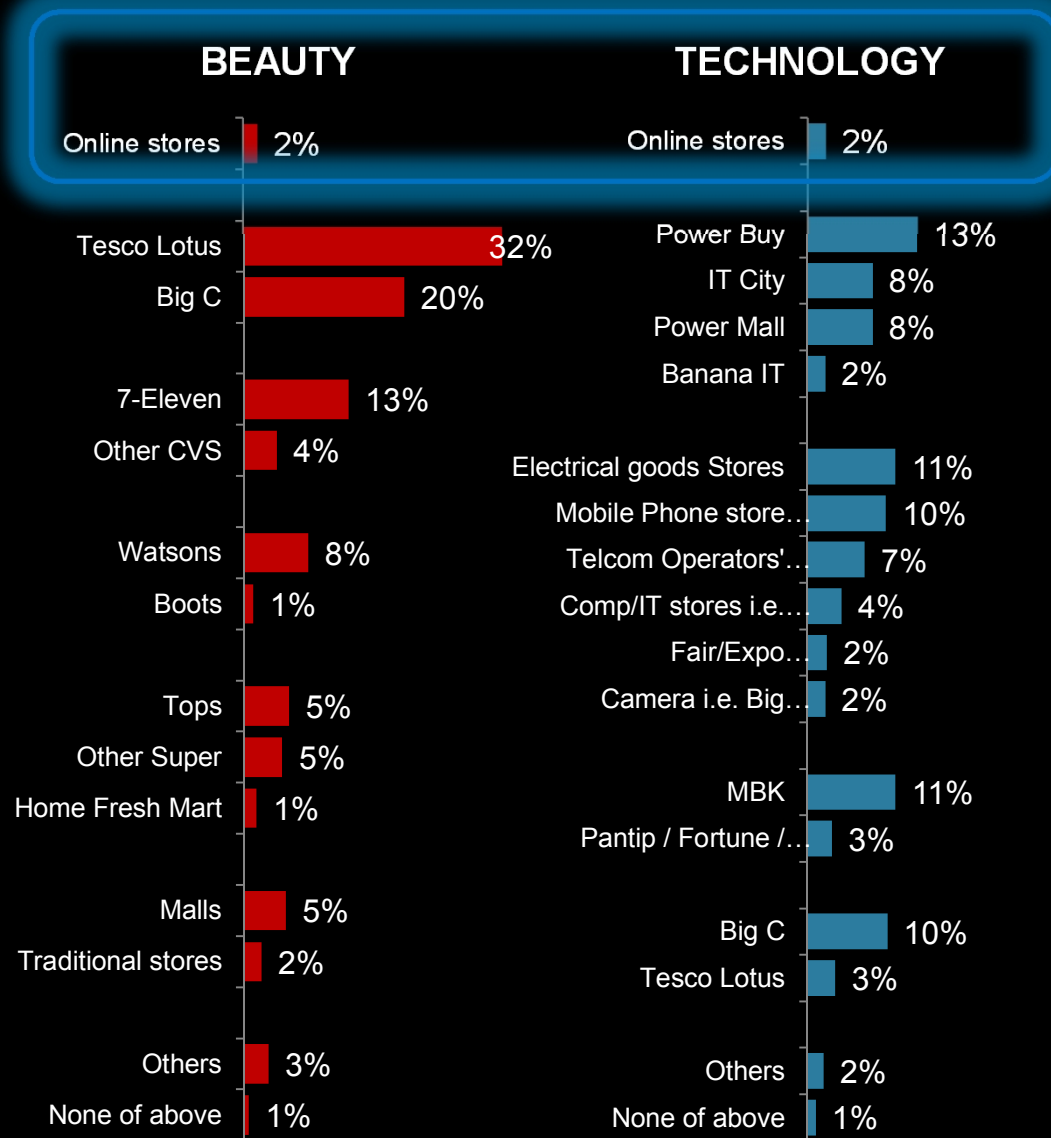### Search Online/Mobile, Online Reviews, Brand/Retail www
Events/Celebrity

Branded Mobile App E-Direct Mail

Group Deal Coupons Leaflets

Group Deal Coupons

MULTIMEDIA MEDIA DRIVES OMNI-CHANNEL RETAILING

BEAUTY

Online stores	2%
Tesco Lotus	32%
Big C	20%
7-Eleven	13%
Other CVS	4%
Watsons	8%
Boots	1%
Tops	5%
Other Super	5%
Home Fresh Mart	1%
Malls	5%
Traditional stores	2%
Others	3%
None of above	1%

TECHNOLOGY

Online stores	2%
Power Buy	13%
IT City	8%
Power Mall	8%
Banana IT	2%
Electrical goods Stores	11%
Mobile Phone store…	10%
Telcom Operators'…	7%
Comp/IT stores i.e…	4%
Fair/Expo…	2%
Camera i.e. Big…	2%
MBK	11%
Pantip / Fortune /…	3%
Big C	10%
Tesco Lotus	3%
Others	2%
None of above	1%

- **2% of shoppers overall— are likely to abandon an in-store purchase to close the deal online.**

- **4% among Young Adults aged 25-34 for Technology products**

SHOPPER SCIENCES.
IPG MEDIABRANDS

RETAILERS ARE RACING TO IMPLEMENT "OMNI-RETAIL"

Bricks + Online store	**+ Social Network**	**+ Mobile**

Online Store (Oct 2010)

Online Store (Oct 2010)
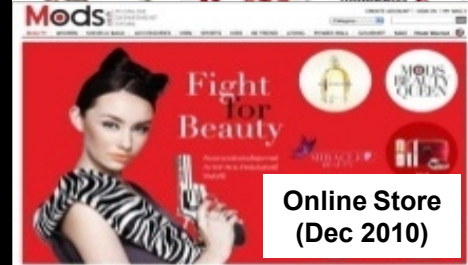
Online Store (Dec 2010)
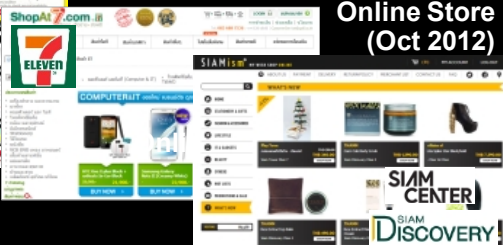
Online Store (Oct 2012)

Online Store(2010)

Pinterest

Central on Pinterest

Online Store & Group Deal Oct'11

App (Oct 2012)

Big Service

App (Feb 2011)

Central

Virtual Store (Oct 2012)

SEAMLESS
QUICK
EASY
EFFICIENT

SHOPPER SCIENCES.

