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Cierant AXIOM: Amazon & Walmart's Biggest Threat | Holiday SM Excellence | Building a Better Budget

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The omnichannel arms race is on. Learn how Kroger is coming out ahead. [View this email in a browser](#)



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January 2018 NEWSLETTER

Welcome to AXIOM,

Cierant's monthly eNewsletter.

This issue explores how retailers achieved holiday sales success by leveraging program exclusivity, the leaps Kroger is taking to create the grocery experience of the future, and how shopper marketers are restructuring their budgets for performance.

Strategy

Dominating with Distinctive Holiday SM Experiences



2017 was the strongest holiday season since the end of the Great Recession in 2010. Total sales reached \$691.9 billion – up 11.5% from 2016, as growing wages, stronger employment and higher confidence led consumers to spend more than expected.

Record sales were also due in large part to retailers recognizing that they cannot do the same things as last year, only slightly better. Retailers with high sales this past holiday season realized that they must strategically innovate a specific aspect of the holiday shopping experience in order to stand apart and show consumers that they are able to reinvent themselves. Three companies did just that, focusing on a unique pain point of the holiday season and transforming it into an experience consumers could find delight in.

From the takeover of a growing tradition, to simplification of toy buying, and re-imagining of returns, read on to explore how three companies worked to integrate the wonder of the holiday season into their in-store and online holiday path to purchase.

[Learn More →](#)

Management

Five Ways Kroger is Defining the Store of the Future



Imagine a retail environment where the customer experience stories that unfold every minute of every day in a store are real-time captured and analyzed...where digital signage guides you to where the gluten-free products are...and where the shelves instantly detect your presence and stream targeted offers straight to your phone. Think it's the store of the future? Think again. This is Kroger...today in 2018... .. and they're just getting started!

The nation's second largest grocer behind Walmart, Kroger operates 2,793 retail food stores under a variety of names across 35 states, and was recently ranked best-positioned retail company for online grocery gains in the US by Morgan Stanley, beating out companies like Walmart, Target, and Whole Foods.

While other retailers struggle to integrate omnichannel initiatives into their operations, Kroger is forging partnerships and delivering innovations that are not only improving their net earnings and sales, but that are defining the grocer customer experience of the future. Read on to explore how the mass supermarket chain's "Restock Kroger Plan" is giving Amazon a serious run for their money.

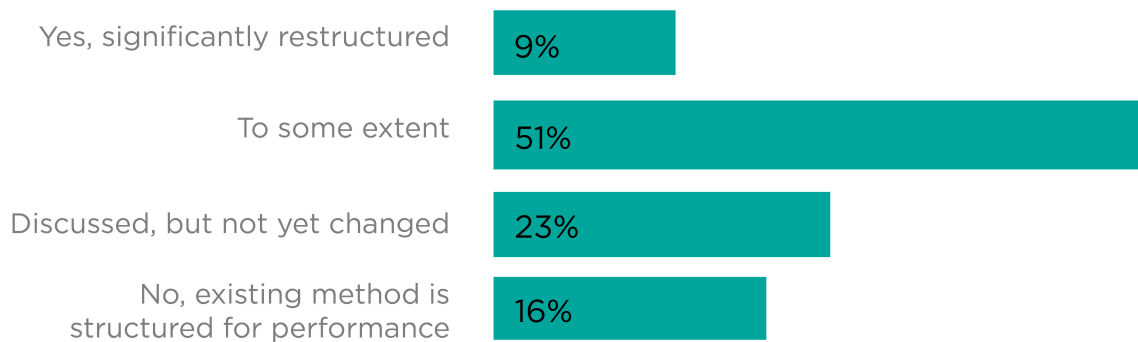
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Trends

Restructuring Shopper Marketing Budgets

In a Shopper Marketing Optimization Survey conducted in December of 2017 by Cierant Corporation, in conjunction with Consumer Goods Technology, 44% of the consumer goods executives surveyed agreed that in order to drive optimization of shopper marketing, the way in which brand funding is allocated and managed across customers must be addressed. Traditionally, funding is systematically awarded to top tier accounts across programs that are grandfathered in, but shopper marketers realize that such funding models are not growth-orientated. This is evidenced by the fact that 60% have restructured their budgets to some extent to support a more performance-based model, and 23% have discussed doing so.

Has your organization restructured its shopper marketing budgeting strategies to support a more performance-based model?



Source: Shopper Marketing Optimization Report, Cierant Corp., December, 2017.

Resources

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