

POPAI 2015 SHOPPER SUMMIT

# Get Smart

Hear first-hand case studies  
of what makes the difference  
between success with shoppers  
and... “missed it by that much.”



Secrets of the Retailers and Brands  
that are winning with shoppers in a  
market that's tougher than ever.

David Plante – TARGET USA

Massimo Volpe – POPAI GLOBAL

Tristan Harris – HARRIS FARM

Vaughan Chandler – RED PLANET (QANTAS LOYALTY)

Emma McRobert – OPTUS, with Peter Wilson – KOJI

Howard Spreadbury – M&C SAATCHI

Teagan Altschwager – Australian Centre for Retail Studies

Thomas Hurston (USA) – Growth Science & Think Big Co

Devon Rick – IMI International

Rob Marston – Zeus Unwired

Scott Mitchell – 100th Monkey

**Tuesday 8th September, 2015**

**8.30am - 5.00pm Doltone House, Darling Island  
Wharf, 48 Pirrama Road, Pyrmont NSW 2009.**

**TICKETS**

\$495 + GST for POPAI members

\$895 + GST for non members

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# Speakers



## David Plante

Senior Group Manager,  
Consumer Marketplace & Media  
Insights, Target USA

### On the Retail Horizon. What's Next?

Consumers have changed, and they're shopping more than ever, but differently than ever before. Retail is evolving to meet changing shopper demands, and innovation across the retail landscape is far and fast.

Explore key trends impacting consumers and retail around the globe, and get a glimpse of what's next.

As Vice President, Memberships of POPAI globally, **Massimo Volpe** travels the world reviewing retail trends in the course of his work supporting POPAI chapters in 45 countries. Massimo has a truly international perspective, having led POPAI's development in Italy and Europe more broadly, as well as his role at POPAI's headquarters in Chicago. He brings a deeply international understanding of the challenges and opportunities facing retail marketing around the world.



## Massimo Volpe

Vice President, Global  
Memberships, POPAI Global

### Global Retailing—Who are the 'Smartest Guys in the Room' in 2015?

The entire Shopper Marketing discipline is changing. We are living in a customer centric marketplace with one main rule: experience first. Within this landscape, a new sector is developing: Fusion Retail. Online retailers are opening physical spaces. Physical retailers are integrating online experience. Increasingly, the Holy Grail is the unique, customised experience. Nothing is a product anymore; everything is a service, and 'point of purchase' is everywhere. Which retailers and brands are winning, on a global scale, in this new environment where the line between 'nailed it' and 'missed it by that much!' is increasingly close?



## Tristan Harris

Co-CEO, Harris Farm Markets

### Smart retailing—the Harris Farm Story: How an iconic brand was built with less than 30 stores

Harris Farm Markets is a family owned and operated business. For over 40 years Harris Farm Markets has been delivering goodness to Australian families with the core value and belief that Australian families should have the freshest and best available to them, and that Aussie farmers deserve a fair go. In the competitive Australian grocery market, Harris Farm has built an iconic brand with less than 30 stores, through a differentiated offer and a focus on what 'value' means outside price alone.

In addition to the demanding role of Co-CEO, Harris Farm Markets, **Tristan Harris** continues to serve on the Board of Directors of trade associations, and brings a senior background in QSR and technology into the Harris Farm business.

*"I love the challenge of building a business. The bringing together of strategy and the team to get the job done has been the primary goal and consistent theme of my career. I enjoy finding solutions to complex problems, motivating teams and individuals and defining the processes and tactics that they can use to put runs on the board."*



# Speakers



## Vaughan Chandler

Executive Manager, Red Planet/  
Qantas Loyalty

**What flies with shoppers in 2015?  
Using data and digital to drive**

### **personalised brand experience**

Smart companies are bridging online and offline data, and analysing behaviour, to deliver a true understanding of the shopper. Knowing more means doing more, and genuinely interacting rather than reacting. Digital marketing is now more personal and direct—saying the right thing to the right person at the right time so that your shopper becomes the most important brand in the room. Vaughan shares the experience and case studies of one of Australia's leading loyalty service providers, Qantas, with more than 27 years and 10.7 million profiled consumers.

After starting her career in magazine publishing, **Emma McRobert** soon realised that her love was for technology and telecommunications. Now with more than 15 years' experience in senior marketing roles across a range of channels and industries including Telco, Publishing, and Professional Services, Emma's real passion is uncovering those golden shopper moments, to create true customer-centric experiences for Optus. Optus relaunched its brand in 2013, and is committed to being Australia's most loved, recommended and innovative service brand. Emma is central in delivering the omni-channel shopper experience for the Optus Customer division.

