

determination | integrity | courage | humility | humor



Βασιλόπουλος
...και του πουλιού το γάλα!

Customer Habits “Embrace” Brand Activation Strategies

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Typical Marketing Experts Decisions

Marketing Mix

Campaign Effectiveness

Segmentation

Sales Channels

Advertising Design

Portfolio Management

Targeting

Budget

Market Size

Market Share

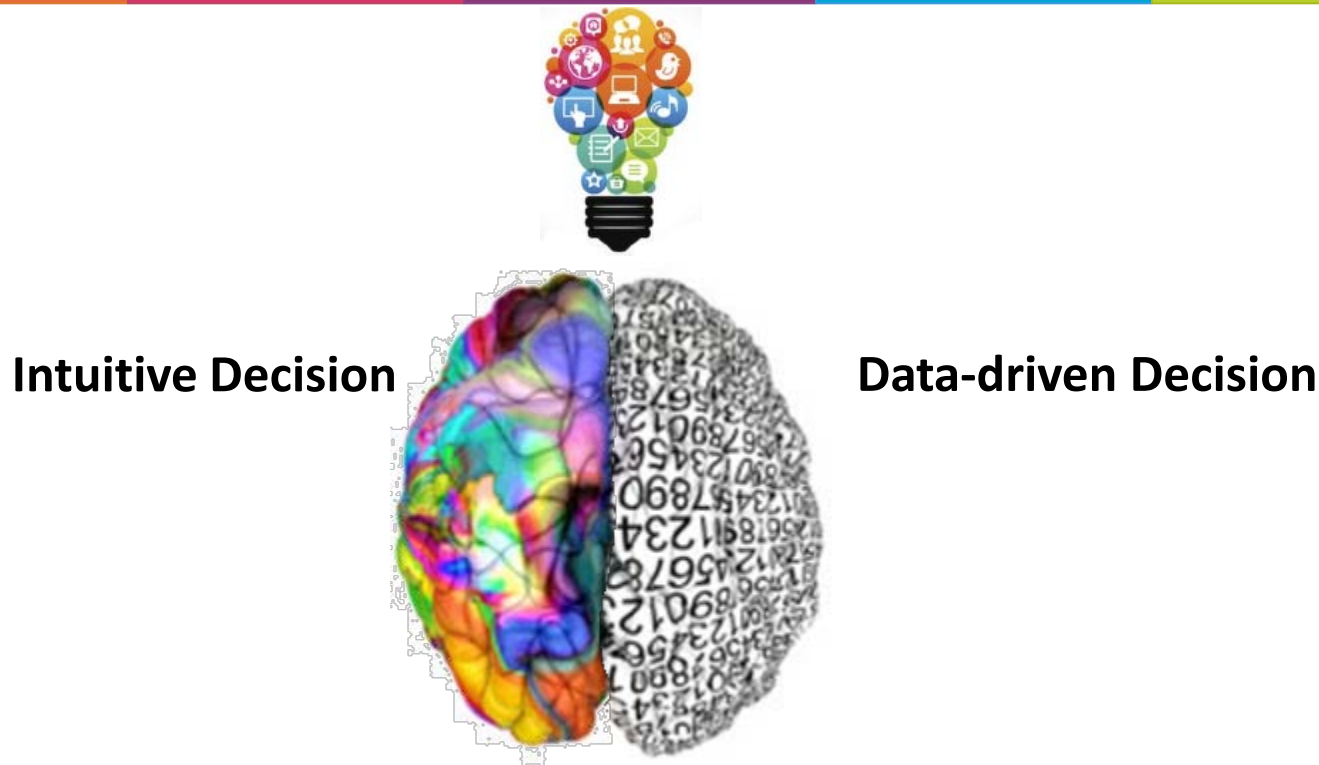
Pricing Policy

Positioning



.....

Big Data Is Great.... But so is Intelligence



Solely data are not a complete solution—we often have too much **data noise** and, even if we have the “right” data, can we spot it?

Business Intelligence with marketing analytics aims to blend the best information available from “hard data” with heterogeneous information available through judgment and experience to lead better decisions.

The Shopper Matrix is leading decisions

WHO
is the target
shopper?

WHAT
Are we going to do to
impact the target
shopper?

WHEN?
Is this a time
dependent activity?

PLACE
Where in store are
we going to take an
action?

PLANOGRAM
What are the
implications for the
planogram/range?

POINT-OF-VIEW
How to communicate
the initiative to the
shopper?

PRODUCT
What feature do we
need to focus on? How
can the product best
deliver to the need?

PRICE
Is this opportunity
dependent on a price
point?

PROMO
Is this opportunity
dependent on a
promotion?

