



Shopper Marketing: Profiting from the Place Where Suppliers, Brand Manufacturers, and Retailers Connect

Daniel J. Flint, Chris Hoyt, Nancy Swift

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The shopper marketing methodology is a powerful, complete approach for satisfying target consumer demand *at the point of maximum influence*, and thereby driving consumers to purchase. It gives companies a far deeper understanding how consumers behave as shoppers, and leverages this intelligence across the entire supply chain to benefit all stakeholders: companies, brands, consumers, retailers, and shoppers.

Shopper marketing requires supply chain partners to smoothly integrate complex sets of marketing and sales tools, in order to engage shoppers, build brand equity, and persuade shoppers when they move into "shopping mode." Internally, it also demands deeper coordination of R and D, marketing innovation, operations, logistics, and distribution. It isn't easy, but it offers remarkable, proven results that are virtually unachievable any other way.

In *Shopper Marketing*, three of the field's pioneering innovators and consultants bring together state-of-the-art insights, strategic approaches, and supply chain execution methods for successfully employing shopper marketing initiatives throughout your organization.

Dan Flint, Chris Hoyt and Nancy Swift clearly explain what shopper marketing is, and why it is critical for marketers to master. They review each of its six objectives and eight foundational principles, demonstrating how to adapt and apply it in your environment, overcome obstacles, and systematically create value along your entire "path to purchase." Drawing on their unsurpassed consulting experience, they also assess emerging trends and their implications, helping you deepen customer loyalty, extend competitive advantage, and improve profitability for years to come.

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