

# SHOPPER COLLABORATION

Shopper Marketing Strategy:  
Growing Your Business Through Excellence  
in Shopper Marketing Collaboration

Smithfield®

EDGE  
MARKETING





## Progressive Path of Strategic Business Planning, Execution & Activation

COMPETENCY	DEVELOPING <span style="color: orange; font-weight: bold;">BRONZE</span>	ADVANCING <span style="color: silver; font-weight: bold;">SILVER</span>	BEST IN CLASS <span style="color: gold; font-weight: bold;">GOLD</span>
TALENT & AGENCY EXCELLENCE	<b>CLIENT</b> <ul style="list-style-type: none"> <li>Mid-Level Management Support</li> <li>Leverages Agency Tactically</li> <li>Limited Dedicated Resources</li> <li>Headquarter Backed</li> </ul>	<ul style="list-style-type: none"> <li>VP-Level Management Support</li> <li>Dedicated Resources – HQ &amp; Field (Top 1-3 Retailers)</li> <li>Leverages Agency Strategically, Omni-Channel POV &amp; Insights</li> </ul>	<ul style="list-style-type: none"> <li>Exec / Board Level Management Support</li> <li>Shopper Marketer’s Aligned by Category / Field Aligned by Category &amp; Retailer (Top 10)</li> <li>Combined Shopper Marketing / eCommerce Capability</li> <li>High Potential, High Performers – Talent Assignment</li> <li>Shopper Agency Embedded in Annual Brand / JBP Planning Process</li> <li>Shopper Agency Embedded in IAT (Agency Collaboration)</li> </ul>
	<b>AGENCY</b> <ul style="list-style-type: none"> <li>Established Learning / Growth Agenda</li> <li>Team Focused-Offsite Development</li> </ul>	<ul style="list-style-type: none"> <li>Cross Pollination of Brand / Sales / Shopper &amp; Retail Experience</li> <li>Authoring of Thought Leadership</li> </ul>	<ul style="list-style-type: none"> <li>Omni-Channel Planners &amp; Strategists, Consultative Solutions Minded Strategy</li> <li>Vision Crafters &amp; Chasers</li> </ul>
OPERATIONS	<ul style="list-style-type: none"> <li>Shopper Marketing Disjointed From Both Brand Planning &amp; JBP Planning Processes</li> <li>Inefficient Multi-Layer Approval Process</li> </ul>	<ul style="list-style-type: none"> <li>Shopper Marketing Driven by Brand Priorities</li> <li>Enhanced Responsiveness to Retailer Objectives</li> <li>Defined Vision Statement &amp; Goals</li> </ul>	<ul style="list-style-type: none"> <li>Shopper Marketing Driven by Company Priorities</li> <li>Single Point Accountability &amp; Responsibility</li> <li>Brands Approve Strategy &amp; Style Guide Only</li> <li>Clear SM Guidelines Used Consistently Across Organization</li> </ul>
BUDGET & FINANCE	<ul style="list-style-type: none"> <li>SM Funding Comes From Disparate Sources</li> <li>Reactive Planning to Support “Issue of Day”</li> <li>One-Off Planning vs. Annualized</li> <li>% of Marketing Spend = 2-5%</li> </ul>	<ul style="list-style-type: none"> <li>% of Net Sales Spent Compared to Share</li> <li>Balanced National &amp; Retailer Funding Requirements</li> <li>% of Marketing Spend = 6-13%</li> </ul>	<ul style="list-style-type: none"> <li>Customized Budget Allocation Model Including Multi-Variable Weighting</li> <li>% of Marketing Spend = 14-20%</li> </ul>
RETAILER RELATIONSHIPS	<ul style="list-style-type: none"> <li>Dedicated SMM’s</li> <li>Customer Specific Activation</li> </ul>	<ul style="list-style-type: none"> <li>SMM’s Connected to Sales Team</li> <li>JBP Sessions w/ Retailer</li> <li>Research / Insights Exchange w/ Retailer</li> </ul>	<ul style="list-style-type: none"> <li>Innovation Invitations</li> <li>High Compliance / Execution Support</li> <li>Co-Invested Activation</li> </ul>
DATA, INSIGHTS & TOOLS	<ul style="list-style-type: none"> <li>Base Level Subscriptions</li> <li>Secondary Research Access</li> <li>Sales Informed</li> </ul>	<ul style="list-style-type: none"> <li>Agency / Insights Team Integration</li> <li>Purchase Journey &amp; Persona Development</li> <li>Custom Research &amp; Insights Studies Fielded</li> </ul>	<ul style="list-style-type: none"> <li>Customized Models</li> <li>Predictive Activation Planning</li> <li>Closed-Loop Total Return Measurement &amp; Analysis Framework</li> </ul>
MEASUREMENT	<ul style="list-style-type: none"> <li>Connectivity w/ Sales</li> <li>Basic Results Templates</li> </ul>	<ul style="list-style-type: none"> <li>Program Recap vs. Comprehensive Analysis</li> <li>Programming Quantification &amp; Sizing of Prize</li> <li>Core Component of ZBS / ZBB</li> <li>Balanced MMA &amp; PPA Application</li> </ul>	<ul style="list-style-type: none"> <li>Measurement &amp; Analysis Framework Seamlessly Priming Future Planning Cycles</li> <li>DMP Construction &amp; Application</li> <li>Loyalty &amp; CRM Attribution Models</li> </ul>