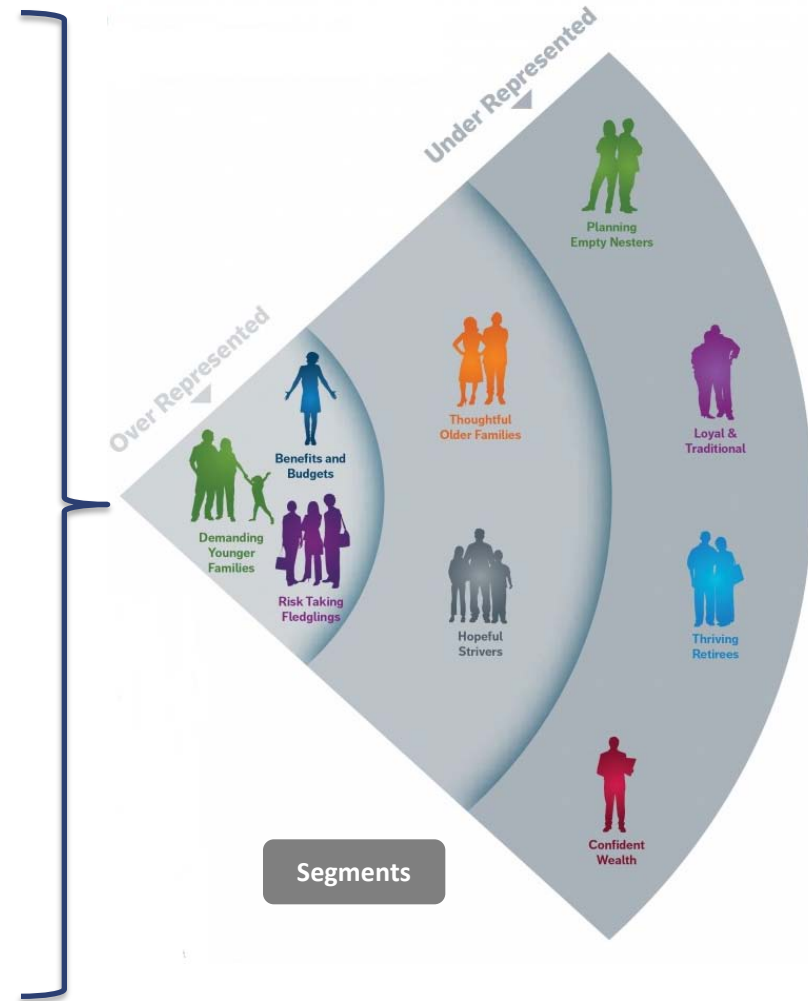
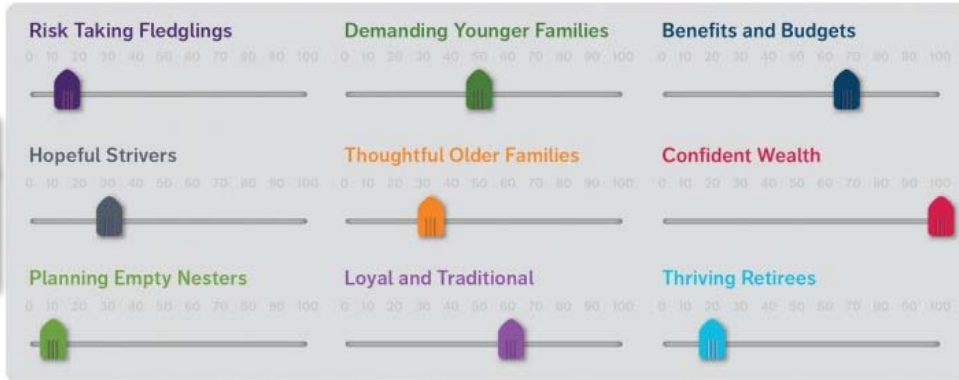
Source: Ipsos Consulting, Customer Sudoku ©

Layers of Segmentation...

Segmentation is the process of understanding why people buy which of those people you can best satisfy and what you can do to make your product simply irresistible to shoppers. Segments should be definable, accessible, actionable, and profitable

