

# Retail News

*Insider*

Engaging Shoppers. Driving Sales.

## THANKS!

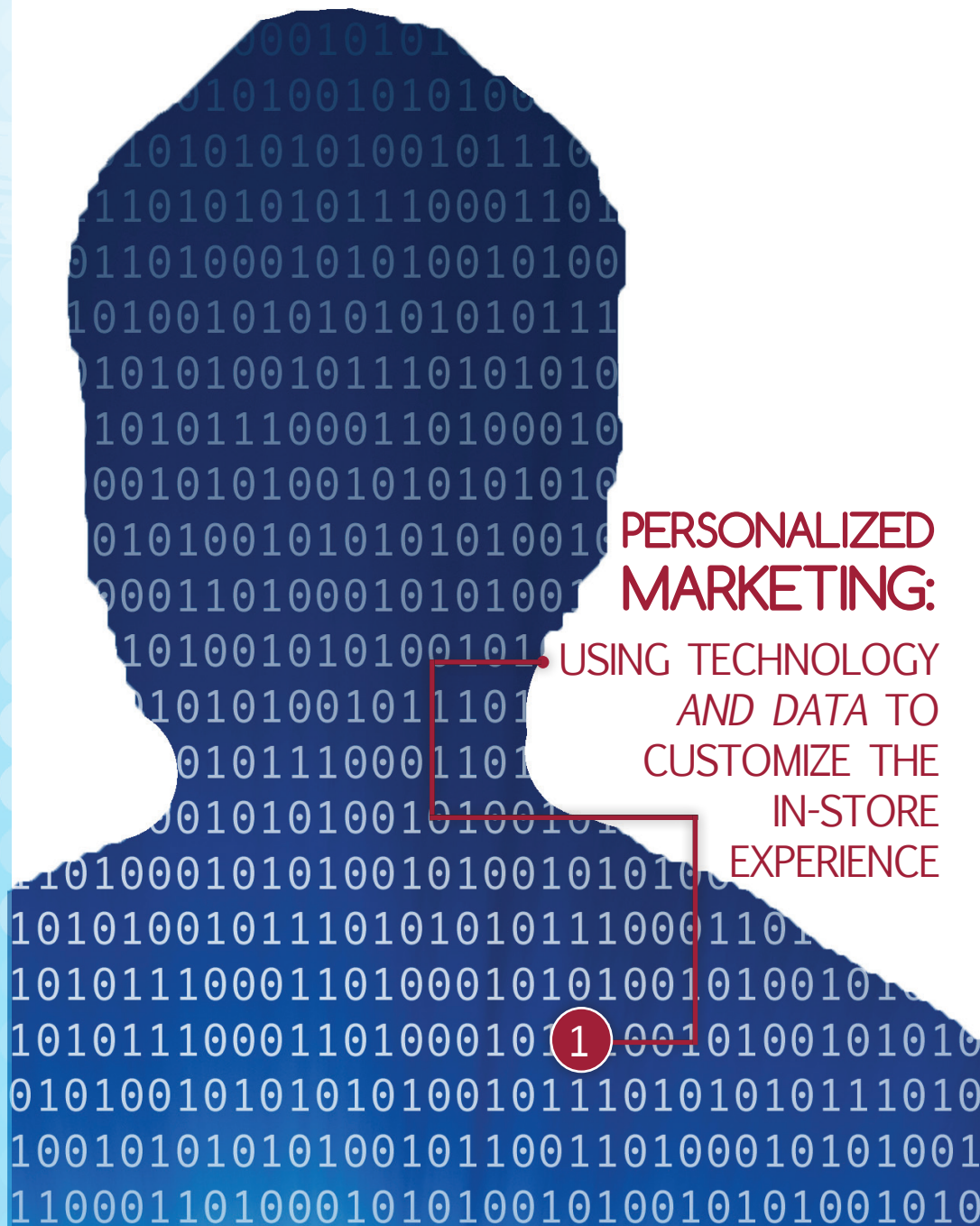
SHOW APPRECIATION  
TO YOUR CUSTOMERS

*Details Matter*

**Boost your  
sales by paying  
attention to the  
nitty-gritty**

## HOW DO YOU REALLY FEEL?

Results from  
our readership  
survey—and you  
didn't hold back!