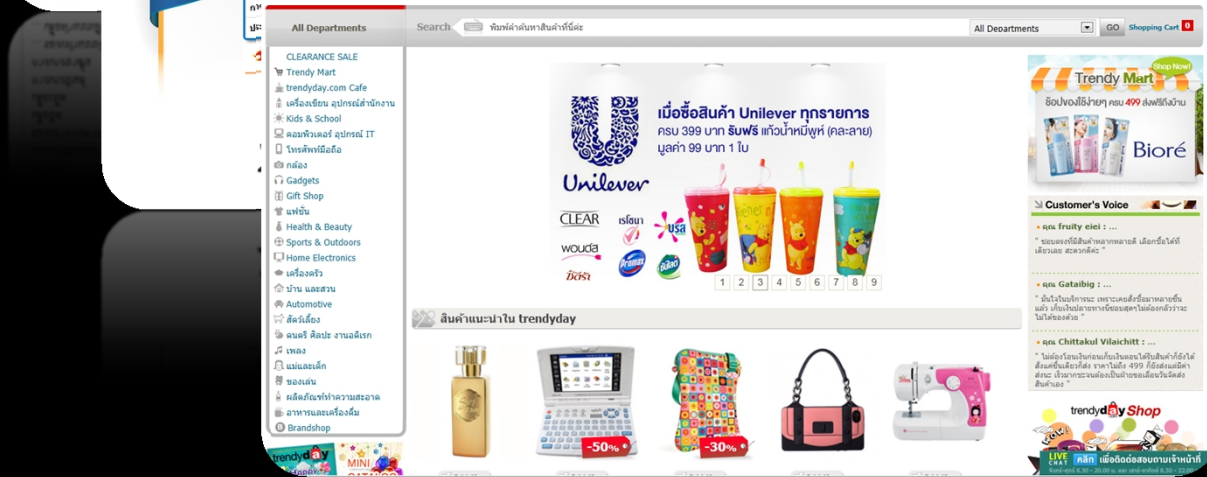# INCREASING NUMBER OF ONLINE RETAIL STORES

ZALORA (Online Fashion Store)
- average 70,000 daily visitors
- average 1000 order per day, 20% weekly growth

LAZADA
- average 100,000 daily visitors
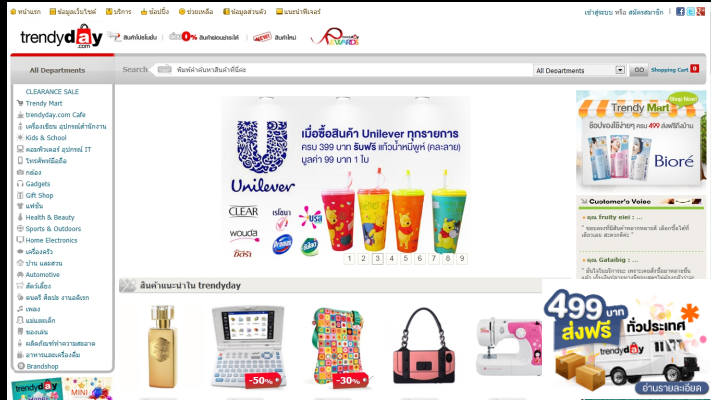- 2012 sales 1000 Mb

TRENDYDAY
- Online sales max 2 Mb/hour

NEW CONCEPT STORE ACCELERATE MOBILE RETAILING
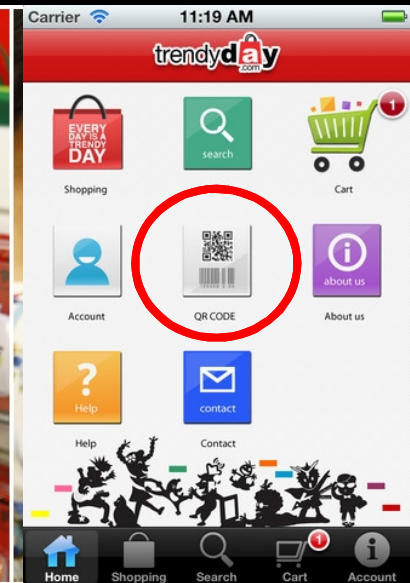
VIRTUAL STORE

PHYSICAL SHOWROOM

Mega Bangna & Gate Way Ekamai

- Online Sales : Max 2Mb/Hour
- Showroom Sales 0.3-0.4 Mb/Day
  - Plan to expand to 2-3 showrooms to drive traffic to Virtual Store

- Mobile App & QR CODE, facilitate next purchase, anywhere, any time
- Multiple payment solutions

DECODING

SEAMLESS REAL & VIRTUAL JOURNEY

Holistic on/off-lines persuasive information is strongly influent final purchasing decision

SHOPPER SCIENCES.
IPG MEDIABRANDS

**Demystify Myth#7:
One single-minded
message/content across all
mediums is the key to success**

Television
Free TV or Cab/ Sat TV Sponsorship
Free TV or Cab/ Sat TV Ads
Print
Magazine Ads
Newspaper Ads
Magazine or newspaper advertorial
Radio
Radio sponsorship
Radio ads
OOH
Ads in gyms or health clubs
Cinema Ads
Ads at the airport
Transit ads BTS, MRT, ARL, buses etc.
Brochures or leaflets
Billboard ads
Offline Social
Celebrity endorsement
Saw / tried a product(s) of a friend / family
Talked with / reco from friends / family
Direct
Direct mailed to my home
an e-direct mail from a company
Email or text forward from a friend
Event
Attend a show or Event s
Free samples on street / events
Online General
Online videos (e.g. on YouTube)
Online Banner ads
Group deal website
Brand Website
Retailer / store website
Online Search engine
Online Social
Online reviews, blogs, Web boards
Brand fan page or social network
Friend's social network
Mobile
Ads on mobile phone
Mobile Branded App
Text/SMS from a company
Mobile Search
Mobile scan 2D barcode / QR code
Retail
A product Demo in-store
Coupons for use in a shop / store
Signage / display
Packaging
Product Experts
Salesperson

