

Information management in the age of the ‘Omni Consumer’

By Richard Essigs, Director of Business Solutions for Consumer Products Industry

The new ‘Omni Consumer’ — empowered, connected and informed — is shaping an important trend in the industry. Today’s consumer has learned to tune out unwanted messages. In fact 56 percent of consumers report they avoid buying products that overwhelm them with marketing and advertising.¹ This phenomena requires Consumer Products (CP) manufacturers to continue their shift from consumer mass marketing to deep insight-based shopper marketing.

Consequently, as media and audiences continue to fragment, retailers are capitalizing on the store to develop an understanding of shopper behaviors and attitudes in order to create a distinct brand and experience. Retailers are enabling the measurement of everything in-store, such as traffic patterns and uplift following in-store promotions, to make changes to support decision making in near real-time. This trend of decreasing retailer reliance on the CP companies for shopper and consumer insight requires that the CP firms continue their shift from a product-centric to shopper- and consumer-centric conversation and collaboration with the retailer.

Current trends

By leveraging a deep understanding of shopper attitudes and value drivers — both retailers and CP companies have the opportunity to create a more profitable marketing mix, a stronger influence on purchase behavior, enhanced in-store experience and drive stronger financial performance.

New in-store marketing programs — including sampling, couponing and trade promotions, are emerging that enable the transformation of how CP companies execute and spend on marketing. By tuning into the needs of shoppers across shopping trips and product categories, CP firms will bring increased value to the discussions with retailers on optimal product assortments, how best to positively influence sales of a product and how to both the manufacturers and retailer’s brands.

Forward thinking retailers are leading the trend towards leveraging shopper insight to reshape marketing around profiles, segments and behaviors. This will require:

- CP Customer Business Development teams demonstrate greater expertise around marketing, specifically advertising, media, in-store execution and promotions.
- This expertise will continue to transition from a head-quarter-level priority to a field priority
- As a result of these changes, Customer Business Development teams will need access to more and different types of funds for consumer research and marketing than they currently have access to today.

Supporting this new collaboration will also raise the information bar. CP manufacturers will need to integrate traditional and new sources of shopper data while accelerating the process of organizing and correlating the information to drive action – while the data is still relevant.

¹ “2005 Marketing Receptivity Survey.” Yankelovich Partners, Inc. April 19, 2005.



To learn more, please explore:

ibm.com/consumerproducts

© Copyright IBM Corporation 2007

IBM Global Services
Route 100
Somers, NY 10589
U.S.A.

Produced in the United States of America
11-07
All Rights Reserved

IBM and the IBM logo are trademarks of
International Business Machines Corporation
in the United States, other countries or both.

References in this publication to IBM products
or services do not imply that IBM intends to
make them available in all countries in which
IBM operates.



Richard Essigs

Richard Essigs is the Director of Business Solutions for the Consumer Products industry at IBM. He currently leads a global team of consultants, product managers and solution architects dedicated to developing and

implementing a portfolio of CP-specific solutions which leverage the breadth of IBM's products and services. Richard brings over 15 years of industry experience from Customer Business Development, Channel and Customer Marketing roles, and consulting engagements with leading Consumer Products industry clients. Richard can be reached at essigs@us.ibm.com.