



SHARING KNOWLEDGE AND BEST PRACTICES  
WPP

## WPP RETAIL SESSION : SINGAPORE

### Shopper Understanding & Brand Activation at Retail

12 March 2007      2:00 – 5:30pm

Location            TBD

The challenges at retail are constantly evolving as shoppers respond to changing drivers and changing retail environments. Now, more than ever, the market demands innovation and alignment across all disciplines to develop new formats, connect with shoppers, and bring brands to life at retail. The Store, WPP's Global Retail Practice, invites you to a retail breakfast session to explore some of the issues challenging the sector. We would like to take the opportunity to share with you some of the insights we have gained from other markets and some of the solutions that are being delivered here in Asia.

#### Featured presentations:

#### **Changing Missions, Changing Modes - Changing Shopper Behaviour**

**Maureen Johnson**, CEO, The Store will discuss how the sector is responding to the shoppers' increasing demands for convenience and will highlight stand-out-ideas from Europe. She will also address how health & wellness trends correlate with the convenience sector and how retailers are changing their marketing programs and products to accommodate this on-the-go shopper seeking healthy solutions.

#### **Latest Global Perspective on Retail Trends & Innovations**

**Gwen Morrison**, President, The Store, will discuss how technology has created significant opportunities for retailers to become media owners and for brands to communicate with consumers in the store environment. This session will take an objective look at the continuum of dynamic communication: from brand, ambiance, and entertainment to advertising designed to trigger purchase.

#### **Putting Insights Into Action**

**Simon Lawther and Christophe Meuter**, Glendinning Management Consultants will share examples of recent initiatives that tackle tough category challenges with shopper insights, retailer collaboration, and high impact solutions that provide a win (customer), win (brand/advertiser) and win (consumer) opportunity.

#### **Whither In-Store Media**

**Dick Laurie**, Managing Partner, MindShare

Dick Laurie will look at the development of in-store media around the world, the drivers and the challenges that need to be overcome. What are the influences of the messaging on today's consumer?

#### **Data Integration – The Challenges and Opportunities**

**Lucy Gill** from Kantar will discuss the challenges of integrating data. With retailers increasingly collecting loyalty data and manufacturers data on brand tracking, U & A segmentation, the opportunities exist to integrate these approaches and combine the strengths of each to give us a better view of who is doing what and why.