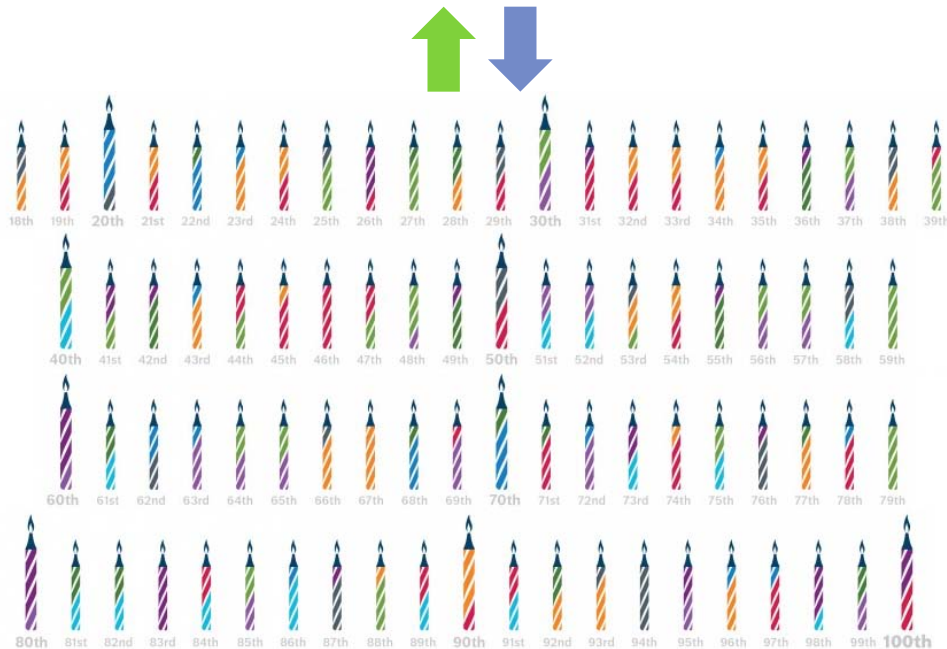


Basic Segmentation – Demographics (Descriptive Data)

