

*Accelerating Retail Insights
And Best Practice
In WPP*

The Store
WPP's Global Retail Team





 **THE STORE**
GLOBAL RETAIL INITIATIVES

Mission: To share knowledge and best practise in retail and to facilitate leading edge thinking among WPP group companies and their clients

- a portal to WPP's retail expertise
- facilitator for retail initiatives



Sharing knowledge & best practise and facilitating leading edge thinking

- Dedicated intranet
- Initiatives
- Client seminars and workshops
- Focused events
- The Store newsletter

www.insidewpp.com/thestore

Insidewpp.com - Monday 15 August, 2005 - Microsoft Internet Explorer provided by WPP

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The Store

[Communities > The Store](#)

Find out about the latest conferences and events hosted by The Store. This folder contains presentations given at all of our events.

What's New

- Join The Store**
Receive the latest information on The Store's Global Events & thought provoking sector subject matter! Just fill in your details on the attached document or compose an email of introduction and send them through to thestore@wpp.com
- Navigating The Store Intranet**
This document contains descriptions for each of the folders you will find in The Store Intranet to help you navigate the resources.
- Register Now: China: A Land of Opportunities 21 & 22 September 2005**
A excellent & inspiring line up of speakers for The Store's Annual Asian Retail Event. This link will take you to the latest agenda details and registration information.

Please feel free to send us examples of your thinking, solutions and best practices. We will add the best submissions to The Store intranet.

Retail News

Real-time access to latest news from 6000+ online sources. Free for a limited period only.
Provided by MB Precis

On this site

- [About The Store](#)
- [Industry Events](#)
- [The Store Events](#)
- [WPP Retail Capabilities](#)
- [Upcoming Events](#)

Section search

Search for a document:

Page tools

- [Manage Files](#)
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- [Discussion](#)

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To Access The Store Intranet

You will need to be registered on the WPP intranet
<http://www.insidewpp.com>

Please select the register button on the home page and enter all relevant information.

The system administrator will send you confirmation of your registration once it has been processed, then you will be able to start exploring.

1. Logon to www.insidewpp.com
2. Select Communities
3. Select Retail / The Store



How to Navigate

www.insidewpp.com/thestore

- About The Store
- Industry Event Presentations
- Must See Retail
- Retail Think Pieces
- The Store Event Presentations
- WPP Retail Capabilities



Sharing knowledge & best practise and facilitating leading edge thinking

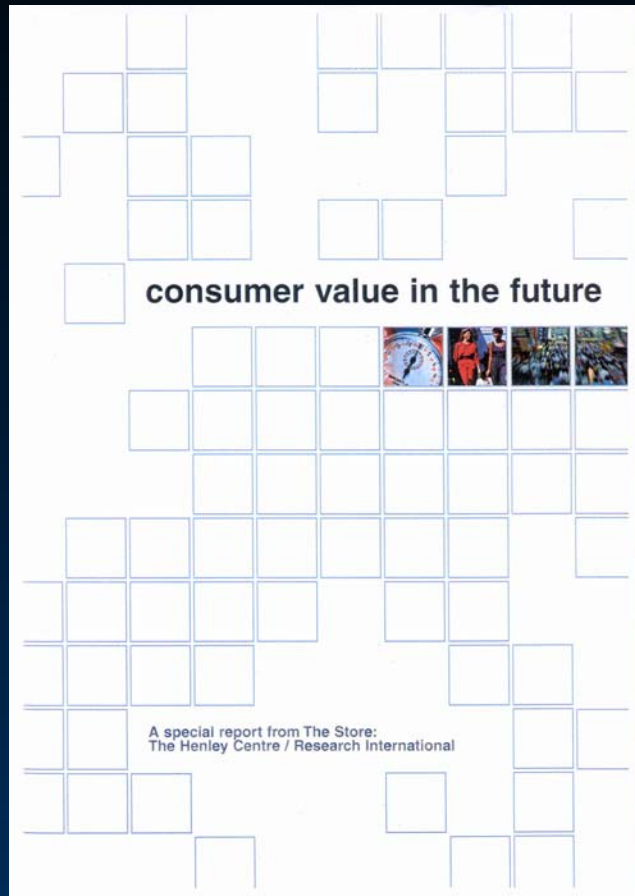
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The Store leads integrated WPP business teams to develop retail, trade marketing programs and industry studies...



