

**KANTAR TNS.**

# SHOPPER MARKETING



INDIAN OCEAN • EAST AFRICA

**THE CONSUMERS' SPECIALIST**

## Based on consumer and shopper insights, our approach generates sales conversion instore

### Key Questions?

- How should activities be tailored by channel and consumer segment?
- How should the store be laid out to best suit the needs of shoppers?
- How should the category be presented to best suit the needs of the shopper and maximise category and brand sales?

Retailers and Brands seek initiatives that will drive their sales. Kantar TNS propose a toolkit that roadmaps shopper strategies. More specifically, Kantar TNS helps its clients to understand the shoppers' needs, adapt instore layout and activations and finally measure their performance.

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### UNDERSTAND SHOPPER Behaviours and path to purchase

#### SHOPNOGRAPHY

- Analyse the customer's path to purchase and decision making process
- How shoppers really behave in stores and their purchase decision process
- Based on home and store observations, interviews and Shopper Study insights

#### MARKET TRACKER

- Analyse the category: brand penetration, purchasing behaviours and preferences.

#### PRICE PROMOTION MONITOR

- Identify optimal price positioning and promotions. This monitoring enable a deep understanding of price tactics, strategies, trends and seasonality.



Quarterly study of supermarket, hypermarket and commercial centres' performance on: awareness, frequency of visit, usage, satisfaction levels.

## Key Questions?

- How can the shopping experience be improved to help increase category sales?
- How can ROI for in-store marketing be improved and point of sale be optimised?
- How can promotion be better executed in-store or online?

# Our tools and techniques

## 2 ADAPT

### CATEGORY MANAGEMENT

Develop planograms based on a detailed understanding of how shopper purchase the category and the brands.

Our methodology:

- Define the positioning of retail outlets and understand suppliers' recommendation and strategies
- Understand the product category
- Evaluate the merchandising performance by brand and by segment

## 3 MEASURE IMPROVEMENTS

### RETAIL AUDIT

Monitor market shares, sales volume, numerical distribution.

Based on a panel of retail outlets: traditional, specialised (pharmacy, restaurant) and supermarkets/hypermarkets.

### MYSTERY VISITS

Controls the quality of instore through mystery visits. This regular monitoring draws attention to low performance outlet, quality standards and evolution of scores.

### MERCHANDISING MONITOR

It ensures that your planogram is respected and that your brands are optimising their presence on the shelves, in terms of products or point of sales activation.

It monitors competitors' merchandising activities.

# KANTAR TNS<sub>ι</sub>

is one of the world's largest research agencies with experts in over 90 countries.

With expertise in innovation, brand and communication, shopper activation and customer experience, we help our clients identify, optimise and activate moments to drive growth in their business.

We are part of Kantar, one of the world's leading data, insight and consultancy companies.

## CONTACT US :

### For your project development and study in Mauritius and Seychelles:

Contact : Katouskia Sawmy : katouskia@kantartns.io

Telephone: +230 202 0055

### For your project development and study in Madagascar, Réunion, Mayotte, Comoros and Africa :

Contact: Bernadette How: Bernadette@kantartns.io

Telephone: +230 202 0055

**Head office - Mauritius:** Analysis House, Rue du Judiciaire, 72201, Ebene

**Madagascar Office:** 3ème étage Immeuble Marbour, 77 Làlana Solombavambahoaka Frantsay, Antsahavola, Antananarivo

**Reunion Office:** 14 rue de Guadeloupe, ZA Foucherolles, 97490, Saint Denis

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Part of ANALYSIS group in the Indian Ocean, we also deliver executive training in partnership with two prestigious French universities: Paris-Dauphine University and Sorbonne Business School (IAE Paris1).

## A N A L Y S I S

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