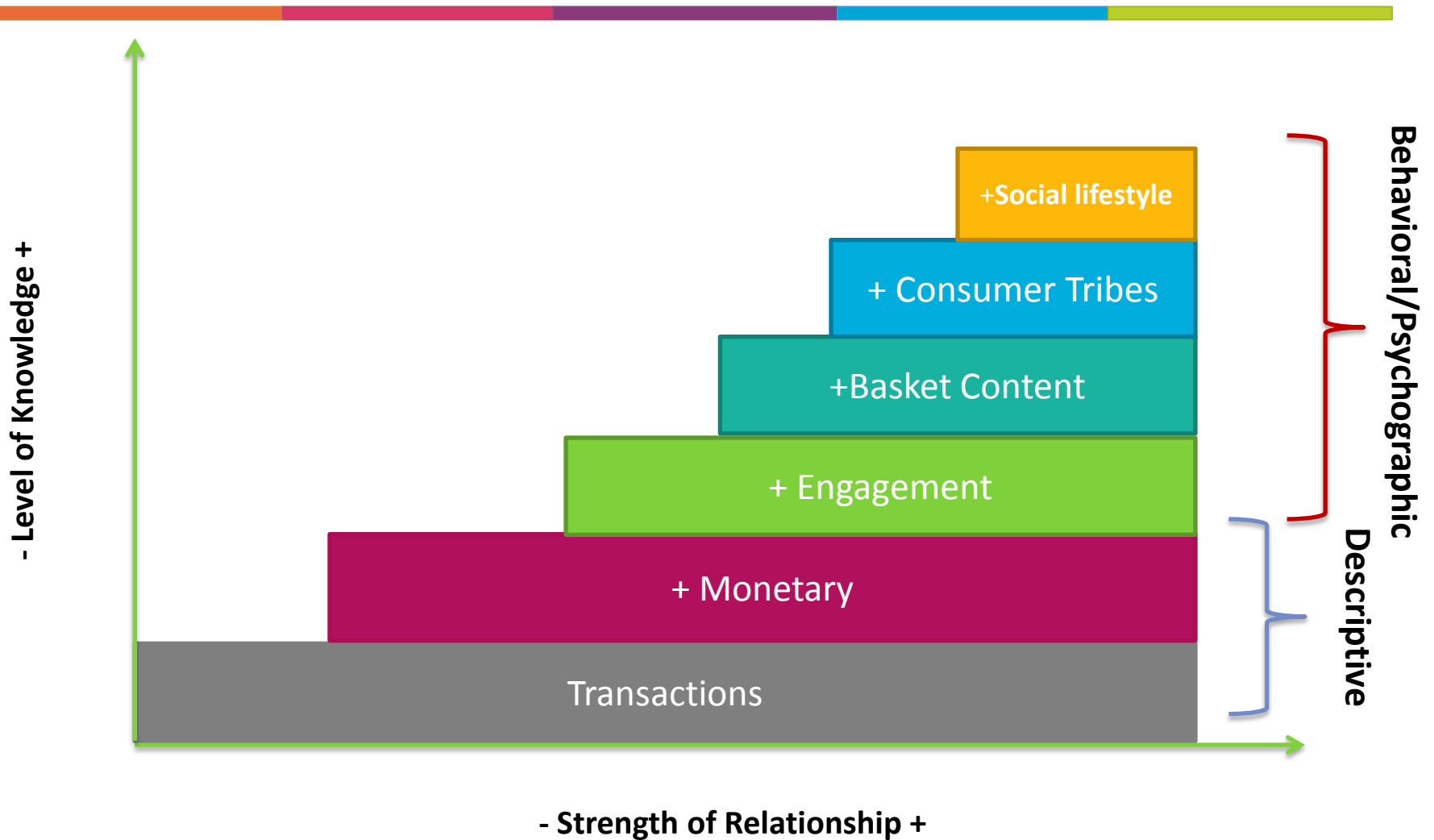


Average Earnings

Age



AB Segmentation – Behavioral/Psychographic



The process – Utilizing the best of resources...



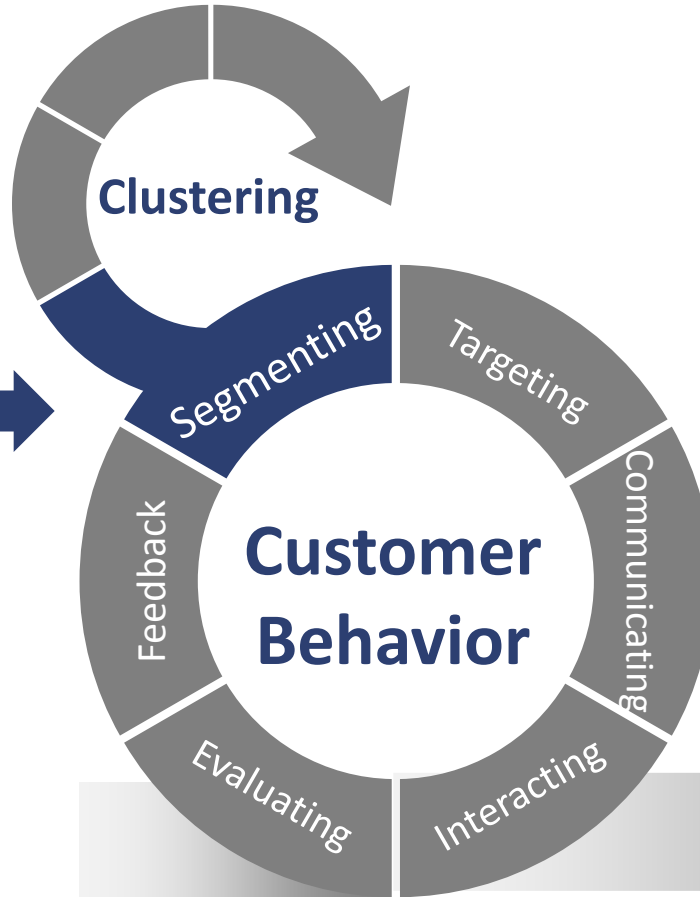
Transactions
Data



Loyalty Data



Psychographics/
Survey Data



Brand
Activation

OLD CONSUMERS VS. NEW CONSUMERS

<p>Lowest price</p> <p>Waiting for solutions Asks, "What's in it for me?"</p> <p>Seeking more stuff</p> <p>Trusts marketing messages on front of the box</p> <p>Passive recipient of brand communications</p>	<p>Total value</p> <p>Creating their own solutions Asks, "What's in it for we?"</p> <p>Seeking meaningful experiences</p> <p>Looks at ingredients on back of the box</p> <p>Active co-creators of content, products and experiences</p>
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©2011 BDMG

Combining available information reflects consumer lifestyle



Customer clustering based on:

- ✓ Basket Content
- ✓ Shopping patterns
- ✓ Demographics
- ✓ Lifestyle

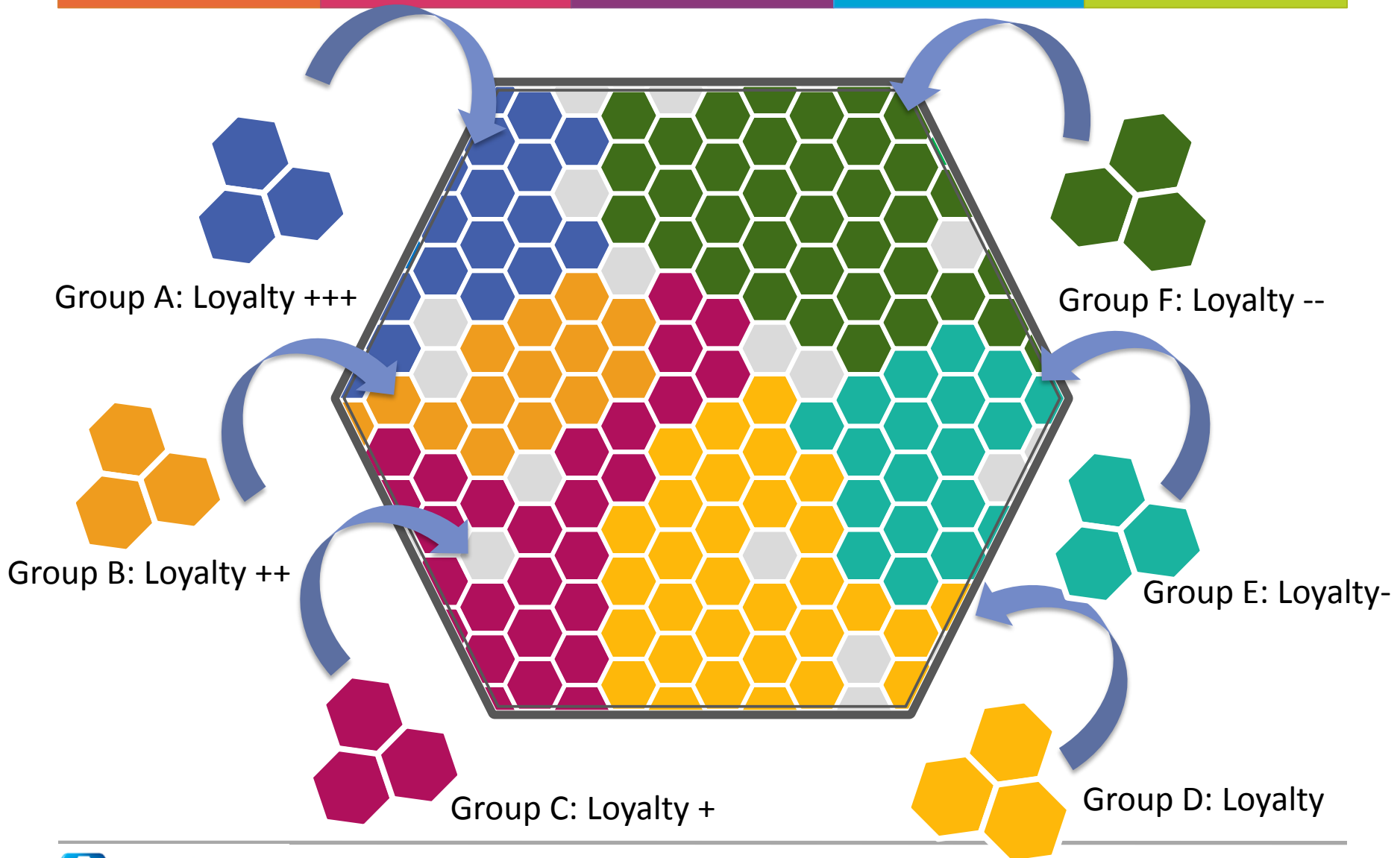
Selecting the relevant customer tribes



Interpreting and quantifying customer habits into distinctive AB related clusters



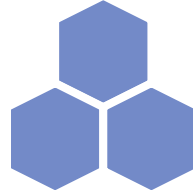
Leading to AB Customers Clusters Hive



Cluster Profiles

Group A

- ✓ Female
- ✓ 45-64
- ✓ Well-off, Social, Dynamic
- ✓ Wine, Delicatessen, Cheese
- ✓ North Attica
- ✓ Mega format



Group D

- ✓ Male
- ✓ 44-55
- ✓ Average working class
- ✓ W&S, Ready Meals
- ✓ West Greece
- ✓ Medium format



Group B

- ✓ Balanced
- ✓ 25-34
- ✓ Social Workers, Dynamic
- ✓ Sausages, Cheese, Liquid
- ✓ North/East Attica
- ✓ Large format



Group E

- ✓ Balanced
- ✓ 25-44
- ✓ Farmers
- ✓ Grocery Food, Sausages, Milk
- ✓ North Greece
- ✓ Medium format



Group C

- ✓ Men
- ✓ 25-54
- ✓ Civil employees
- ✓ Technicians
- ✓ Grocery Food, Confectionary, Milk
- ✓ West Makedonia/ Kozani
- ✓ Medium format



Group F

- ✓ Female
- ✓ 35-54
- ✓ Pensioners
- ✓ Perishables, Cooking Grocery
- ✓ South Attica/ Piraeus
- ✓ Small format



Brand Activation Strategies...