TOTAL BEAUTY SHOPPERS
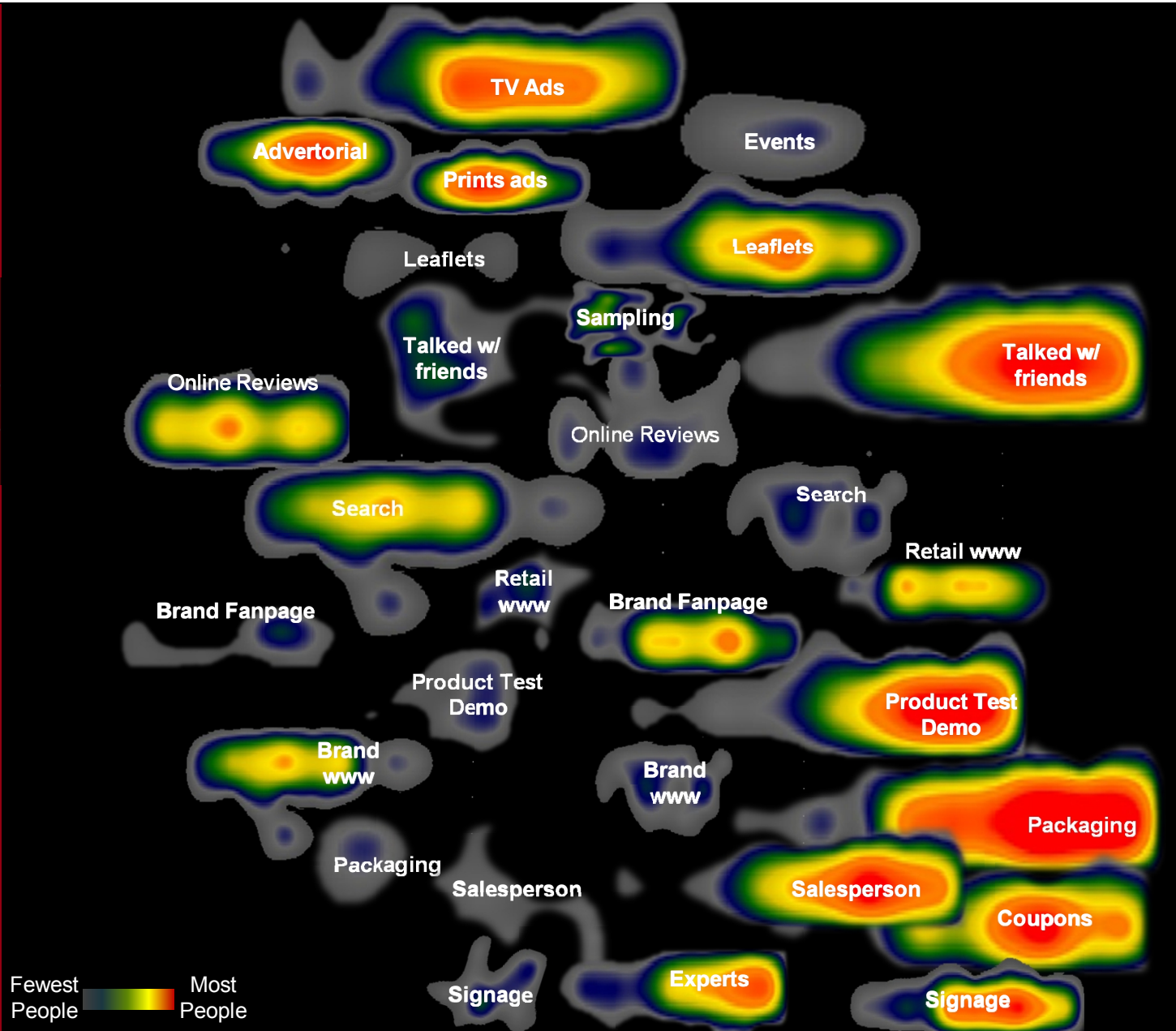
750 BEAUTY SHOPPERS

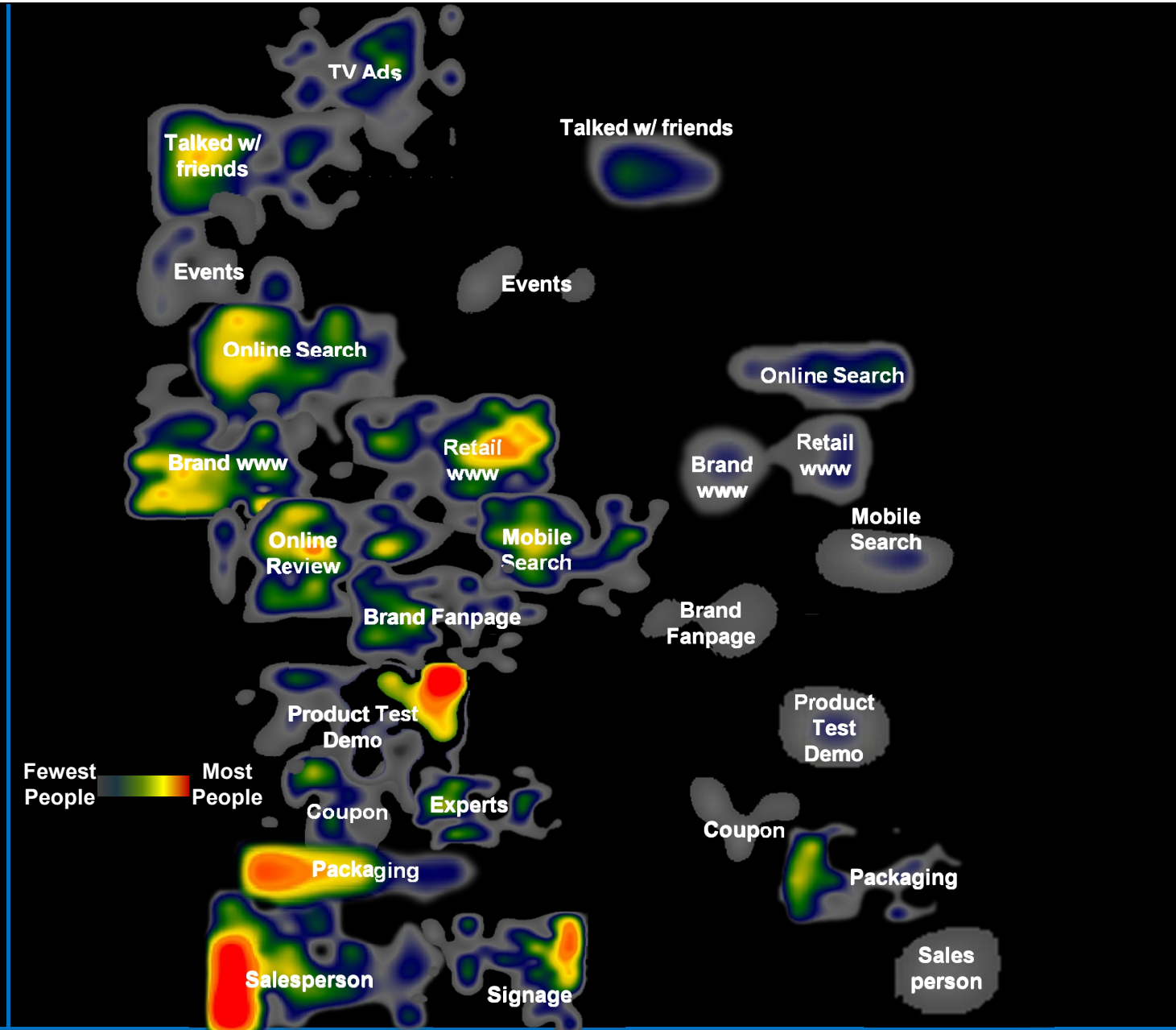| 4-6 Months	2-3 Months	1 Month	3 Weeks	2 Weeks	1 Week	3-5 Days	1-2 Days	Day of Purchase