# THE GLOBAL LEADER IN RETAIL EVENT MARKETING

Engaging People. Driving Sales.

Harnessing our knowledge and experience to bring innovative performance and superior ROI to your brands.

## In-store

- Product Sampling
- Demonstration Events
- Coupon Concierge™
- Taste Tests
- Brand Ambassadors
- Brands Patrol™
- Grand Openings
- Grand Re-Openings
- Event Staffing
- POP Displays

## Outdoor

- Guerrilla Marketing
- Street Teams
- Lead Generation
- Collegiate Events
- Mobile Tours
- Brand Ambassadors
- Event Staffing
- Retail Grand Openings
- Branded Vehicles
- Inflatables and Exhibits

## Insights

- Customer Service Measurement
- Customer Intercept Surveys
- Mystery Shopping
- Web Based Surveys
- Receipt Surveys
- Retail Audits
- Competitive Analysis
- Analytics
- Marketing Strategy
- Field Agents

The award-winning *Retail News Insider* offers a look at the trends, best practices and news affecting today's retailer as it relates to engaging shoppers and driving sales.

From Sacramento to Shanghai, the world of shopper engagement is an ever-evolving marketplace. Our team goes inside the stories to take a look at what's happening in your aisles as well as those across the globe.

*Retail News Insider* presents data, editorial and analysis in a relatable format designed to help you engage consumers and drive sales.

**Editorial Director**  
Kelly Short

**Graphic Designer**  
Natasha DiMatteo

**Advertising**  
To learn about advertising in *Retail News Insider*, email [newsletters@daymon.com](mailto:newsletters@daymon.com).



**Visit Us Online!**  
Want more *Retail News Insider*? Find online-only exclusives, browse previous issues and more by visiting us at [www.InteractionsMarketing.com/RetailNewsInsider](http://www.InteractionsMarketing.com/RetailNewsInsider)

**Consumer-Centric Pricing: Adapting to the Shifting Control of Retail**  
Since the dawn of modern manufacturing, retail prices have been standardized and ...

**Taking Halloween Beyond the Candy Aisle**  
In recent years, Halloween seems to have become the new unofficial start ...

**Boosting Sales by Boosting Customer Confidence**  
It's no secret that shoppers can be intimidated by ingredients outside their ...

**Welcome Letter**  
From the Retail Services Team

**Essentials to Engagement**  
Giving Thanks for Your Customers

**From the Front Lines**  
Success is in the Details

**Market Watch: Tech Buzz**  
Personalized Marketing: Using Technology and Data to Customize the In-Store Experience

**Global Industry News**  
The latest in retailer news and trends

**By the Numbers**  
Planning to hit the Black Friday sales before midnight on Thanksgiving? Find out if you'll be in the minority or just part of the usual crowd.

**A Taste of the Season**  
Wow your taste buds and your Thanksgiving guests with this homemade cranberry sauce!

**In This Issue**

04



05



05



06



08



08



08





## Thank You for Your Feedback!

With each issue of *Retail News Insider*, it's our goal to engage and educate you, our valued readers, on everything from the latest retail trends to front-line sales tips—all in an effort to positively affect your bottom line. To help us reach those goals, we sent out a brief survey in September to see where we're doing well, what features you enjoy most and where we still have room to improve. This month, I'd like to share with you what we found.

Of the approximately 3,800 associates we sent the survey to, 329 of you responded. I was pleased to see that 77 percent of you are either satisfied or very satisfied with the publication (22 percent remained neutral). It was also encouraging to see that 75 percent of you feel *Retail News Insider* strengthens your connection to the company and 79 percent either agree or strongly agree it has improved your awareness of retail trends and best practices.

