

ADSTA EXCLUSIVE E-BOOK

# Four Strategies for CPG Advertising Success in 2020 and Beyond



## INTRODUCTION

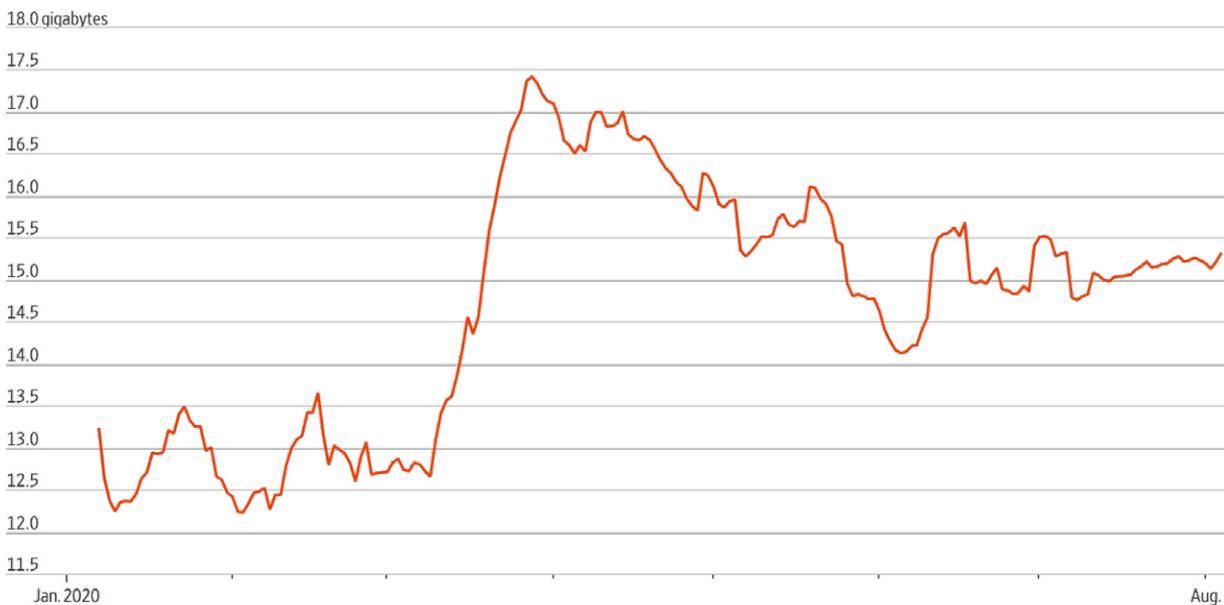
In the past five months, the COVID19 pandemic brought about changes in the retail sector that likely would have taken three to five years (if they had happened at all). We have seen exponential increases in eCommerce, shoppers staying home, going out to eat giving way to home-cooked meals, and various other changes as shoppers grapple with feeding their families in a pandemic-stricken environment.

Brands are facing the challenge of maintaining market share as many of their loyal shoppers face unemployment. Shopping behaviors have rapidly changed, and grocers are busy sanitizing and trying to keep the shelves stocked.

One look at rising internet usage statistics in the past six months shows the tremendous opportunity Adsta provides CPG brands right now. This [chart from the WSJ](#) below shows **at-home** internet usage spiked earlier this year and while it has now stabilized slightly, predictions are it will remain much higher than previous months.

Through research, interviews, and analyses, we have put together a series of recommendations to best position your brand for the future. As you adjust your strategies for the fourth quarter and look ahead to 2021, these recommendations guide how to best optimize advertising strategies for the new normal we all are facing.

## U.S. HOUSEHOLD DAILY BROADBAND USAGE



Note: Based on more than one million U.S. households. Calculated on a rolling seven-day average.  
Source: OpenVault



# **Adsta Recommendations for Brand Advertising Success**

- 1 – DIGITAL FIRST MARKETING PLANS**
- 2 – AGILITY OVER PERFECTION**
- 3 – AMPLIFY EXISTING OFFERS**
- 4 – PERSONALIZATION THRU SHOPPER DATA**

## SECTION 1

# Digital First Marketing Plans

*“Of course, we were doing great digital work before, but now we’ve given the great push to all stakeholders (i.e. retailers, brands, salespeople, bottlers, etc.) to lead with digital.”* — APRIL CARLISLE

VICE PRESIDENT NRS, SHOPPER MARKETING - COCA-COLA CO.

Take it from Coca-Cola; the time to put digital marketing and advertising in the center of brand marketing strategies is now.

It is paramount to incorporate an all-encompassing digital-first platform that follows and reaches the customer where and when they are shopping. This includes recipe planning and eCommerce at home, on the go with mobile usage, and in the store via in-store digital media messaging.