Brand activation involves **bringing a brand to life** in the marketplace. It's about delivering brand growth by using **all channel opportunities** to connect with consumers and deepen their experiences/relationships/loyalty with your brand

Segmentation is the Queen next to Content, her King...


Content strategy: Communicating with customers by appropriate, up-to-date content that's relevant to their needs, lifestyle and interests . How to get there?



The more loyalty level increases the more targeted/related content should be.
Engagement comes gradually....




Η χαρά να δίνεις το καλύτερο!



Αν και τού κρατάς το καλύτερο κομμάτι
για αυτούς που αγαπάς,
τότε η καινούρια μας καμπάνια
είναι για όσους.

Πελάτες εδώ



Η χαρά να δίνεις
το καλύτερο

Corporate Campaigns for Selected Strategies – Retain, Recruit, Upgrade



May-July 2013



Aug-Dec 2013



Jan-Apr 2014



Apr- Nov 2014



Apr-Jun 2014



Today

Store Opening Events for target consumers - Geography

Εγκαίνια
Τετάρτη 3/9

ώρα: 9.30π.μ.

Όλες οι αγορές σας

10%
φθηνότερα

από 3/9 έως 6/9

10% discount in all purchases for 3 days!

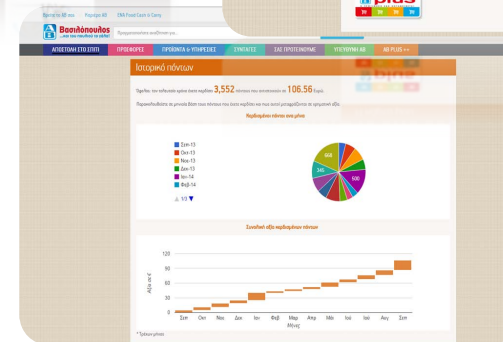
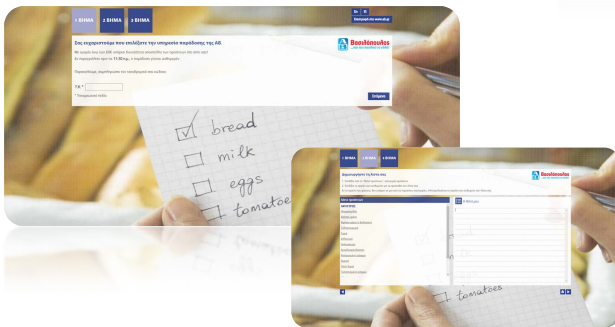
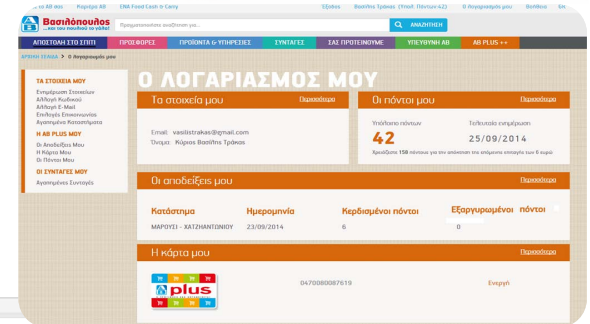
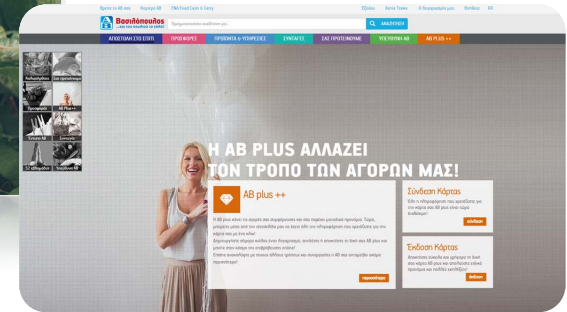
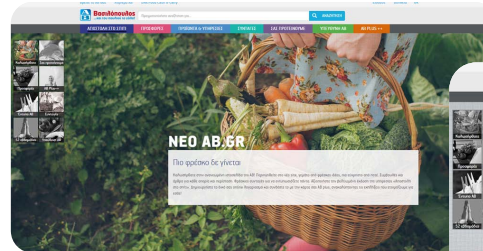
DTD of the leaflet (170.000 copies)

Direct Mails



Personalized content

- Create online account
- Update customer profile
- Link account with AB Plus card
- Retrieve transactions information
- Create shopping list
- Favorite recipe option
- Favorite store



One to one communication for Loyal Customers

28/09/2015 08:12

**Μας εμπιστευέστε
σας ανταμείβουμε!**

Αγαπητή κυρία

Στην AB φροντίζουμε καθημερινά να καλύπτουμε τις ανάγκες σας, προσφέροντάς σας τα καλύτερα προϊόντα, στις καλύτερες τιμές. Για την εμπιστοσύνη και την προτίμηση που μας δείχνετε, σας προσφέρουμε

- ✓ μια ειδική προσφορά αποκλειστικά για εσάς
- ✓ πολλά κουπόνια πόντων σε βασικά προϊόντα με **συνολικό όφελος 1.500 πόντων**, δηλαδή 45€.

