

A close-up, slightly blurred photograph of a person's hand reaching for a product on a grocery store shelf. The hand is wearing a pinkish-red knitted sweater. The background shows other shelves and products, creating a sense of a busy grocery store environment. The lighting is warm and focused on the hand and the product being reached for.

READY, SET, (GROCERY) SHOP

Winning the customer engagement game in today's grocery retail reality

We don't buy into the catch phrase "war on retail." Retail is always changing and will continue to evolve, but it's not in crisis. When we boil down the basics, the world of grocery retail is ultimately about solving a customer problem at the right time and at the right place.

We believe the key to success is nimble, creative and authentic communications across all points of the customer journey. Brands and grocery retailers must show they are listening to their customers, catering to their needs, and staying ahead of the curve to anticipate what customers don't even know they want yet.

With nearly 100 years of retail and CPG experience under our belts, Ketchum can help you understand the trends that are affecting this rapidly changing industry – and what to do with them. We partner with grocery retailers and CPG producers to develop and sustain communications strategies to strengthen reputation, increase engagement and drive growth. From in-store promotions to product placement and sponsorship management, from leveraging registered dietitians to working with influencers and earned media, Ketchum builds strategies that work, based on analytics and insights tailored uniquely to each of our clients.

Ketchum

A team tailored for the grocery and CPG industries

We offer services designed specifically for the unique communications challenges facing the grocery and CPG industries — whether you're a startup CPG brand, direct or non-traditional grocer, c-store, DTC player or warehouse club.

INTELLIGENCE AND INSIGHTS FROM ONLINE REVIEWS

If you're swimming in a sea of data and opinions from customers, it can feel like information overload. How do you figure out which comments are larger themes vs. isolated thoughts? **With intelligence and insights from online reviews, we can harness your data, so you can make informed decisions on everything from message development to crisis preparedness.** We aggregate reviews, segment the data by location, keywords, brands and more, and analyze the information to give you actionable insights.

WHAT'S IN STORE?

Pop-up stores in unexpected locales. Artificial intelligence in action. Multi-brand partnerships and collaborations. Retail brands that thrive — online and off — are breaking the mold, meeting consumer demands for convenient, customized experiences like these. If your brand is eager to hop aboard the experiential express, we can facilitate an eye-opening experience on what you can do and how to communicate it. **We take you to the front lines of this retailing revolution in the city of your choice for an immersion session.** What you'll learn can and will change how you do business.

AI RISK ROADMAP

The benefits of AI are real, but so are the risks to brand reputation. With concern about job loss/replacement and worries about data privacy, security and hacking, it's essential that companies understand the internal and external risks associated with the increased adoption of AI. **That's where our AI Impact Group comes in: our AI Risk Roadmap helps quantify brand risk based on a company's position relative to its pace of AI adoption.** We provide strategic counseling engagements to assess the communication challenges and brand vulnerabilities associated with AI. Our AI Impact Group fuses the collective experience of several Omnicom Public Relations Group agencies and consultancies, including Ketchum, so you'll have the most relevant subject matter expertise at your fingertips.

Ready to revolutionize your communications?
Contact us today.

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THE REALITY OF
GROCERY SHOPPING TODAY
BY THE NUMBERS:



Approximately **3%** of U.S. grocery spending happens online (which means **97%** are still in your stores!)¹



61% of millennials, **55%** of Generation X, **41%** of Boomers and **39%** of the Greatest Generation have recently purchased a CPG product online.²



The primary grocery shopper in U.S. households makes an average of **1.6** grocery shopping trips / week.³

SOURCES

¹ BAIN & COMPANY, FEBRUARY 2019.
[HTTPS://BAIN.COM/INSIGHTS/OMNICHANNEL-GROCERY-IS-OPEN-FOR-BUSINESS-AND-READY-TO-GROW/](https://bain.com/insights/omnichannel-grocery-is-open-for-business-and-ready-to-grow/)

² FOOD MARKETING INSTITUTE, 2019.
[HTTPS://FMI.ORG/DIGITAL-SHOPPER](https://fmi.org/digital-shopper)

³ STATISTA, AUGUST 2019.
[HTTPS://WWW.STATISTA.COM/STATISTICS/251728/WEEKLY-NUMBER-OF-US-GROCERY-SHOPPING-TRIPS-PER-HOUSEHOLD/](https://www.statista.com/statistics/251728/weekly-number-of-us-grocery-shopping-trips-per-household/)

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