**And with this digital-first approach will come opportunities to analyze engagement, quickly learn what is working, and adjust on the fly.**



SECTION 1 – DIGITAL FIRST MARKETING PLANS

*“The greatest opportunity to connect with shoppers as we move forward is going to be centered on a brand’s innovation and relevance to the changing expectations of society.”*

— NEIL ACKERMAN

HEAD OF ADVANCED TECHNOLOGIES, GLOBAL SUPPLY CHAIN, MIDDLE EAST AND AFRICA JOHNSON & JOHNSON

*Johnson & Johnson*

## SECTION 2

# Agility Over Perfection

*“Perfect is the enemy of good. You need to be agile and nimble as well as ready to adjust in real-time in response to consumer and retailer behavior and government and health officials’ responses.”* — ROB RIVENBURGH

CHIEF EXECUTIVE OFFICER, NORTH AMERICA, THE MARS AGENCY

Every day brings a new headline and an adjustment to expectations. We do not have the luxury of planning out the next 12 months and sitting back and watching the plan fall into place just as organized. Instead, brands are facing an uncertain shopping environment where there is not a linear progression. Instead, there are fits and starts. Covid-19 panic buying by consumers and the subsequent results of the manufacturer’s supply chain issues and out of stocks have led to consumer dissatisfaction with both shopping via eCommerce and in-store. Brands must now advertise the appropriate brand messaging to these very same dissatisfied consumers.

It would be foolish to bet on any single outcome. Instead, brands must seek out advertising opportunities that offer flexibility, rapid updates, and the ability to pivot.

Digital advertising campaigns can often be executed with much less lead time and can be adjusted on the fly. Finding advertising partners who are ready to react and act quickly will be essential.

## SECTION 2

# Agility Over Perfection

Shopper loyalty can not wait on a long, drawn-out strategy but instead will be had by those who can act the fastest and capture the shoppers who are ready to act.

Organizing strategies that can withstand the constant upheaval and quickly solidify as opportunities appear will be critical to certain brands distancing themselves from their competitors and taking the lead in the race for more engagement.



SECTION 2 — AGILITY OVER PERFECTION

*“From omnichannel planning to fast and flexible omnichannel planning, agility is our new superpower.”*

— BRADY NOON

DIRECTOR OF OMNICHANNEL MARKETING, SC JOHNSON



## SECTION 3

# Amplify Existing Offers

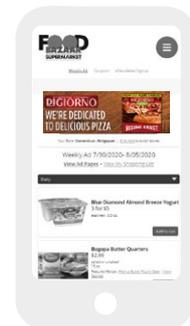
Brands will be scrambling to reformulate strategies and act fast. If efficiencies are possible, they must be utilized. Rather than developing complex new offers and promotions that require hours of back and forth and the implementation of new standards and content, brands also have the opportunity to leverage additional channels to amplify existing offers.

Many brands already have offers distributed through various channels but wallowing among a sea of other offers. Herein lies an opportunity for brands to bring extra attention to these current offers to boost engagement and drive more activations.

Using an omnichannel messaging approach, current digital campaigns can now become placements and embedded with interactive messaging on thousands of untapped retailers websites weekly ad pages, pop-ups on mobile, embedded on digital e-circulars, and reinforced with digital media messaging in-store.

**Brands who take the extra step to amplify existing offers will be able to set themselves apart from the competition and stand out.**

## PLACEMENT EXAMPLES ACROSS ADSTA MEDIA



## SECTION 4

# Personalization Through Shopper Data

It's not new news that connecting with shoppers can be more difficult than ever. The average shopper now sees between 6,000 and 10,000 ads every single day. Making your ad stand out is crucial, and one of the key ways to accomplish that is thru personalization.

The days of blanket ads for segments of shoppers are waning, and now we see the most innovative brands and companies utilizing shopper data to target ads in a much more precise fashion.

Ads that utilize shopper data will take more time to organize and require a more sophisticated delivery structure, but they show a significantly higher engagement rate, justifying the extra effort.

Further, Nielsen has completed various studies on this subject and found that targeting based on purchase-based audiences (i.e., "people who bought from my competitor in the past three months") delivered the highest ROI: 3x above the average across all types.

Also, understand that brand strategies can have a mix of more generalized campaigns to supplement more complex personalized marketing. With that said, brands that augment their combination of advertising with personalized campaigns will be positioning themselves for greater success.

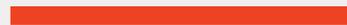




## ENDLESS OPPORTUNITY WITH ADSTA

Brands will have to scramble to achieve the levels of shopper engagement from previous years, and 2021 presents a variety of challenges that will make the efforts much more difficult.