Television
Free TV or Cab/ Sat TV Sponsorship
Free TV or Cab/ Sat TV Ads
Print
Magazine Ads
Newspaper Ads
Magazine or newspaper advertorial
Radio
Radio sponsorship
Radio ads
OOH
Ads in gyms or health clubs
Cinema Ads
Ads at the airport
Transit ads BTS, MRT, ARL, buses etc.
Brochures or leaflets
Billboard ads
Offline Social
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Saw / tried a product(s) of a friend / family
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Online Banner ads
Group deal website
Brand Website
Retailer / store website
Online Search engine
Online Social
Online reviews, blogs, Web boards
Brand fan page or social network
Friend's social network
Mobile
Ads on mobile phone
Mobile Branded App
Text/SMS from a company
Mobile Search
Mobile scan 2D barcode / QR code
Retail
A product Demo in-store
Coupons for use in a shop / store
Signage / display
Packaging
Product Experts
Salesperson

OPTIMAL BEAUTY PATH
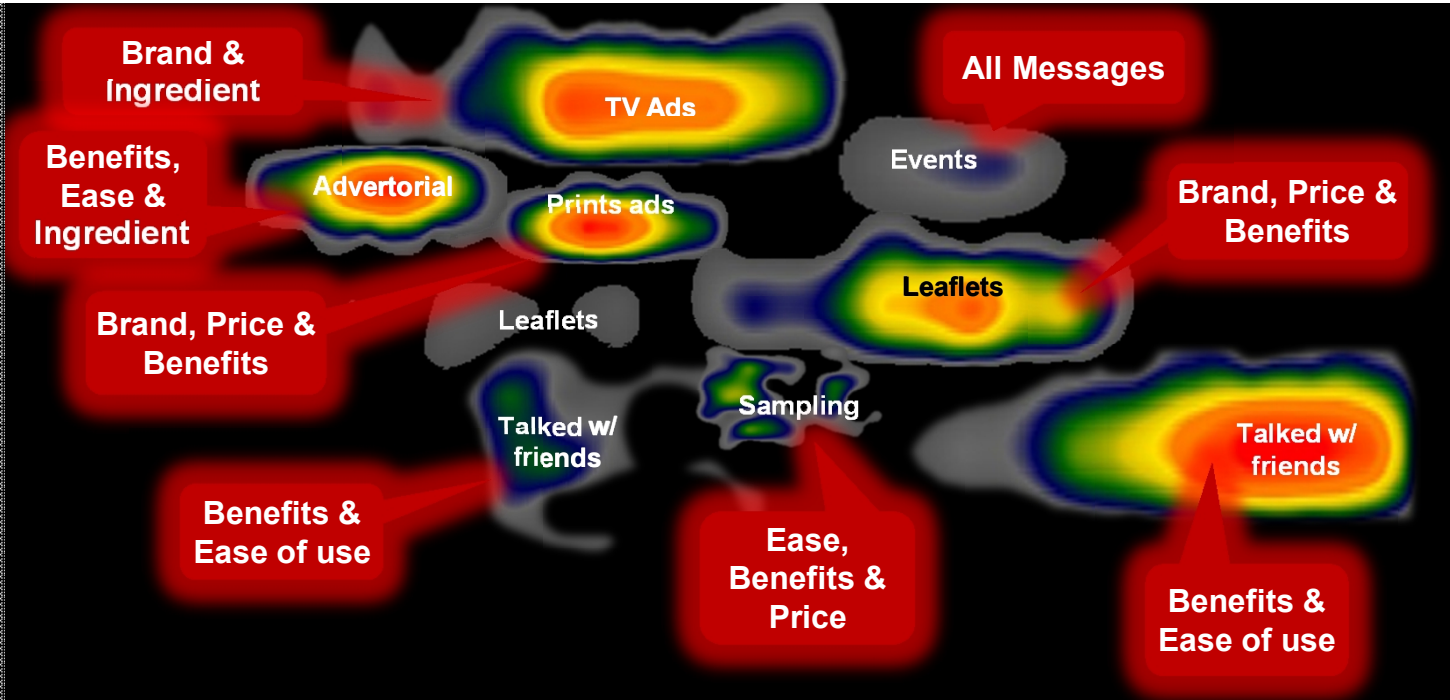
| >2 Months | 1 Months | 2-3 weeks | 4-7 Days | 2-3 Days | 1 Day | 5-12 Hours | 3-4 Hours | 1-2 Hours | with the hours – a few moments before I purchased |

