



SHARING KNOWLEDGE AND BEST PRACTICES  
WPP

## WPP GLOBAL RETAIL FORUM : SYDNEY

### Retail Innovations: Winning in the New Competitive Landscape

8 March 2007 9.00am – 5.00pm

Doltone House Jones Bay Wharf, Pirrama Road, Pyrmont Point

#### Agenda

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| 8.00 – 9.00   | <b>Continental Breakfast &amp; Registration</b>  |
| 9.00 – 9.15   | <b>Welcome &amp; Introduction</b><br><b>Gwen Morrison</b> , President, The Store<br>Gwen will give an overview of the day.   |
| 9.15 – 10.15  | <b>Global Best Practices in Shopper-Centric Retailing and Implications for Australian Retailer Marketers</b><br><b>Phil Bonanno</b> , President & Chief Solutions Officer, Management Ventures<br>Phil will bring the leading retail analysts' perspective. From their extensive case studies, Phil will demonstrate what it takes to win with better informed and increasingly savvy shoppers. He'll highlight who's focusing on high-value customers and how this trend impacts the way marketers build brands at retail.          |
| 10.15 – 11:15 | <b>Retail Transformation in the Financial Industry</b><br><b>Brad Davis</b> , former CMO, Washington Mutual Bank<br>Brad will share their rapid expansion and unique approach to capturing customers within the U.S. banking industry. He will take us on a journey through the mind of the consumer and tell the story of building retail brands from the inside out. Brad will examine 3 core topics: Building a Value Proposition (and making it better), Shaking Hands With 30 Million People, and Marketing in the Cross-Hairs. |
| 11.15 – 11.30 | <b>Refreshment Break</b>   |
| 11.30 – 12.15 | <b>Target: The Rejuvenation of an Icon Brand</b><br><b>Murray Chenery</b> , General Manager, Target Australia<br>Mr. Chenery will present the re-launch of Target in 2002 after making the first ever loss in the company's history. He will examine the issues and expand on the solutions that have been implemented over the past four years to deliver record profits and world-class metrics.   |

- 12.15 – 1.00      **Changing Missions, Changing Modes - Changing Shopper Behavior**  
**Maureen Johnson**, CEO, The Store  
Maureen 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.
- 1.00 – 2.00      **Lunch**
- 2.00 – 2.45      **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?
- 2.45 – 3.30      **Putting Insights Into Action**  
**Neil Rechlin**, General Manager, Glendinning Management Consultants  
Neil will share 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.
- 3.30 – 3.45      **Refreshment Break**
- 3.45 – 4.15      **Data Integration – The Challenges and Opportunities**  
**Lucy Gill**, Kantar  
Lucy will discuss the challenges of integrating data. With retailers increasingly collecting loyalty data and manufacturer's data on brand tracking and 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.
- 4.15 – 5.00      **Latest Global Perspective on Retail Trends & Innovations**  
**Gwen Morrison**, President, The Store  
Gwen will bring us the latest on how retailers are engaging shoppers with innovative in-store environments and discuss how brands are competing outside of their box. Gwen will examine the trends and market drivers behind innovation and take us on a virtual tour of hot ideas.