Με εκτίμηση,
Ο Διευθυντής του καταστήματός σας.

**Εξαργυρώστε & κερδίστε συνολικά
1.500* πόντων**

* Οι πόντοι εξαργυρώνονται από το 100% των αγορών που πραγματοποιούνται από το κατάστημα όλων των προϊόντων της παραπάνω επιλογής.

Βασιλόπουλος ...και του πουλιού το γάλα!
κουπόνι πόντων plus

ΑΓΟΡΑΖΟΝΤΑΣ 1 ΤΕΜ.
ΦΥΣΤΙΚΟΒΟΥΤΥΡΟ CALVE
απαλό 350g

ΚΑΙ ΔΙΝΟΝΤΑΣ
ΑΥΤΟ ΤΟ ΚΟΥΠΟΝΙ
ΣΤΟ ΚΑΤΑΣΤΗΜΑ
50 πόντους
ΚΕΡΔΙΖΕΤΕ

ΙΣΧΥΕΙ ΜΕΧΡΙ 18/7/2015



AB touchpoint – AB app

Δώστε μας το νόημερο του κινητού σας και κερδίστε ακόμα περισσότερα

Καταγράψτε το κινητό σας για να λάβετε τα Mobile Coupons

ΕΠΙΤΡΟΦΕΙΟ ΕΠΙΜΕΡΑ
Αποστολή: Αθήνα, Τηλεφώνημα: Αθήνα

12:26 PM
Tuesday, May 26, 2015

ΕΡΩΤΗΜΑΤΟΛΟΓΙΟ

Καταγράψτε το κινητό σας για να λάβετε τα Mobile Coupons

6€ AB PLUS

Εγγραφή στο Newsletter

Εξοικονομήστε 50% ΜΟΝΟΛΟΓΟΙ ΕΠΙΜΕΡΑ

Βασιλόπουλος
...και του πουλιού το γάλα!

Προσφορές

Συνταγές

Καταστήματα

Νέα

Direct Mails & SMS Communication

Address Customer needs, opinions and interests

Targeted Direct Activities

Use segmentation efficiently to target specific clusters



Use clusters' profiles to build related content to engage and involve customers.

**Build customer value
Enhance Brand**

Co-creating customer related content....

AB Βασιλόπουλος
April 1 · 🌐

Η εβδομάδα συνεχίζεται με ακόμα μία μοναδική προσφορά!
Βρείτε στα καταστήματά μας αποκλειστικά για σήμερα, 01/04, του πουλιού του γάλα ΒΙΟΛΟΓΙΚΟ, με έκπτωση 40%!
Γιατί στα AB θέλουμε να σας προσφέρουμε πάντα το καλύτερο!




Unlike · Comment · Share

308 others like this.

21 shares

AB Βασιλόπουλος
April 21 · 🌐

Είμαστε 400.000 φίλοι στο Facebook!
Είμαστε πολλοί και κάθε μέρα γινόμαστε περισσότεροι!
Σας ευχαριστούμε!



24,200 Views
Unlike · Comment · Share

Mastrogianni and 737 others like this.

11 shares

AB Βασιλόπουλος
June 6 at 12:45pm · 🌐

Μόλις παρέλαβα τα υπέροχα δώρα μου... Ευχαριστώ πολύ 😊



Like · Comment · Share · 7 2

AB Βασιλόπουλος
June 11 at 11:22am · 🌐

ΚΑΛΗΜΕΡΑ!!!ΘΕΛΩ ΝΑ ΣΑΣ ΕΥΧΑΡΙΣΤΗΣΩ ΜΕΣΑ ΑΠΟ ΤΗΝ ΚΑΡΔΙΑ ΜΟΥ ΓΙΑ ΤΟ ΣΗΜΕΡΙΝΟ ΔΩΡΟ ΣΑΣ!!!ΕΜΕΙΝΑ ΕΚΠΛΗΚΤΗ ΟΤΑΝ ΣΗΜΕΡΑ ΤΟ ΠΡΩΙ ΠΗΓΑ ΓΙΑ ΨΩΝΙΑ ΚΑΙ ΜΟΥ ΕΙΠΑΝ ΟΤΙ ΚΕΡΔΙΣΑ 10 ΔΩΡΟΕΠΙΤΑΓΕΣ ΤΩΝ δευρω!!!!