Television
Free TV or Cab/ Sat TV Sponsorship
Free TV or Cab/ Sat TV Ads
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Magazine Ads
Newspaper Ads
Magazine or newspaper advertorial
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Ads in gyms or health clubs
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Brand Website
Retailer / store website
Online Search engine
Online Games Tie-in/Branded
Online Social
Online reviews, blogs, Web boards
Brand fan page or social network
Friend's social network
Mobile
Ads on mobile phone
Mobile Branded App
Text/SMS from a company
Mobile Search
Mobile scan 2D barcode / QR code
Retail
A product Demo in-store
Coupons for use in a shop / store
Signage / display
Packaging
Product Experts
Salesperson

OPTIMAL TECH PATH
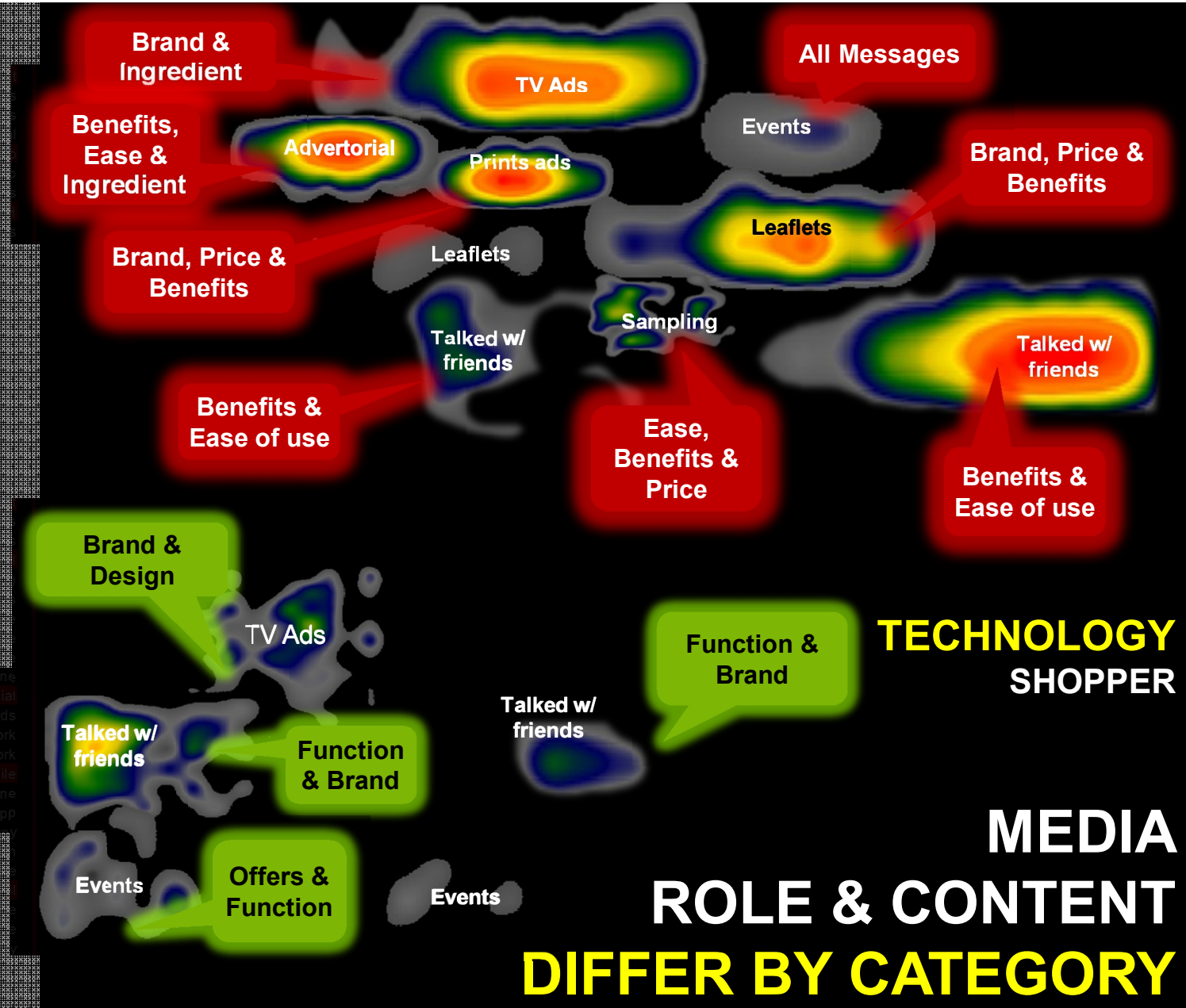
| >4 Months | 2-3 Months | 1 Month | 2-3 weeks | 4-7 Days | 2-3 Days | 1 Day | 3-12 Hours | 1-2 Hours | *with the hours – a few moments* before I purchased |

