

Health & Wellbeing – Are We Adequately Prepared?

WPP Retail Breakfast with The Store

Monday 13th November 2006

The Courthouse Kempinski,

Great Marlborough Street, London

DISCUSSION TOPICS

CONSUMER DRIVERS: TRADING ON WELLNESS

The well-being space is broad & dynamic, offering innovators room to expand in a hyper competitive market. Well-being benefits offer powerful potential for brands to differentiate. Consumer Drivers are a very important factor in considering where differentiation can be identified; understanding what consumers think of fads, natural foods, genetic modification & scientific innovation can aid this significantly. Learn about how brands might trade on wellness & the complex issue of health; and what difference price consideration, packaging & shopping environment drivers might make to the health conscious consumer response. Tamar's presentation includes NEW findings from HenleyWorld, HCHLV's global consumer insight program.

New shopper research in health and wellness demonstrates how carefully created demand can be undermined by the reality of brand clutter at the fixture. Jane Gallick of RMS helps us understand how the various in-store channels engage with shoppers to deliver carry-through of demand and maximise effectiveness at the "moment of truth"

MASS RETAIL RESPONSE:

HEALTH AND WELLNESS MARKETING IN EUROPEAN MASS RETAIL

Large retailers across Europe are transforming their brand images and store designs to incorporate a booming market for products marketed on a health and wellness platform. In the majority of cases, this trend has coincided with a need to address declining growth rates in sales from the same stores. In this sense, health and wellness is both a tool for improving rates of customer capture and building incremental transaction value. Ethan Sinick will address the initial results from transformation efforts and give a prognosis for the future with implications for both retailers and their suppliers.

MANUFACTURER RESPONSE TO OPPORTUNITIES & CHALLENGES:

DELIVERING INNOVATION AND BUSINESS GROWTH

Joanna Scott of Kraft tells why health and wellness is so important to their agenda and to a growing product portfolio. How do they take the health & well-being opportunity and create positive responses while they face challenges from the media, government & the retailer.

Gavin Neath will explain how Unilever's "vitality" mission is being translated into action around the world. We will hear how this is being executed in their rapidly growing "e business". Gavin will also explain Unilever's stance on the contentious issue of nutrition labeling

THE RETAIL WORLD PERSPECTIVE

Wholefoods is about to make their brand entrance into the UK market place - how will they capitalize on the health and wellness phenomena. Get a real perspective on the shaping of the retail sectors latest challenge.

AGENDA

08:30	Breakfast & Registration
09:00	Introduction: Maureen Johnson, WPP The Store
09:15	Trading on Wellness Tamar Kasriel, Henley Centre Headlight Vision
09:45	Shopper Insights Jane Gallick, RMS Instore
10:15	Health and Wellness Marketing in European Mass Retail Ethan Sinick, MVI
11:00	Refreshment Break
11:20	Delivering Innovation & Business Growth - Kraft's Approach to Health and Wellness Joanna Scott, Kraft Foods International
11:50	Manufacturing Innovation in Health & Wellness Gavin Neath, Unilever UK
12:20	Guest Speaker
12:50	Closing Statements & Final Questions

For details on how to register free for this event please contact jwalsh@wpp.com



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