There were some areas, however, where the results showed greater room for improvement. For example, while 71 percent of you agreed or strongly agreed that the publication contains information relevant to your position, only 45 percent of you reported having put one of the sales tips included in the publication into practice—

or encouraged your team to do so. As you might expect, we'd like to see a more positive trend to the latter number.

When it comes to our articles, the good news is that more than 90 percent of you rated the majority of our regular features, including "Market Watch," "Essentials to Engagement" and "From the Front Lines" as being important to you. The results for some of our back-page features were, however, a little lower. Over 18 percent of you indicated our "Taste of the Season" feature was of little or no importance and nearly 13 percent said the same for "Global Industry News."

I want you to know that we are taking these results and your individual suggestions for improvements under careful consideration. As we do so, we'd like to get more feedback on the topics you would most like to see added to next year's *Retail News Insider*. We received a variety of suggestions in response to the initial survey, but many fell into three main categories: expanded company news, professional development and international stories. Of these three, we'd love to hear what piques your interest the most. Please [click here](#) to vote now—and make your voice count!

Thank you again for participating in our survey and for providing such valuable feedback. If you have any further comments or feedback, email us at [newsletters@daymon.com](mailto:newsletters@daymon.com).

As always, thanks for you all you do. Have a great month and a very Happy Thanksgiving!

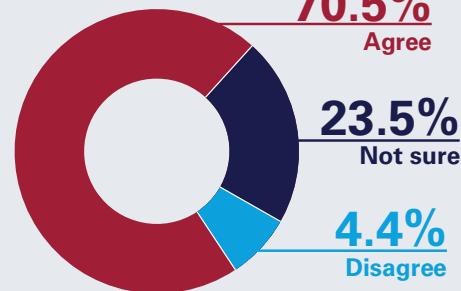
Sincerely,

Jeff Engel

Senior Vice President

**Retail News Insider contains information that is relevant to me and for my position.**

How You Answered



Our goal for 2014 is to fill this chart with "agrees." Let us know how we can do that by visiting our website and voting on what topics you would most like to see covered next year.

**Be sure to visit our website at [www.interactionsmarketing.com/retailnewsinsider](http://www.interactionsmarketing.com/retailnewsinsider) for some helpful Workday hints from the HR team and to vote in this month's poll!**

### The U.S. Retail Team



Jeff Engel  
Senior Vice President



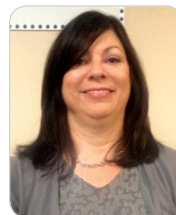
Shari Robinson  
Vice President



Deborah Michaels  
Senior Director



Denise Decker  
Senior Business Manager



Tonya Alter  
Account Executive



LeAnne Heckenlaible  
Business Manager



Steve Glock  
Business Manager



Give Thanks

## Giving Thanks for Your Customers

With Thanksgiving just a few weeks away and the official holiday shopping season starting the very next day (or even late Thanksgiving night!), it's the start of a very busy time in the retail world. There will be lots of promotions for Sales Advisors to play up on to capture customers' attention and boost sales, but this month is also a good time to reinforce our gratitude for the customers we engage and the retailers we work with every day.

Quality customer service is becoming ever more important in the retail industry as competition increases for consumers' hard earned dollars. Sales Advisors are in the perfect position to not only deliver superior service during every interaction, but also to develop a rapport with customers that keeps them coming back for more.

One of the simplest ways you can do this as a Sales Advisor is to thank each and every customer you talk with—whether they sample or buy your product or not. Being polite and offering your sincere thanks makes customers feel valued. In turn, this makes it more likely they will come back to your station in the future to see if you have something they may be interested in.

Another good strategy for showing your appreciation for and interest in your customers is making an effort to engage in meaningful conversations. Go beyond the simple "how are you doing today" and show customers you are interested in them as individuals. For example, ask about their Thanksgiving plans or favorite holiday treats. Or, for parents with children in tow, talk to and ask about their little ones.