Born and bred in Cape Town, South Africa, where Table Mountain meets the Atlantic Ocean, **Peter Wilson** is naturally an enthusiastic surfer and mountain-biker. Peter's passion for retail emanated from his first job as a pharmaceutical sales representative, where he quickly learned the value of maximising the opportunity for brands to engage the shopper. This pre-occupation led to a series of strategic roles in the advertising and research industries. Over twenty years, Peter has worked on a variety of the world's best known FMCG and retail brands. Shopping is not only core to Peter's chosen career, it's his passion. To him, the weekly grocery shop is less of a slog and more of an opportunity to seek out new products, innovative merchandising, and great retail experiences.

**Vaughan Chandler** has over 15 years of experience in loyalty, financial services and strategic management consulting. Vaughan is a key member of the team that established Australia's leading coalition loyalty program. Since joining Qantas Loyalty in 2007 Vaughan has held roles leading the strategy, commercial, analytics and innovation functions. Vaughan now leads the Strategy, Insights and Analytics and Red Planet teams.



## Emma McRobert

Director, Shopper Experience,  
OPTUS



## Peter Wilson

Senior Consultant, KOJI

**Creating memorable experiences  
that shoppers crave**

Smart brands are creating 'unique moments' for shoppers, delighting them with memorable experiences, based on a deep understanding of their desires. Emma and Peter share practical examples across multiple brands, including Optus' own key learnings, on:

- Listening, understanding and creating relevant experiences are the best possible tools in delighting customers;
- Leveraging different types of research methodologies to uncover the shopper gold;
- Hypothesising, testing and iterating across channels to create better experiences;
- Applying the lens of innovation when creating new experiences;
- The need for two approaches—getting the basics of experience really right, and innovation with relevance.

# Speakers

**Howard Spreadbury** is a retail marketing specialist who has had a long career meshing data and technology with in-store environments for brilliant results. He currently leads M&C Saatchi's retail unit working with clients across the telco, auto & FMCG categories. His aim is to seamlessly bring together the physical and the virtual for a high-end service-led experience that envisions the future for retail.



**Howard Spreadbury**  
Head of Retail, M&C SAATCHI  
**How well do you really know your customer?**

Mapping customer journeys to drive superior retail experience.

- Sharing best practice thinking, and case studies from categories such as telco, FMCG and convenience;
- Top 10 tips or 'how to's' on the thinking process;
- What difference we are likely to see in market through this process, and what brands can learn.



**Teagan Altschwager, PhD**  
Research Consultant, Australian Centre for Retail Studies, Monash University

## **Delivering customer experience in retail: innovation and best practice**

Largely facilitated by technology developments, the physical retail store is fighting back and striving towards experience-driven customer engagement and interaction. As physical and virtual stores continue to blend, leading retailers are providing unique, interactive and immersive shopping experiences. Bringing global trends to life with best-in-class examples of innovation, a number of opportunities for forward-thinking retailers and brands will be shared.

**Teagan Altschwager** is a Research Consultant at the ACRS with a strong interest in quantitative research. Teagan graduated from a Bachelor of Commerce degree with a Marketing and Management specialisation, and Honours in Marketing from the University of Adelaide. Teagan's doctoral research explored customer engagement and branded marketing event experiences. She has presented research to practitioners and academics across Australia, New Zealand, France and Canada.

**Thomas Thurston** is a Silicon Valley venture capitalist and data scientist. As Managing Director of WR Hambrecht Ventures, he uses algorithms to identify and invest in early-stage start-ups. He's also Founder of Growth Science, a research firm that's guided billions of dollars in innovation investments for Fortune 500 firms. Formerly a fellow at the Harvard Business School, Thomas holds a BA, MBA and Juris Doctor.



**Thomas Thurston**  
CEO Growth Science & Partner, Think Big Co. (Australia)

## **From Big Data to Big Growth: the Science behind secrets of the world's fastest-growing companies**

Multinationals have started using computer-based models to predict the commercial success or failure of new innovations. This is letting managers better pick winners, stress-test strategies and improve the success rates of their innovation portfolios.

- Learn how technology has changed how companies are innovating, from retail to healthcare to high-tech;
- See what patterns have emerged through data, allowing you to better predict when new innovations will succeed or fail;
- Discover which trends are most likely to disrupt your industry, and which you can more safely ignore



# Speakers



Managing Partner, IMI International (Australia)  
**Best Practice Guidelines for Promotions Success**

In this session you will: gain a deeper understanding of the principles of consumer promotions that drive share and volume; and learn what does not work and why, so that you can:

- Translate these principles into concepts;
- Start building and executing better promotions immediately—including promotional pricing, mechanics, retail components and communication;
- Maximise success and ROI, optimise the investment.