Consumer Value in the Future

ECR, Paris 1999



- The Store
- The Henley Centre
- Research International

Supported by....

- Management Ventures
- JWT
- Ogilvy & Mather
- Hill & Knowlton
- Mindshare
- Banner McBride



The Store of The Future

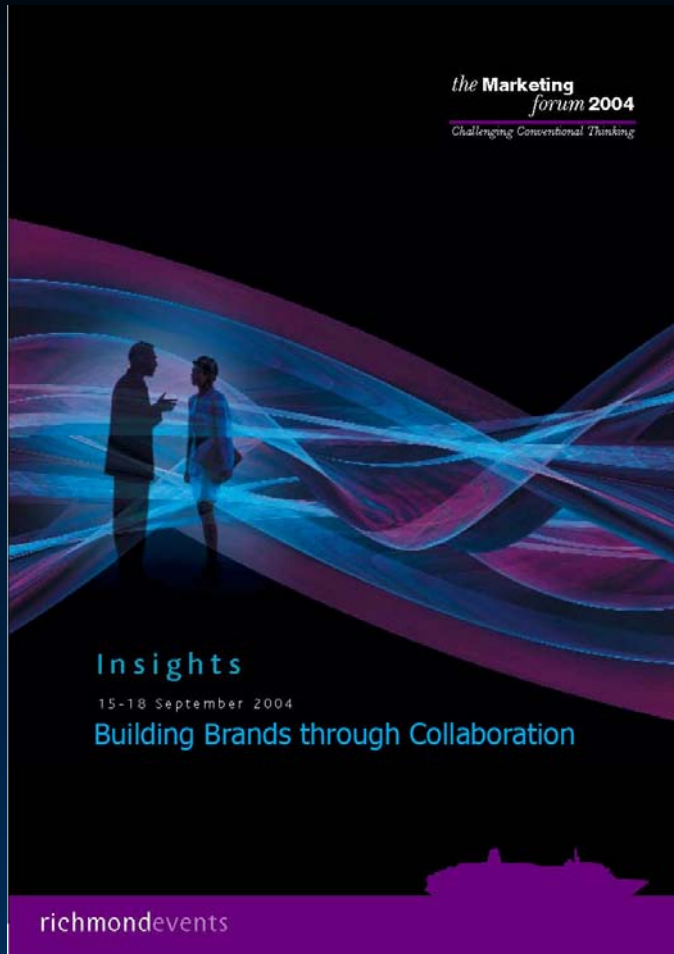
Coca-Cola Retailing Research Group, Europe, 2001



- The Store
- The Henley Centre
- Management Ventures Inc
- Research International
- Ogilvy
- The Relationship Marketing Group
- BDG McColl

Building Brand through Collaboration

The Marketing Forum 2003



- The Store
- Management Ventures Inc
- Vox Pops International

Future Retail Summit, New York - 2003

Independent retailers & The Store discuss retail issues



- The Store
- Fusion 5
- Market Segments Group
- Management Ventures

Retailer Participants

- Daimler Chrysler
- Godiva
- Ikea
- Ukrops
- Four Seasons
- Saks



ECR Europe, Paris - April 2005

1. Consumer Value Creation in the Future

- *Sir Martin Sorrell*

2. Breakout Session (The Store Facilitating)

- *Does Growth Depend on Price?*

- **The Store**
- **The Henley Centre**
- **Management Ventures Inc**
- **Lightspeed Research**
- **Y&R BAV**
- **Millward Brown Brandz**
- **PCI :live (now Fitch:Live)**



Global shopping experiences



Partnering with IBM Institute for Business Value

- UK, Germany, France, Japan US

Online survey to understand attitudes, need states, and goals of different shopping occasions

- The Store
- Research International
- Lightspeed Research



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The Store hosts global retail workshops and conferences bringing together retailers, brand manufacturers & industry leaders to showcase best in class innovations in retail and discuss the real issues...