To further strengthen your connection, try to remember and comment on these details for regular customers you see week after week. This can help your customers come to see you as a friend and your product recommendations as personalized, trusted advice.

All of this not only helps you develop an ongoing, positive relationship with customers, it also helps create loyal customers for our retail partners. And when our retail partners succeed, we succeed!

### From the Front Lines

## Success is in the Details

As a former Sales Advisor recently turned Event Coordinator, Dorie DenBesten understands in-store events inside and out. From her perspective, the secret to success comes down to paying attention to the details from the moment you start your shift to the very end.

"Start with a well-organized cart," says Dorie. "Make sure you have everything you'll need to get through the day, like cups, forks, napkins and paper towels. Also, when setting up your cart with product, don't be afraid to add extra. If your event calls for two flavors, but the vendor sells five, show all five. A customer might not like what you are serving, but would be willing to buy a different flavor."

"Throughout the day, stay positive and keep smiling," she adds. "If you run out of samples, continue to smile and greet your customers as you



Event Coordinator Dorie DenBesten

make another batch. Let them know when the samples will be ready and invite them back."

The devil is in the details up to the very end, says Dorie. "When you go on break, make sure your cart is clean and full. We want to promote the product at all times. That includes the last hour you are there. We still need to look and feel like we just opened for business up until the very last sample!"

# PERSONALIZED MARKETING:

## USING TECHNOLOGY AND DATA TO CUSTOMIZE THE IN-STORE EXPERIENCE



By Retail News Insider

If the importance of personalization hasn't hit you yet, consider this your wake up call.

"Not only do I *like* getting offers that are personalized just for me, I *expect* it. I don't want to be bothered with ads from retailers who don't know my preferences. If you're sending me offers for things that have no relevance in my life, that scream you don't know me, you are wasting my time." This quote from a recent conversation with *U-T San Diego* Retail Reporter Katherine Poythress reflects what many millennials and other shoppers across generations are craving. They want you to get personal.

While you may think it is not possible or practical to personally know each shopper who enters a store or each individual who approaches an event, the technology that is available now is quickly making this a reality. These technologies, and the topics that have been covered in issues of *Retail News Insider* throughout this year, are the conduits to the next evolution of personalized marketing. They will give retailers the advantage that is essential to meeting consumers' needs for a personalized experience while also aiming to positively affect sales.

"Personalized marketing seeks to meet consumers' demands to be separated from the masses and recognized for their unique needs and wants," says Giovanni DeMeo, Interactions' Vice President of Global Marketing and Analytics. "With the help of Big Data and cutting-edge technologies like real-time and predictive analytics, retailers can now deliver on these expectations—and in the process, further transform the in-store experience."

Personalization forces retailers to progress beyond the shotgun approach of the past, where every consumer received the same coupon, flyer and email regardless of his or her unique characteristics or buying habits.

Personalization is a key element of an [omnichannel](#) approach, where retailers are able to capture information, including browsing and purchase habits, from all channels. They can then use this information to provide targeted communications and customized offers for individual consumers via multiple channels (such as email, social media and in stores) that recognize and build upon each consumer's interaction with the retailer or brand at all levels.

Whether integrated into an omnichannel strategy or used on their own, [mobile apps](#) are another powerful platform for personalized marketing. Retailers have already responded to the growing number of shoppers using smartphones and other digital devices in-store by designing apps to push ads, item location within stores and special offers to consumers via these devices. Typically, these are based on previous purchase or basic demographic information. But the real leaders in the industry are pulling to the front of the pack by integrating [predictive analytics](#) and modeling with their mobile offers.