TV Ads

Talked w/ friends

Talked w/ friends

Events

Events

Online Search

Online Search

Brand www

Retail www

Brand www

Retail www

Online Review

Mobile Search

Mobile Search

Brand Fanpage

Brand Fanpage

Product Test Demo

Product Test Demo

Coupon

Experts

Coupon

Packaging

Packaging

Salesperson

Signage

Sales person

Fewest People   **Most People**
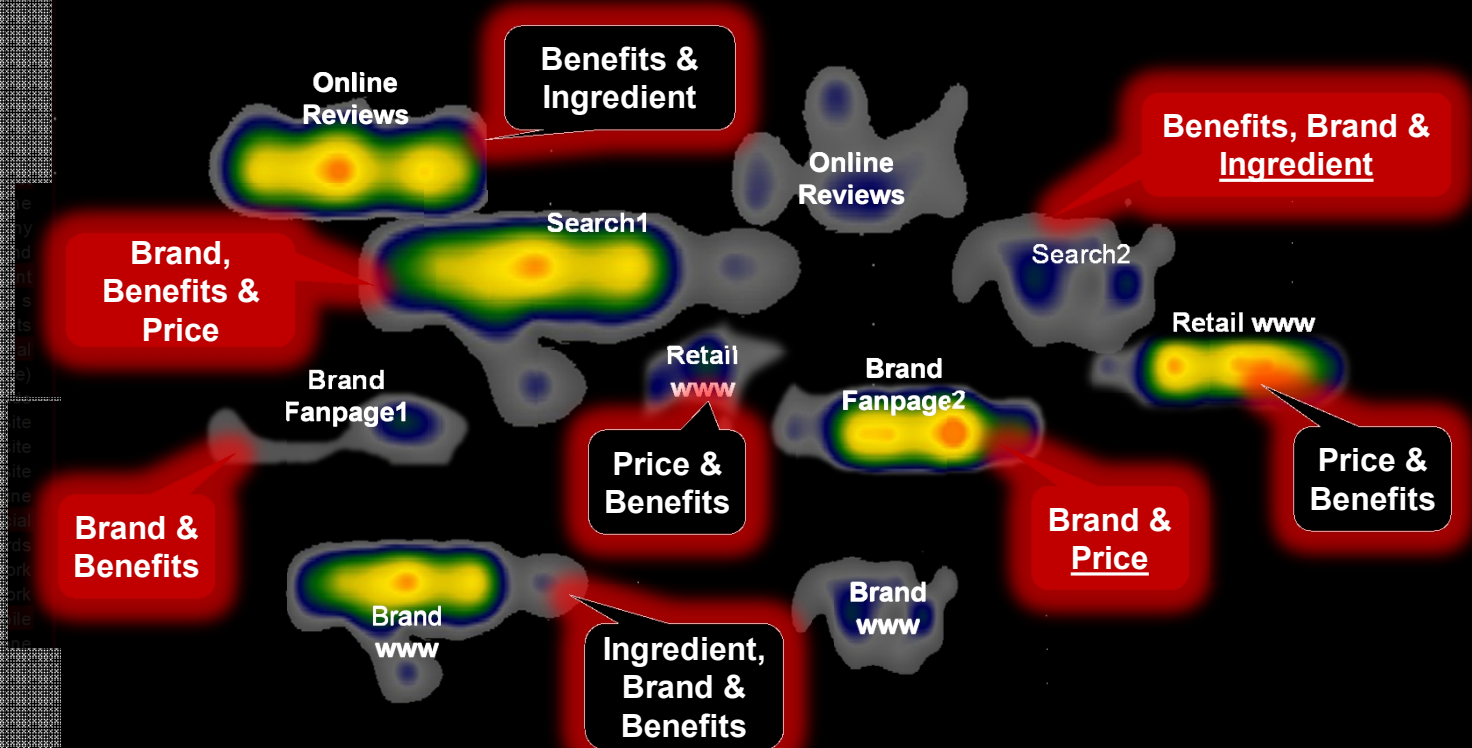
SHOPPER SCIENCES.
IPG MEDIABRANDS

SHOPPERS LOOK FOR DIFFERENT CONTENTS THROUGHOUT PURCHASE JOURNEY

OPTIMAL BEAUTY PATH	>2 Months	1 Months	2-3 weeks	4-7 Days	2-3 Days	1 Day	5-12 Hours	3-4 Hours	1-2 Hours	with the hours – a few moments before I purchased

SHOPPER SCIENCES.
IPG MEDIABRANDS

Brand & Ingredient

All Messages

TV Ads

Benefits, Ease & Ingredient

Advertorial

Prints ads

Events

Brand, Price & Benefits

Leaflets

Brand, Price & Benefits

Leaflets

Sampling

Talked w/ friends

Talked w/ friends

Benefits & Ease of use

Ease, Benefits & Price

Benefits & Ease of use

Brand & Design

TV Ads

TECHNOLOGY SHOPPER

Function & Brand

Talked w/ friends

Talked w/ friends

Function & Brand

MEDIA ROLE & CONTENT DIFFER BY CATEGORY

Events

Offers & Function

Events

OPTIMAL BEAUTY PATH	>2 Months	1 Months	2-3 weeks	4-7 Days	2-3 Days	1 Day	5-12 Hours	3-4 Hours	1-2 Hours	with the hours – a few moments before I purchased

FOR THE SAME MEDIA CONTENT NEEDS CHANGE THROUGHOUT THE PATH

Online Reviews

Benefits & Ingredient

Online Reviews

Benefits, Brand & Ingredient

Search1

Search2

Brand, Benefits & Price

Retail www

Brand Fanpage1

Retail www

Brand Fanpage2

Price & Benefits

Price & Benefits

Brand & Benefits

Brand & Price

Brand www

Brand www

Ingredient, Brand & Benefits

OPTIMAL BEAUTY PATH	>2 Months	1 Months	2-3 weeks	4-7 Days	2-3 Days	1 Day	5-12 Hours	3-4 Hours	1-2 Hours	with the hours – a few moments before I purchased

Slide 53

SHOPPER SCIENCES.