The Store Events 2005

January 26	The Store as Media London
March 16 / 17	Annual LATAM Event Miami
March 16	Retail Week Conference (Sir Martin) London
April 26	The Rise of the Discounters Paris
April 27	ECR Europe Paris
May 11	WPP Business Forum - Ted Zittell London
May 24	JWT Retail Business Development Forum
July 6 th	The Rise of the Discounters London
August 4th	Innovative Retail Toronto
September 21 / 22	Annual Asia Pacific Event Shanghai
October 5th	Store as Media New York



The Store Events 2006

March 9	Youth Marketing & Entertainment Los Angeles
April 5	WPP Retail Event Asia - Mumbai, India
April 7	WPP Retail Event Asia - Delhi, India
May	Global Retail Day NYC / Chicago
May 29 / 30	ECR Europe Stockholm
June 1	Health & Wellbeing Breakfast Session Stockholm
July	Collaborative Marketing Amsterdam
September 20 / 21	WPP Retail Event LATAM - Argentina



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Other Special/Focused Events 2004

- **Youth Marketing** New York
- **Retail Brand Building with Tesco** Paris
- **Luxury Goods** Barcelona
- **Automotive Retailing** Düsseldorf
- **Store As Media** Chicago
- **Dansk Retail Safari** London/Paris

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The Store Newsletter



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Subject: (S -HTML) The Store Newsletter - First Quarter - Store as Media *****



Latest thinking on retail matters

www.insidewpp.com/thestore

(jthomson@wpp.com)

2006
First Quarter - Store as Media

Welcome to The Store's Quarterly Newsletter

In our first issue, we explore the topic of in-store media. We're fortunate to have retail experts from around the world contribute their perspective on this increasingly hot topic. Please feel free to share with colleagues and remember to register on insidewpp.com to access The Store for more thought leadership and best practice in retail.

About The Store

The Store is WPP's unique retail practice with a mission to provide expertise and added value to WPP client initiatives in retail and fast moving consumer goods. Through a network of communication & retail professionals from WPP companies around the globe, The Store builds on collective knowledge and skill sets to help clients navigate the changing landscape of retail & shifting shopping behavior. [More](#)

Heightening the Brand Experience In-Store

By Gwen Morrison, [The Store](#)

I have always believed in the power of the store as "theater." Store design, layout and creative displays have always been effective tools when wielded by skilled merchants who understood how to engage and entertain the customer in a theatrical venue which attracts shoppers and convert them into buyers. Today, however, the emergence of technology is having the same impact in transferring the plain magic into the magic of the small screen and is convincing me of the power of the store as "media."

Arguably, the most-significant development taking place in marketing is in-store media and its potential to transition advertising funds closer to the point of purchase. While retailers have always offered media platforms to manufacturers, the industry has viewed these as promotional, not brand building. But there have been important developments that are causing marketers to re-evaluate.

New insights into the power of the shelf has brand marketers re-evaluating their media spend. All major brands are focusing resources closer to their key customers and closer to shoppers. Retailer reach is now being compared to traditional media measures. So brands are challenged as to build integrated programs that build preference at home and engagement in store.



WPP Retail Community

Instructions on how to access The Store intranet site on insidewpp.com.

Recommended reading

Access restricted to WPP people only.

- [Retail Marketing Models - On the Brink of Change](#) - Dan Gorman, Management Ventures
- [Store as Media - The State of Play in the US & UK](#) - David Muir, The Channel
- [Tesco TV](#) - Spencer Barwin, JC Decaux
- [The Store as Media: Digital Strategy in 2006](#) - Bill Collins and Laura Davis Taylor, [InStore](#)
- [Retailing Research to Retail](#) - Steven Platt, [East Institute](#)
- [Sensor Study on In-store Media](#) - Ayala Cohen and Fran Kermish, [Mediaedge:ia](#)

Our next issue

Would you like to be a contributing writer or share a paper on retail? Our next issue topic will be about shopper research and shopper insights. Submission deadline is March 1, 2006. [Send Us](#) an email.



THE STORE
GLOBAL RETAIL INITIATIVES

The Store builds on the collective knowledge of WPP to help clients navigate the changing landscape of retail:

- shifting shopping behavior
- format development
- technology
- collaborative CRM
- collaborative in-store marketing
- the store as media
- heightening brand connections throughout the retail environment
- advancing customer development with shopper insights



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