

# THE GROCER

Annual Conference 2019

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## HOW TO WIN WITH TECHNOLOGY IN RETAIL SALES & MARKETING



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Our Head of Retail Comms, Suzanne Surridge, recently attended The Grocer Conference, which included speakers from Google, Mars, Ocado and Nectar Loyalty.

Read on to find out about the key topics that were covered and Cirle's take on what this means for you and your brands.

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# NECTAR LOYALTY

James Moir, Managing Director

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During this session we heard that Nectar is digitising its shopper marketing. It is achieving this by focusing on an enhanced digital experience for customers which must deliver relevance, value and usefulness.

After conducting trials into a digital loyalty card, Nectar's key findings were that customers:

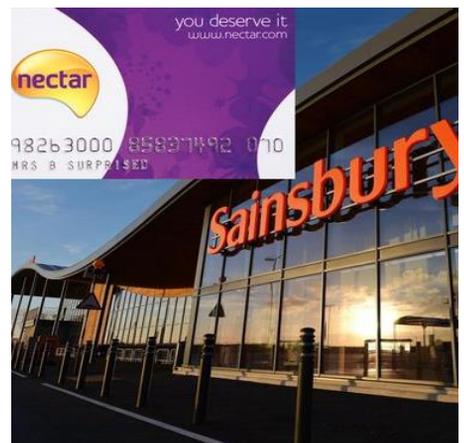
- Require a digital offering to be simple and they expect it to do everything they need
- Enjoy always on rewards because of the reassurance and flexibility it offers
- Often use offers as their shopping list
- Need time to adapt, so the recommendation is not to switch everything over-night

## CIRKLE SUMMARY

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**When considering loyalty, don't forget a customer-centric, transparent approach. Shoppers won't buy into a service that helps your company capture vital info and data, without offering them an insight into how and why that will be used.**

**It's vital to provide added value that meets their needs, to make giving up their personal data truly worthwhile.**



# OCADO

Rose Price, Head of Buying

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Rose Price talked about the importance of monitoring products that are trending online, because Ocado can then work with suppliers to hit that consumer need.

A particular area of focus for Ocado is, 'products from home', which is making a range of products available from around the world that customers from abroad really value, now that they live in the UK.

Another area that Ocado is concentrating on is bringing the High Street to life online for rural customers who struggle to get to the shops, featuring brand names like Joules, Hotel Chocolat, Paperchase and FatFace.

## CIRKLE SUMMARY

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**There is a wealth of customer insight available right at our fingertips via online and social. Yes, invest in your quantitative and qualitative market research, but keep in mind options like Google Trends and social listening tools like Brandwatch to give that additional, real-time and cost effective perspective.**



# PANEL DEBATE

Ray Gaul, Senior VP of Retail Insight at Kantar Consulting; Natalie Berg, Retail Analyst, NBK; Lisa Byfield-Green, Senior Retail Analyst at LZ Retailytics  
Rose Price, Head of Buying, Ocado

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Topic: taking online grocery shopping to the next level.

Online is growing but online grocery is not matching this. There's room to grow, with penetration at 6-7% versus a potential of around 20% but it's unlikely to go beyond that because it is a sector that will always require a physical presence.

Although Amazon is closing its physical presence in the form of pop-ups in the US, it doesn't necessarily signal that this is the wrong route. Often, with Amazon if something appears to 'fail' be cautious, as it's probably because something even bigger and better is coming. Watch this space!

Part of the success of Amazon is the transactional nature, therefore kill friction in store and create a shorter path to purchase, such as removing checkouts.

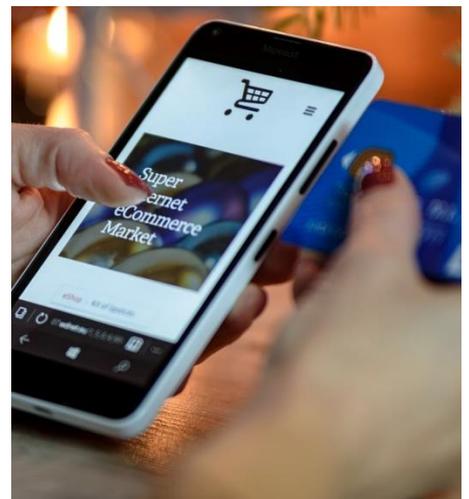
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## CIRKLE SUMMARY

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**The efficient, transactional nature of Amazon is something that bricks and mortar stores will look to replicate in terms of the path to purchase. But, that approach alone is never going to be enough to save physical stores because they can't ever compete with the ease of online.**

**Where they can stand out is the experience; the opportunity to smell, feel, touch and that is where we see savvy stores heading in the future – a perfect blend of a fantastic experience, with a really quick and easy transaction once you're ready to pay.**



# E-FUNDAMENTALS & MARS

John Maltman, CEO, E Fundamentals

Keng Zhing Ng, E-commerce Director, Mars

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This section focused on the benefits of a fail fast culture, with some great advice on why it's worth a try and how it works best:

- It allows real time feedback and builds an appetite for test and learn
- People get trapped in a measurement loop and it makes a fail fast approach hard to justify, as lots of tests mean lots of failures that don't deliver a ROI. However, if 90% fail and 10% fly then that is enough to justify it
- Don't commit to a service for more than two years as it can slow you down, you need to stay agile and flexible
- Use one common language for e-commerce reporting, simplify lingo so that you are presenting data in a way that the whole business can understand and get behind

## CIRKLE SUMMARY

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**Measurement is the buzz word on everyone's lips as businesses are put under increasing pressure to justify spend.**

**Cirke's approach is always to 'Start with the End' - start with the client's strategic end-goal to agree measurement metrics that are relevant.**



# GOOGLE/YOU TUBE

Emma Cremin, Senior Industry Head, Google/YouTube

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The session gave the opportunity to hear from digital heavyweight Emma Cremin on her 3 top tips for digital marketing:

1. Activating insight is critical to getting ahead. Search queries can help to identify developing trends and if you understand these, it helps you to decide what and where to book your marketing
2. Digital marketing delivers reach AND targeting. For example, you can market at scale but create four different versions of content for four different segments
3. Research new collaborations as these may help you deliver frictionless, personalised shopping

## CIRKLE SUMMARY

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**To fully utilise all that digital marketing has to offer, we would recommend using a tool such as Google Keyword Planner, which enables the user to understand relevant key words for brands. Having this succinct list of key words enables brands to adopt a range of tactics from optimising copy to successful Adword advertising campaigns.**



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To find out more,  
please contact

Suzanne Surridge  
Head of Retail Comms  
[suzanne.surridge@circle.com](mailto:suzanne.surridge@circle.com)

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