



marissa feigen <marissarae613@gmail.com>

Cierant AXIOM: Uniting Fans Around Food | CPG Marketing Spend Trends | The Customization Demand

Cierant Corporation <news@mktg.cierant.com>
Reply-To: news@mktg.cierant.com
To: MarissaRae613@gmail.com

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CPG marketing budgets are being reshaped for growth. Discover how. [View this email in a browser](#)



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February 2018 NEWSLETTER

Welcome to AXIOM,

Cierant's monthly eNewsletter.

This issue looks at how Kroger executed multiple plays to help fans conquer the game day get-together, how consumer goods marketing budgets are being reshaped for growth, and the marketing elements shoppers rank as most effective in driving path to purchase.

Strategy

Kroger Sponsors Game Day Get-Together Greatness

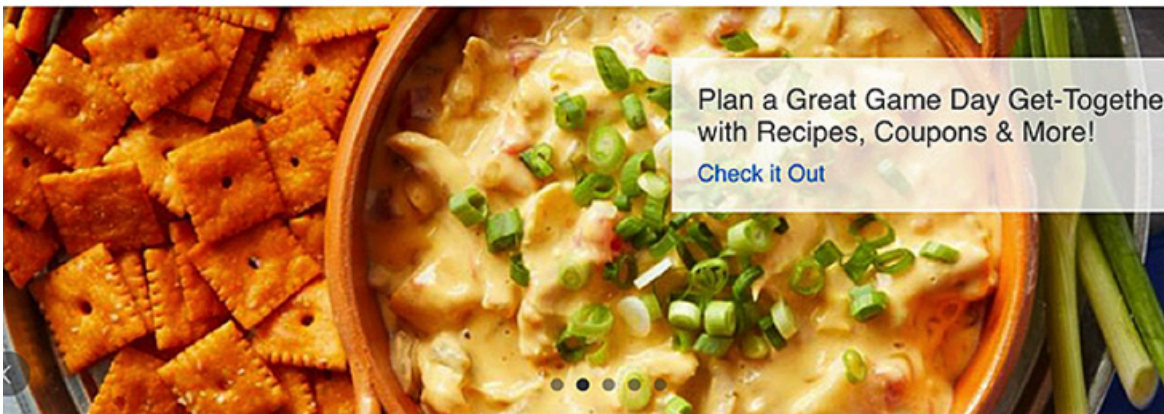


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While Kroger's Harris-Teeter chain chose to partner with PepsiCo in joint sponsorship of the National Football League's Carolina Panthers, Kroger chose to stick to their annual Game Day Greats campaign. Rather than sponsoring a team and running localized campaigns, Game Day Greats bypasses team loyalty divisions and unites fans around what makes the Super Bowl an all-American event: the gathering of great family, friends and food.

Read on to explore how the retailer revamped the campaign for Super Bowl LII and showed that sponsoring shoppers' game-day greatness can be just powerful as sponsoring a team's.

[Learn More →](#)

Management

The Evolving CPG Marketing Mix



As CPGs implement comprehensive efficiency programs, new pressure is being put on marketing to deliver measurable results from their spending that aligns with business strategy. But as the number of available marketing channels and options grows, marketers are challenged to decide how best to balance their investments across an evolving marketing mix.

To help deliver the insights brand marketers need to make informed budgeting decisions, Cadent Consulting conducted surveys across 600 manufacturers, retailers and shoppers. Read on to explore how marketing spending is shifting and how these shifts are impacting shopper behavior and retail sales.

[Learn More →](#)

Trends

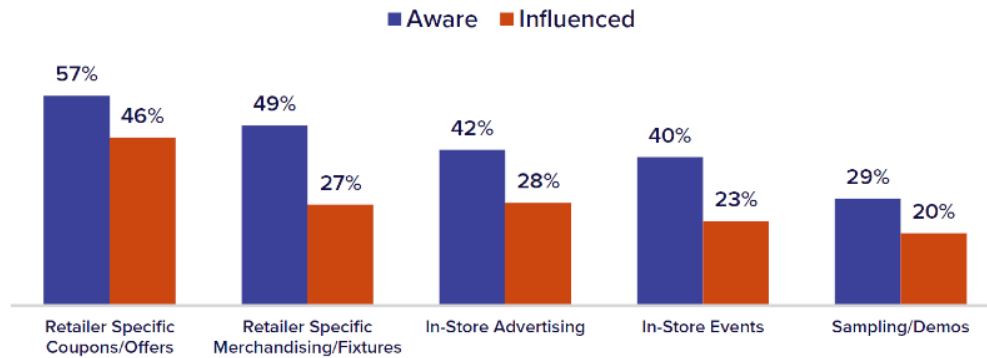
Customization Makes an Impact

According to Cadent Consulting’s 2017 Marketing Spending Industry Study, between 2012 to 2014, shopper marketing doubled in spend. While retailer ratings of shopper marketing effectiveness have fallen, shoppers say otherwise, citing it as the strongest driver of product awareness and purchase influence, next to trade promotion.

Across the range of key shopper marketing tactics, retailer-customized coupons/offers and fixtures/merchandising achieved the strongest awareness scores among all shopper marketing elements, and retailer-customized coupons/offers ranked strongest in driving purchase (57%).

This data makes it clear that the more customized the coupon, offer or merchandising - the more effective. With 90% of retailers citing customized digital marketing as extremely/very important, the value of customization seems to be something both manufacturers, shoppers and retailers agree upon.

Shopper – How Effective is Shopper Marketing in Impacting Shopper Awareness/Purchase Decisions? (% Effective/Very Effective)



Source: Cadent Consulting Group, 2017 Marketing Spending Industry Study