

2014 Snack, Beverage & Grocery

Education & EPPS Programs

ECRM's educational sessions provide EPPS attendees with the opportunity to learn from thought leaders and category experts on a variety of topics aimed at their professional development. These sessions include presentations, moderated panel discussions, special events, workshops, and roundtable discussions focused on category insights and trends, as well as hands-on workshops to help buyers and sellers enhance the effectiveness of their meetings during an EPPS.

Tuesday, July 29, 2014

Retailer Advertising and Promotion Trends Within Snack, Beverage & Grocery Categories

35 minutes

Leading Consumer Packaged Goods (CPG) retailers are shifting their advertising and promotion mix to influence shoppers throughout their paths-to-purchase. Dan Kitrell, Vice President Account Solutions at Marx, a Kantar Media solution, will present insights and observations on how retailer advertising, cooperative retailer promotions in Free Standing Insert (FSI) coupon vehicles, and digital coupons on retailer websites are being leveraged to reach shoppers in the home to drive trips, influence purchase decisions, and increase sales across the store and within Snack, Beverage & Grocery categories. Kantar Media tracks advertising and promotion including TV, Radio, Internet, Newspaper, Magazine, FSI coupons, digital coupons, and other competitive activity to help manufacturers and retailers understand to which retailers specific categories are strategically important and during which weeks specific categories, brands, and competitors are tactically important. ECRM and Kantar Media are working together to improve our mutual clients' seasonal planning, new product introductions, retail account reviews, weekly competitive activity alerts, and other insights that save time, avoid surprises, and increase sales. Please contact Kantar Media at marx_clientserviceteam@kantarmedia.com or at 952-925-5272 if you have questions regarding this presentation or would like to discuss a specific opportunity.

Dan Kitrell, Vice President, Account Solutions
Marx Kantar Media