

# Bringing the Shopper into the Boardroom

- How to manage winning shopper insights research projects -



**Jigsaw** Strategic Research 



**SHOPPORTUNITY**

Standout Strategies: Shopper & Store

*Learn how to maximise the value of your shopper insight dollar in a one day 'crash' course...*

**22nd February, 2008**



## What you'll learn

- frameworks to understand the shopping experience and shopper mindset
- the business and marketing issues that shopper research addresses
- shopper research methodologies: which work best for what needs
- what shopper research can actually deliver
- how to write a best practice shopper research brief
- how to drive the results through your organisation and with retailers



## Why do it?

- get the most out of your shopper research projects and agencies
- improve your shopper research briefing skills
- managing internal expectations from shopper research
- understand the key differences between consumer and shopper mindsets
- see best practice shopper research case studies and application



## Course agenda

- 1. Pework exercise:** a short in-field exercise will be completed by participants prior to course attendance
- 2. Shopper and retail environment:** channels, realities, mindsets, principles underlying shopper research
- 3. The Shopper Insights Function:** what, when, why and how
- 4. Shopper research scope:** what it answers, what it doesn't
- 5. Shopper insights information tools**
- 6. Research methodologies:** what they are, which to use when, differences between tactical/short term study methodologies vs long term/strategic studies
- 7. Case studies:** presentation of a best practice case study, from brief to research to application – group work on a given scenario, to apply the learnings
- 8. Applying the research:** linking marketing, sales and the customer – ways to determine the key learnings for change and point of purchase, and ways to drive these learnings through your organisation and with the retailers to get actual execution



## Who should attend

- buyers of shopper research specifically:
  - consumer insights practitioners
  - shopper insights practitioners
  - marketers
  - category managers
  - trade/customer marketers



## Your Course Facilitators



***Norrelle Goldring***

Formerly principal of Moxie Market Strategy, Norrelle Goldring is Director – Strategy of Shoppportunity, an end-to-end intelligence, strategy, implementation and training provider of category, channel and point of purchase solutions.

Norrelle has more than 10 years' experience on both the client and agency sides briefing research, and working with research agencies to drive executional change through client organisations.

Norrelle will facilitate the Shopper Environment and Applications sessions of this course.



***Stuart Reeve***

Stuart has 15 years market research experience and heads up the Jigsaw Shopper & Channel Division working across Jigsaw's key accounts.

Stu is a generalist, using qualitative and quantitative methods to uncover his clients' business needs.

Stu has worked on a broad range of categories, including food, services, financial institutions, alcoholic & non-alcoholic beverages and other household products.

Stu will facilitate the Research component of this course.



## Where, When and How much

- When: 22nd February, 2008 8.45 am – 5pm
- Where: Eden Gardens and Garden Centre Pty. Ltd.  
301-307 Lane Cove Road (corner Lane Cove & Fontenoy Roads)  
North Ryde, NSW 2113, Australia
- How much: \$595 for Jigsaw or Shoppportunity clients, \$895 for non-clients.  
Investment includes course materials and refreshments.



## How to book

- RSVP is required by Thursday 31st of January, 2008 (you will be invoiced upon receipt of booking) so participant pre-work can be distributed and completed prior to course commencement.
- Email: [shopperinsights@jigsawresearch.com.au](mailto:shopperinsights@jigsawresearch.com.au)
- Mail: to *Stuart Reeve* at:  
**Jigsaw** Strategic Research  
Level 4 & 5, 21 Berry Street, North Sydney, NSW 2060

Or fill out your details below and fax to: 02-9956 6051

Name: \_\_\_\_\_

Title/Position: \_\_\_\_\_

Organisation: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

*If you have any further questions please contact either  
Norrelle Goldring on (02) 9427 7473 or Stuart Reeve on (02) 9954 0299.*