



SHARING KNOWLEDGE AND BEST PRACTICES
WPP

SAVE THE DATE : WPP RETAIL SESSION

Health & Wellness: One of the Hottest Topics in Retail...Are you Adequately Prepared?

April 10, 2007

9:00am - 5:00pm

The Ney Center

285 Madison Avenue, New York

The Store, WPP's retail knowledge community is hosting a one-day retail session to explore the latest trends and innovations in Health & Wellness. Join us as we discuss global perspectives on retail's latest opportunity.

Topics:

Consumer Drivers: Trading on Wellness

Well-being benefits offer powerful potential for brands to differentiate. Understanding what consumers think of fads, natural foods, genetic modification and scientific innovation is critical to positioning. Learn about how brands might trade on wellness and the complex issue of health; what difference price consideration, packaging & shopping environment drivers might make to the health conscious consumer response.

Shopper Research

New shopper research in health & wellness demonstrates how demand can be undermined by clutter at the fixture. Learn how the various channels engage with shoppers to deliver carry-through of demand and maximize effectiveness at the "moment of truth".

Mass Retail Response: Health & Wellness Marketing in Global Mass Retail

Large retailers across the globe are transforming their brand images and store designs to incorporate a booming market for products marketed on a health & wellness platform. Learn how retailers are using health & wellness as a tool for improving the shopping experience and adding transaction value.

Manufacturers Response: Delivering Innovation & Business Growth

A range of cases examine why Health & Wellness is so important to a growing portfolio. We will also explore product design and innovation as a strategy to capture shoppers.

Cost:

WPP delegates are charged US\$250. WPP clients & guests attend free of charge.

Contact:

For more information, please contact Jenna Fisher at: jfisher@wpp.com or +1-312-596-3623

More details to follow...stay tuned.