

**News Release: For Immediate Release
(26 May 2014)**

POPAI and GfK to conduct first Australian shopper marketing and category management industry study in 3 years

POPAI Australia & New Zealand has commissioned shopper research firm GfK to run next month the first Australian industry survey into the Shopper Marketing and Category Management disciplines since 2011.

Results will be available at a series of workshops in September, and the findings published in Inside Shopper.

To be called the "POPAI/GfK Shopper and Category industry survey 2014: where now and what's next?", the study aims to benchmark progress and changes in the shopper marketing and category functions disciplines the previous studies; identify common issues and opportunities, and outline key steps for industry participants to take to make the most of their capabilities. Results will be benchmarked against previous Australian survey results and against GfK's USA Futurescope shopper industry survey which has been running for 7 years.

The study will cover disciplines including shopper marketing, category management and development, activations, point of purchase production; and related functions such as shopper insights and digital/mobile marketing. It will apply to retailers, brand manufacturers and agencies alike. Survey participants would be drawn from all relevant retail channels.

The study has come about after demand from POPAI members, changes to the retail market and shopping behaviour, and extension of what traditionally was viewed as an FMCG discipline into other sectors. It will be conducted over June and July and will combine in depth face-to-face and telephone interviews with an online opinion survey.

"We are excited to be revisiting this study after 3 years in which much has happened," said Darren Pinks, General Manager, POPAI Australia & New Zealand. "The market wants it, and retailing and shopper behaviour have changed significantly in the past few years, particularly with regard to digital and mobile marketing to shoppers. We're looking to understand how those in the industry are coping with this change, and what tools they need to smooth their transition".

Norrelle Goldring, Head of Shopper Insights and Retailer Strategy at GfK and originator of the 2010 and 2011 surveys, said that the study will provide all those involved in retail marketing with a "comprehensive overview of where it is currently at and where it both is likely to and needs to go, in order to optimise shopper marketing and category management opportunities. The idea is to map out an activity and resources path for the industry based not only what we know is happening in the Australian market but also looking at the likely industry trajectory based on overseas experience."

"The 2011 study indicated that whilst the shopper and category functions were growing in theoretical importance, headcount, and budgets, the dots were yet to be joined for planning, insights, and process management. We aim to see whether organisations are starting to join their dots, and share learnings from those," she added.

The survey will be available in online form for participants to complete in mid-June, and all survey participants will receive a copy of the findings report.

CALL FOR EXPRESSIONS OF INTEREST - INTERVIEWS

Expressions of interest in participating in face to face or telephone interviews as part of the study are sought from individuals involved in, related to, or have frequent dealings with the shopper/customer/trade marketing and category management functions. Interviews are welcomed with those in agency, manufacture, or retailing and only expected to take around half an hour.

Interview participants will receive a free summary of the results of the shopper marketing and category management findings of the survey.

Interview Expressions of Interest should be emailed to mollyk@popai.com.au citing your name, area of responsibility, company, and contact number.

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For further information contact:

Norrelle Goldring, Head Shopper Insight & Retail Strategy
GfK Australia
M: 0437 335 686
E: norrelle.goldring@gfk.com
W: gf.com/au

Darren Pinks, General Manager
POPai Australia & New Zealand
M: 0410 651 094
E: darrenp@popai.com.au
W: popai.com.au

About POPAI Australia and New Zealand:

POPai (Point of Purchase Advertising Institute) is the only global, not-for-profit association exclusively dedicated to the retail marketing industry. It has a global network of 20 offices covering 45 countries dedicated to serving in excess of 1,700 member companies.

In Australia, POPai's mission is to be the thought leader for the Shopper Marketing discipline.

This includes promoting the importance of Shopper Marketing in the total marketing mix; improving levels of education in the industry; developing and encouraging improved standards of practice; representing industry views; promoting a better understanding of retail communications touchpoints; provide opportunities to exchange ideas and experiences; and to conduct research for more effective strategy.

Call POPai on (02) 9938 5150, look us up at www.popai.com.au or email darrenp@popai.com.au

About Norrelle Goldring & GfK:

Norrelle Goldring is Head of Shopper Insight & Retail Strategy at global research and retail datahouse GfK. With POPai she originated the first Australian shopper marketing industry surveys in 2010 and 2011. She chaired the resulting POPai Shopper Marketing Industry Council in 2011 and regularly runs shopper marketing principles training around Australia and throughout Asia.

Norrelle specializes in improving shopping experiences by understanding how and why people buy things. She is a shopper, channel and category specialist and shopper marketing thought leader with 20 years' experience in FMCG and retail across manufacturer, retailer and agency roles. Call Norrelle on 0437 335 686 or email norrelle.goldring@gfk.com