**"Although we're not at the point where every single message is personalized, we're moving in that direction."**

—Giovanni DeMeo, Interactions' Vice President of Global Marketing and Analytics

Today's predictive tools enable retailers and advertisers to go beyond backward-looking analyses and send customized marketing communications based on individual behavioral patterns that indicate what a consumer's future purchases will likely be, even if those items appear to be completely unrelated. For example, data mining may reveal that shoppers who buy a certain brand of pet food are also more likely to purchase paper towels during the same shopping trip. Discovering this connection would then allow retailers to cross-promote the two seemingly unrelated items or advertise to target a previously untapped audience.

Layering in additional data and applying carefully crafted predictive models may further reveal when a targeted offer is most likely to push a consumer to buy and what type of promotion he or she will best respond to. For example, some shoppers may be more likely to act on—and therefore receive—buy-one-get-one offers on weekends, while others receive cents-off coupons on weekdays.



Some retailers are taking things one step further by incorporating in-store tracking into their mobile apps. When a shopper launches the retailer's app, the app can then tap into the GPS and/or WiFi sensors in the shopper's mobile device and follow his or her movements inside the store. As real-time data is collected about shoppers' movements, retailers can push timely and relevant offers for nearby items that might

be of interest based on the individual user's typical shopping behavior and/or predicted buying habits. This can also help recapture a potential lost sale—for example, if a shopper spends more time in a certain area, indicating some hesitation on whether to buy.

Not all personalized marketing methods rely on consumers to provide part of the technology being used. Some cosmetics companies have started using interactive displays that allow shoppers to "try on" makeup virtually. Facial recognition software determines how a particular product and shade will look on an individual shopper based on her skin tone, eye and hair color and other factors. These displays then deliver targeted advertisements and special offers based on a user's customized results.

"In the near future, these displays might integrate voice recognition and talk directly with the consumer, further personalizing the message and even helping the consumer locate and pick out the product in-store," says DeMeo. With greater advancements in technology, experts also believe such platforms could be expanded to link to other databases detailing Internet browsing history, social media presence and other elements of big data—and potentially even pinpoint individual identities. This would allow for even greater personalization in marketing messages.

As much as this last example highlights the power of data and the incredible potential of personalized marketing, it also exposes one of its biggest challenges: avoiding the "creep" factor that can result when personalization crosses too close to privacy invasion. However, this challenge can be overcome.

For starters, retailers have to build a basic level of trust by making it clear to consumers exactly what information they are collecting and why. They also need to give consumers the choice of whether to participate—for example, by only offering the service to shoppers who deliberately opt-in (such as by downloading an app). "To convince shoppers to opt-in, retailers and brands have to build loyalty with them and offer a clear value," says Abhi Beniwal, Interactions' Senior Vice President of Global IT.

The customized service itself may be enough to incentivize some shoppers. Others, however, may be swayed by targeted discounts, perks that make shopping easier like enhanced store navigation or features that save time, like the ability to instantly order an out of stock item for home delivery the next day at the same price.

"Although we're not at the point where every single message is personalized, we're moving in that direction," says DeMeo. As such, personalized marketing is quickly becoming a must-have instead of a nice-to-have. By evolving to deliver a more customized and individualized marketing, retailers stand not only to meet the demands of an ever more powerful customer base—but also to revolutionize the in-store experience as a whole.

2013 MARKET WATCH CALENDAR	
JANUARY	<b>The World of Big Data:</b> Reshaping the Retail Landscape
FEBRUARY <i>Retail Buzz</i>	<b>Marketing to Millennials:</b> Engaging Digital Natives
MARCH <i>Retail Buzz</i>	<b>Futurists:</b> Predicting the New Vision of Retail
APRIL <i>Retail Buzz</i>	<b>The Showrooming Effect:</b> Is All Shopping Going Cyber?
MAY	<b>Predictive Analytics:</b> The New Retail Currency
JUNE	<b>Social Media Marketing:</b> Harnessing the Power of the People
JULY	<b>The Mobile Moment:</b> Satisfying Shoppers' Appetite for Apps
AUGUST	<b>Omnichannel Retailing:</b> Capturing the Connected Customer
SEPTEMBER <i>Tech Buzz</i>	<b>Surviving Extinction:</b> Taking Checkout Into the Digital Age
OCTOBER <i>Tech Buzz</i>	<b>Consumer-Centric Pricing:</b> Adapting to the Shifting Control of Retail
NOVEMBER <i>Tech Buzz</i>	<b>Personalized Marketing:</b> Using Technology and Data to Customize the In-Store Experience
DECEMBER	<b>Holiday Shopping:</b> Big Data's Big Predictions