Like · Comment · Share · 2 2



Social Media

Case Study – Addressing our Customers...

1

Address engaged customers that are consistent during the last period

Core Customers



2

Reach out to potential future downgrade customers

Core Lapsing Customers



3

Reward customers with increased nr of visits

Appraise Core Improving Customers



Proposed Thematic: Nudge Promising customers



4

Point coupons for most preferred product categories of Clusters A,B and C

5

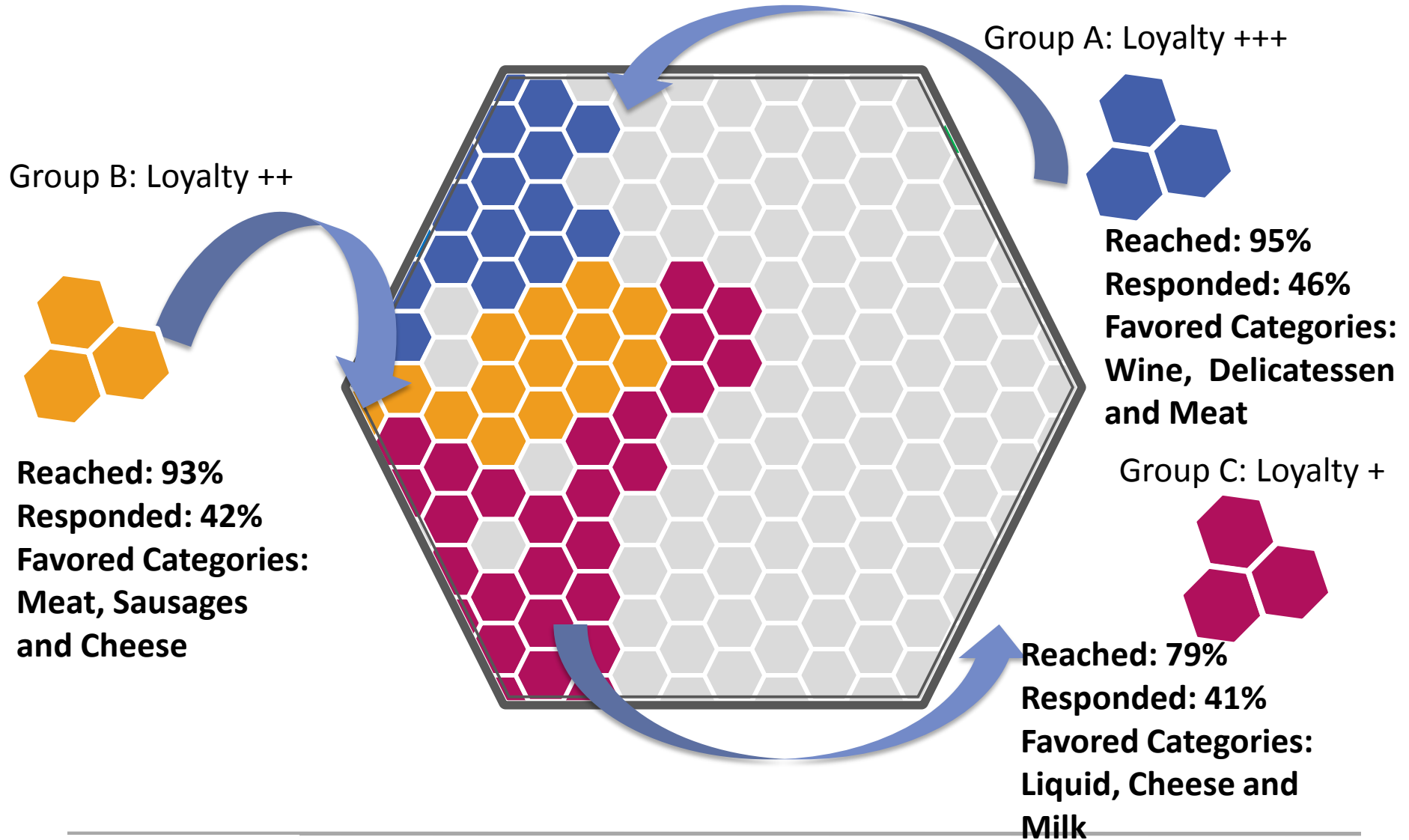
Extract basic lifestyle characteristics of Clusters A,B and C

6

Creative and phrasing based on Clusters A,B and C lifestyle



Results that increase activation



The essence of Brand Activation



Experience



Activate



Get to know

determination | integrity | courage | humility | humor

Thank you