CURIOUS & STIMULUS PERIOD

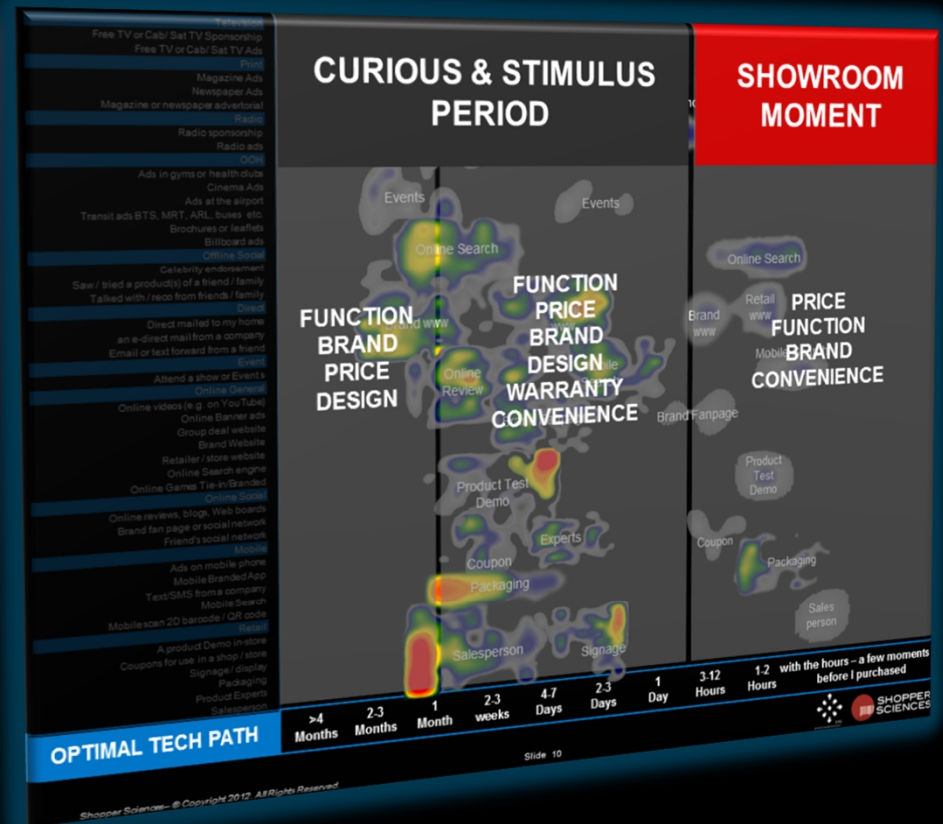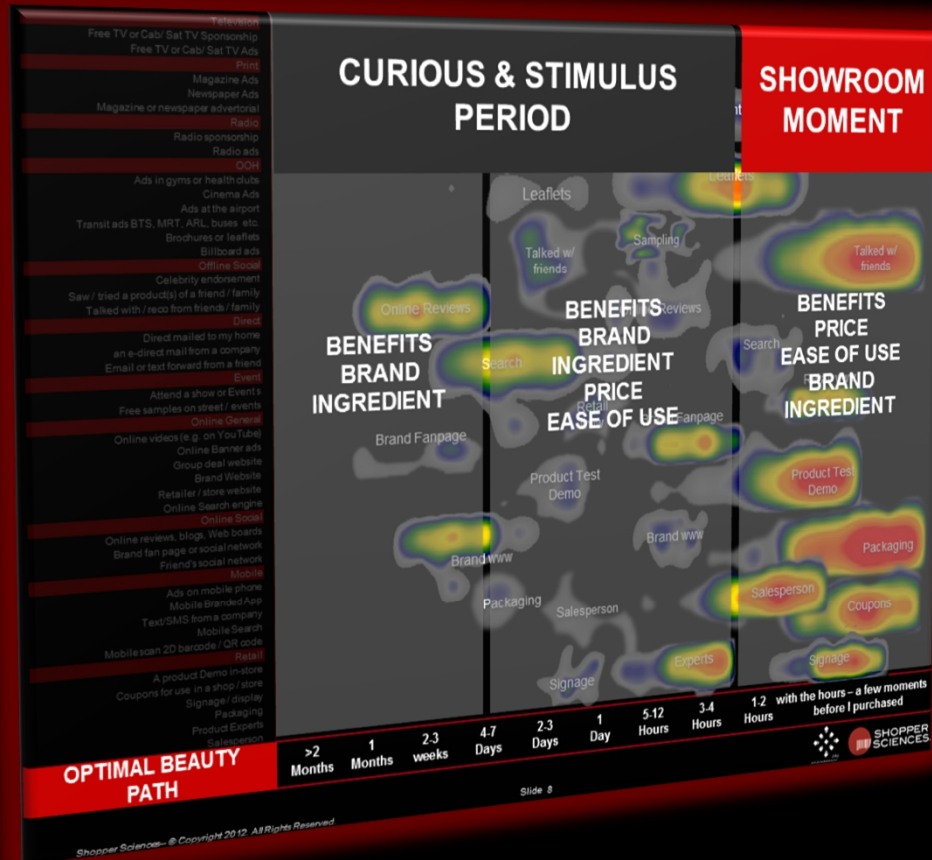# SHOWROOM MOMENT

**BENEFITS
BRAND
INGREDIENT**

**BENEFITS
BRAND
INGREDIENT
PRICE
EASE OF USE**

**BENEFITS
PRICE
EASE OF USE
BRAND
INGREDIENT**

OPTIMAL BEAUTY PATH	>2 Months	1 Months	2-3 weeks	4-7 Days	2-3 Days	1 Day	5-12 Hours	3-4 Hours	1-2 Hours	with the hours – a few moments before I purchased

SHOPPER SCIENCES.

IPG MEDIABRANDS

MEDIA ROLE & CONTENT DIFFER BY CATEGORY AND TIME

CURIOUS & STIMULUS PERIOD

SHOWROOM MOMENT

FUNCTION
BRAND
PRICE
DESIGN

FUNCTION
PRICE
BRAND
DESIGN
WARRANTY
CONVENIENCE

PRICE
FUNCTION
BRAND
CONVENIENCE

OPTIMAL TECH PATH

| >4 Months | 2-3 Months | 1 Month | 2-3 weeks | 4-7 Days | 2-3 Days | 1 Day | 3-12 Hours | 1-2 Hours | with the hours – a few moments before I purchased |

SHOPPER SCIENCES.
IPG MEDIABRANDS

DECODING
MULTI-MESSAGES
FOR CHANNEL & TIME

Multi-single minded content strategy - Personalize different contents for each different channel navigates shopper to the brand
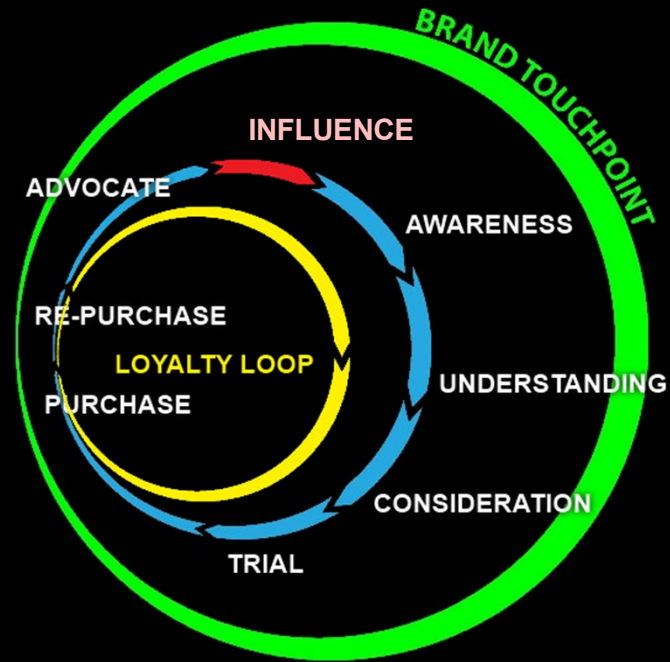
SHOPPER SCIENCES.