**Rob Marston** is one of Australia's most eminent thought leaders in the mobile advertising space. A true digital native, Marston taught MBA students about the 'Information Superhighway' back in 1996 at Durham University Business School. From theory to practice, Marston seized the opportunity (before the dotcom bubble burst) to help launch global leading recruitment website Monster.com in the UK, where he web-enabled business recruitment processes, as well as creating Monster's first career portal exclusively for public sector.



**Scott Mitchell**  
Director, 100th Monkey  
**Seducing shoppers to buy:  
Converting shoppers into buyers  
through better communication**

The best retailers and shopper marketers in the world are experts at THE ART OF SEDUCTION—attraction rather than promotion. In this practical learn-by-doing session you will learn how the best seduce shoppers with compelling 'reasons to buy' (attraction) rather than relying on price discounting or sales promotions. Brought to life with real life examples from around the world you will learn and then apply the '6 PRINCIPLES OF SEDUCING SHOPPERS'—how to evaluate and improve shopper communication in every store, every day of the year.

**Devon Rick** started with IMI International in early 2007 after a background as a Marketing Manager. With 10+ years in marketing Devon brings truly end-to-end experience to the research process. Devon has led the evaluation and optimisation of over 1,000 marketing programs ranging from product ideation, through to price/volume optimisation. His experience encompasses all levels of product development, ad evaluation, promotional activations, tracking, sponsorship and on-location brand activation, large scale U&A studies, brand and corporate health evaluations, and packaging research. His skill set also covers numerous categories; FMCG (cereal, snacking, dairy, frozen, bread, confectionery), Non-alcoholic Beverage, Quick Service Restaurants (Fast Food), and Alcohol (spirit, wine and specifically, beer). Devon was instated as the Managing Partner of IMI in late 2013.

## Masterclass Series 2



**Rob Marston**  
Founder, Zeus Unwired  
**Mobile—the shoppers companion  
throughout the path to purchase  
(and beyond)**

Your customers are using mobile before, during and after they visit your store—make sure you are planning for this. In this session, you will learn how to:

- Understand the customer value exchange. This is frequently overlooked! Why would the customer give you time/space on their personal mobile device ... what value are you delivering to them? What are you giving them over and above what they can get elsewhere?
- Be proactive and positive in your response to key shopper trends such as web rooming;
- Make the shopping experience 'frictionless'—offer the consumer flexibility, choice and a consistent experience across channels.

With 20+ years working with market-leading brands in over 20 countries, **Scott Mitchell** has a unique blend of experience working with Marketing, Sales, agency teams and retailers to build shopper programs and team capability across a wide range of industries and retail channels: finance, liquor, food and beverages, pharmaceuticals, personal care and petcare. Scott's passion for shopper/retail marketing started during his time overseas working with the largest food and beverages company (Nestle), rolling out Path to Purchase worldwide, which has now become an industry standard.

**0800-0830**

Registration—Marquee

**0830-0845**

Opening Remarks & Welcome to the Conference:  
Lee McClymont: POPAI

**0845-0925**

Massimo Volpe, POPAI Global: Global Retailing—Who are the ‘Smartest Guys in the Room’ in 2015?

**0925-1005**

David Plante, Target USA: On the retail horizon. What’s next?

**1005-1050**

Masterclasses x 2 streams

Scott Mitchell, 100th Monkey: Seducing shoppers to buy— Converting shoppers into buyers through better communication.

*Parkview Room*

Thomas Thurston (USA): Growth Science & Think Big Co: From Big Data to Big Growth—the Science behind secrets of the world’s fastest-growing companies

**1050-1110**

Morning Tea—Marquee

**1110-1150**

Howard Spreadbury, M&C SAATCHI: How well do you really know your customer?

**1150-1230**

Emma McRobert & Peter Wilson, OPTUS / KOJI: Creating memorable experiences that shoppers crave

**1230-1310**

Teagan Altschwager, ACRS: Delivering customer experience in retail: innovation and best practice

**1310-1355**

Lunch—Marquee

**1355-1435**

Tristan Harris, Harris Farm: Smart retailing—the Harris Farm Story: How an iconic brand was built with less than 30 stores

**1435-1520**

Masterclasses x 2 streams

Devon Rick, IMI International: 44% of promo campaigns fail. Don’t let your next campaign be one of them.

*Parkview Room*

Rob Marston, Zeus Unwired: Mobile—the shoppers companion throughout the path to purchase (and beyond)

**1520-1600**

Vaughan Chandler, Red Planet / Qantas Loyalty: What flies with shoppers in 2015? Using data and digital to drive personalised brand experience.

**1600-1620**

Afternoon Tea—Marquee

**1620-1650**

Panel Discussion:  
David Plante: Target USA, Massimo Volpe: POPAI Global, Thomas Thurston: Growth Science & Think Big Co.  
Chaired by Mark Fletcher: ShopScience

**1650-1700**

Closing Remarks:  
Lee McClymont

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