

Shopper Understanding Is Key to Thought Leadership

What is it that retailers really want in a strategic partner?

Knowledge and expertise that lead to actionable solutions which simplify the consumer's shopping experience and drive increased sales and profits. The benefits from shopper based solutions are consumer friendly shelf sets, assortment mixes that feature variety and minimize duplication and promotional plans that lead to real incremental sales. Our experience indicates that Strategic Partners are skilled at formulating actionable solutions based on a thorough knowledge of the "who, what, where and why" of the shopper purchase decision.

What characteristics do Thought Leaders possess?

The essential quality Thought Leaders have is the capacity to drive innovation based on the use of information, analysis and synthesis. Many companies possess significant information about the consumer readily available within their syndicated ACN and IRI databases but are still unable to innovate. The reason is that the syndicated information provides only the basic step of insights development providing learning on the behavioral "What component" of the shopper decision. The underlying learning of the "who, when and why" enriches the "what" providing understanding of the behavior essential to insight development. This behavioral information can often be gleaned from a combination of consumer panel, frequent shopper and custom shopper research. This shopper insight information serves as the knowledge foundation leaders use to develop insights, Thought Leadership innovation and actionable Category Management solutions.

Edgewood Consulting Group (ECG) is a leader in Category Management with a strong track record of helping manufacturers and retailers develop shopper insight-based solutions. ECG's shopper insights, innovation and implementation support have been recognized in the industry with over 60 Progressive Grocer awards for Category Management advancements. (Link Attached)

Please call today at (973) 644-9788 to schedule a time to review ECG's approach and to discuss your current and future Thought Leadership opportunities and challenges.

Martin Baum, Principal, Edgewood Consulting Group