TRADITIONAL PURCHSING FUNNEL NO LONGER ADEQUATE, NEW SHOPPING FUNNEL NEED TO BE IMPLIMENTED

PURCHASING FUNNEL
(Developed in 1898)

THE NEW SHOPPER DECISION JOURNEY

FOCUS ON
THE PRE SHOPPING PHASE

EXTENTS THE FOCUS ONTO POST SHOPPING

WHERE SHOPPERS CAN THEN AFFECT

ANOTHER SHOPPER'S JOURNEY

SHOPPER SCIENCES.

DECODING
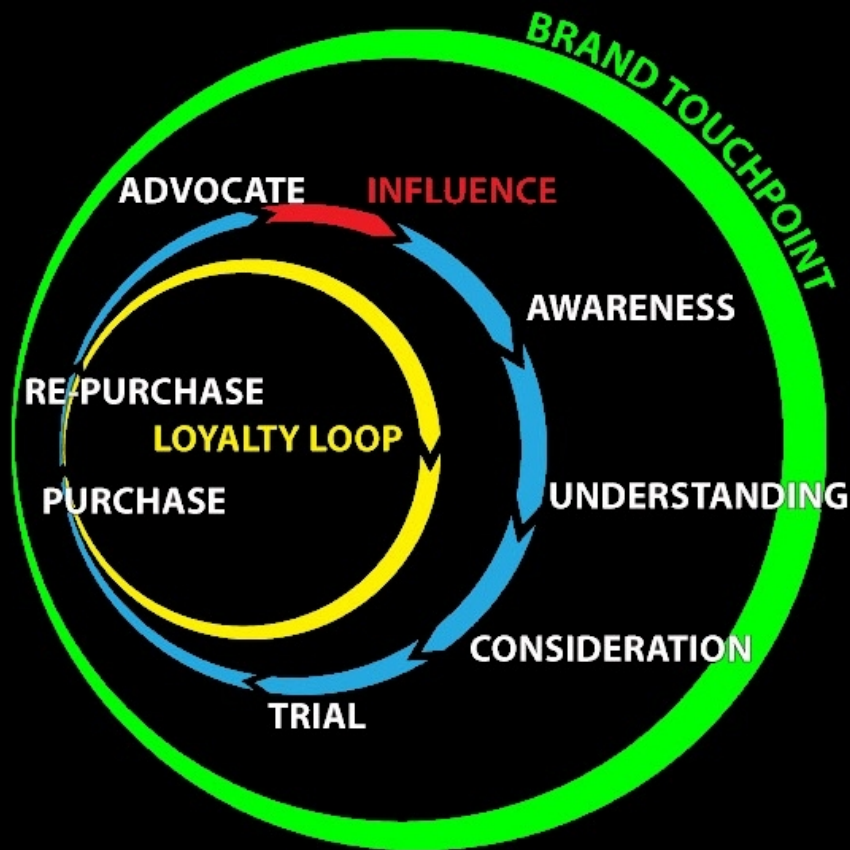## PRE & POST
SHOPPING EFFECT

Providing a place & <u>encouraging them to "Talk and Share"</u> to others, initiating the loop of other shopper's journey.

SHOPPER SCIENCES.

… Are you Ready?

Are you ready for your new Shopping Journey?

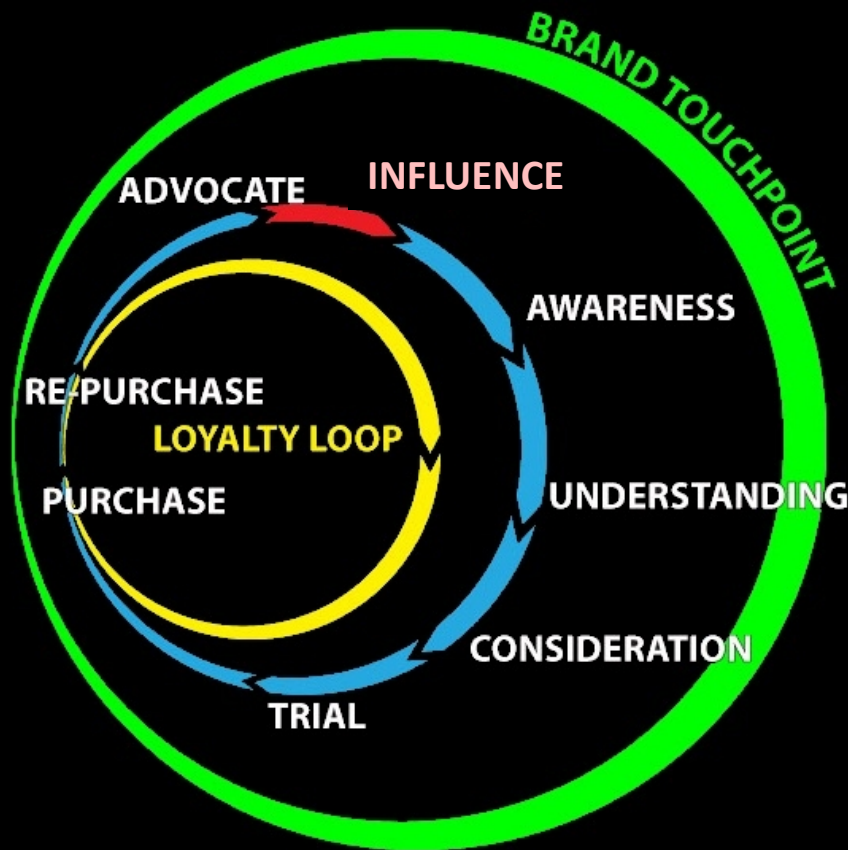**Clean Path**

Exact Lead time

Right Process

Important Source

Influence level

Motivated Content

Are you ready for your Shopper's Shopping Journey?

S Shopper Identification

H Hunting Approach

O Opportunity Seizing

P Period of Considering

P Path to search

I Inline message

N Navigate onsite

G Grapping Method

SHOPPER SCIENCES.