 Past Issues

# Global Industry News

- With food prices expected to double in the next 20 years, 85 percent of shoppers worldwide plan to change their spending habits. In Europe, 35 percent plan to purchase more private-label brands, while in South Africa, 80 percent plan to cut back on discretionary items, like cookies, candy and soda.   
—The Nielsen Company
- Diet sodas sales for the 3 largest U.S. brands have gone on a diet in 2013, dropping nearly 7 percent. Experts predict sales could drop as much as 20 percent by 2020, due in large part to consumer concerns about artificial sweeteners.   
—Food Navigator
- In-store mobile apps are gaining in popularity in the U.K., with 46 percent of smartphone users and 62 percent of tablet users reporting they've used their devices to research in-store purchases.   
—Deloitte

## By the Numbers

**21.5 Million**

The number of current military veterans

**15**

The weight in pounds of the average Thanksgiving turkey

**28%**

The percentage of Black Friday shoppers who arrive at stores before midnight

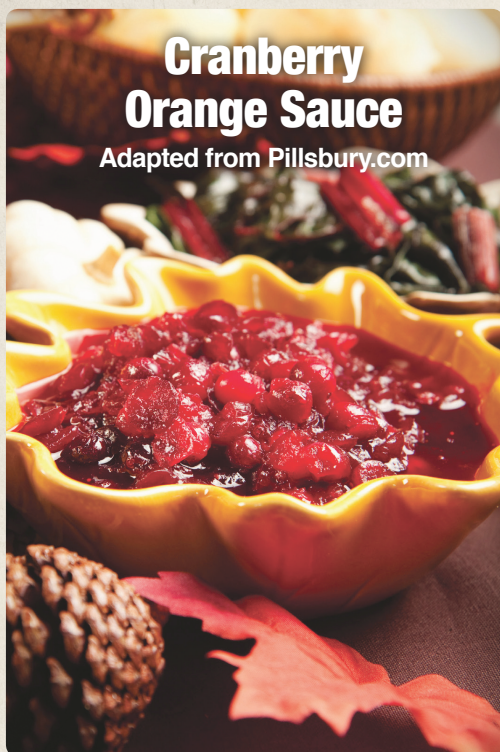
**5.1 Million**

The number of gallons of cranberry sauce eaten each year

## A Taste of the Season:

### Cranberry Orange Sauce

Adapted from Pillsbury.com



Ditch the can opener and wow your Thanksgiving guests with this delicious homemade cranberry sauce!

#### INGREDIENTS:

<b>1 bag</b> (12 oz.)	fresh cranberries	<b>1/4 c.</b>	water
<b>1 1/3 c.</b>	sugar	<b>2 tbsp.</b>	lemon juice
<b>1 tbsp.</b>	finely shredded orange peel	<b>1/4 c.</b>	orange-flavored liqueur or orange juice

#### DIRECTIONS:

1. In a 4-quart saucepan, mix cranberries, sugar, orange peel, water and lemon juice. Cook over medium-low heat, stirring frequently, until juices start to flow and sugar is dissolved.
2. Cover saucepan, increase heat to medium and simmer 6 to 8 minutes longer, stirring occasionally, until cranberries pop.
3. Remove from heat and stir in liqueur or orange juice.
4. Transfer to bowl and refrigerate for about 1 hour or until completely cooled.

Interactions U.S. Retail Division



{in good taste}

