



2016 Vitamin, Diet & Sports Nutrition EPPS

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.

Trends & Insights of the Healthy Lifestyle Shopper

40 minutes

Bulu Box CEO & Co-Founder Paul Jarrett will discuss consumer trends of Vitamin, Diet and Sports Nutrition shoppers based on the company's Bulu Insights -- rich demographic and shopping information on the profiles and purchase history of its 20,000+-member subscriber-base.



The presentation will zero in on four key shopper segments -- Weight Loss, Muscle Building, Health Maintenance, and Newbies (those just entering the healthy lifestyle), and provide information on their health goals and how these goals are supported via their lifestyle activities and product choices.

Bulu Box is a discovery e-commerce platform that allows consumers to sample and find their new favorite vitamins, supplements and healthy snacks while providing actionable data back to brands. Each month, a box of healthy discovery is shipped right to subscribers, who can then learn about that month's 4-5 premium samples, try each one and see what fits into their individual healthy lifestyles. For sharing their opinions on each month's samples through a quick survey, Bulu Box offers them 50 Rewards Points (equivalent to \$5) to use in its online store for purchasing full-sized versions of the samples.

Bulu Insights utilizes data collected from Bulu Box, including the consumer sample surveys, user profiles and purchase behavior to provide companies with actionable data on trends in the categories it serves.

Paul Jarrett, CEO & Co-Founder
Bulu Box

Monday, January 11, 2016

The "New Normal": The Evolution of the Omnishopper

40 minutes

The boundaries between online and offline are disappearing—both from a message and transaction perspective. How quickly retailers and brands adapt to this new normal will be what determines success. Traci Gregorski, Vice President of Marketing at Market Track, an industry leading advertising, promotion and eCommerce competitive intelligence firm, will discuss trends from their most recent shopper study that show distinct differences in how consumers are interacting with print, digital, mobile and broadcast advertising and promotions in the Vitamin, Diet & Sports Nutrition categories. The session will provide actionable insights into the convergence of traditional and new media and how it is creating opportunities for both retailers and suppliers.



Traci Gregorski, Vice President of Marketing
Market Track

Wednesday, January 13, 2016

ECRM & DSN Products Awards

30 minutes

Join us for the Product Awards hosted by Drug Store News. Suppliers will submit their product offering and attending buyers will cast their vote for Best New Product! First place and finalist winners will be recognized during lunch on Wednesday, January 13th. The 1st Place winner will receive coverage in DSN! To learn more about how you can participate, please contact your account manager.