But with adversity comes the opportunity for brands who are willing to cast aside their traditional approaches and embrace the new digital media available to them. Whether it's doubling down on digital, utilizing their agility, amplifying what was already in the works, or diving into personalization opportunities, brands have the chance to thrust themselves ahead of their competition as they move forward.



## SOURCE MATERIAL AND EXCERPTS FROM INDUSTRY ARTICLES

Shifts to digital marketing

April Carlisle

Vice President NRS, Shopper Marketing

Coca-Cola Co.

Leaning into digital programming enables agility to develop programming that is responsive to the marketplace, addresses competitive opportunities for brands or retailers, and is the right message at the right time.

April Carlisle

Vice President NRS, Shopper Marketing

Coca-Cola Co.

Digital-first shopper marketing plans. (Of course, we were doing great digital work before, but now we've given the great push to all stakeholders (i.e., retailers, brands, salespeople, bottlers, etc.) to lead with digital.

Sandeep Dadlani

Chief Digital Officer

Mars, Inc.

The advantage of variety in our portfolio, ubiquitous distribution across retail channels, and increased presence on-line are being able to calibrate to meet consumers wherever they are shopping.

We don't know which of these trends are long-term, but we hope we continue the trend of pivoting fast to help our consumers with multiple options and multiple paths to purchase, providing them the right convenience and right experience regardless of trends.

Neil Ackerman

Head of Advanced Technologies, Global Supply Chain, Middle

East and Africa

Johnson & Johnson

The greatest opportunity to connect with shoppers as we move forward is going to be centered on a brand's innovation and relevance to the changing expectations of society.

Shaun Brown

SVP-Managing Director & Shopper Marketing Discipline Lead  
Momentum

We were already shifting the vast majority of our shopper marketing capabilities to digital, shopper media, and e-commerce,

but what was caused by the pandemic has fast-forwarded the need for all shopper marketers to think and execute in ways that were forecasted to take place over the next five to 10 years. As a result, we were forced to balance forward-thinking and planning for key periods on the promotional calendar through nimble action in the moment. Those quick-turn opportunities focus on connecting with shoppers on digital platforms across social, retailer websites, and shopper media.

Jason Goldberg

Chief Commerce Strategy Officer

Publicis Communications

We've spent a century growing retail sales by increasing store traffic. Now we'll need to seek growth while limiting store traffic. This will be a major shift in emphasis from traffic generation to focus on conversion and basket size. We're going to need new digital experiences to facilitate product discovery and impulse purchases.

Carlos Garcia

Industry Manager, CPG-Retail

Facebook

Frankly, if you aren't serving people in an omnichannel way that reduces friction, and your competitors are, you will lose share. On the contrary, if you can do this faster and better than the other players in your category, you will gain share, and we are already starting to see this with the CPGs and retailers that are leading the pack. This isn't a future-proofing problem anymore. This is a today-proofing opportunity.

Sandeep Dadlani

Chief Digital Officer

Mars, Incorporated

The biggest opportunity remains our ability to listen deeply and empathize with consumers, to understand their unmet needs, and to leverage digital capabilities in response to those needs. We continue to hope that such creative new routes to market — and our resourcefulness and speed in pivoting to them — will continue so we can meet consumer needs, wherever they arise. That's what will help evolve Mars into a truly digital-first and a consumer-centric organization.

## SOURCE MATERIAL AND EXCERPTS FROM INDUSTRY ARTICLES

Need for agility, week by week planning  
Bryant Ross  
VP, Brand Commercialization and Shopper Services  
IN Connected Marketing

We have reframed our approaches for how we work with clients on planning. While annual planning is important, we are increasingly focusing on agile planning that looks at smaller timeframes and triages activity on a monthly, even weekly, basis. Additionally, we have built new capabilities to help clients navigate retailer media networks, which have taken on increased importance during the pandemic. We recognize it is now so crucial to look at retailer search and display activity within the context of a brand's overall media plan, and for our clients to develop analytic approaches that standardize how third-party and retailer media are measured and compared.

Rob Rivenburgh  
Chief Executive Officer, North America  
The Mars Agency

Perfect is the enemy of good. You need to be agile and nimble as well as ready to adjust in real-time in response to consumer and retailer behavior and government and health officials' responses.

Kerry Farrell  
SVP Sales & Customer Success  
Eversight

The "new normal" is going to be a state of constant change, and so the greatest opportunity for achieving success with shoppers is to invest in tools/technologies/processes/structures/people, etc. that enable agility and control in a dynamic environment — that enable you to understand the behavior of individual shoppers and quickly adapt your business models, prices, promotions, product assortment, etc. to what those individual consumers are telling you.

Marta Cyhan  
Chief Marketing Officer  
Catalina

In times of crisis, cementing loyalty is not a slow, long-term process. It's about speed and real-time responsiveness. Winning or losing shopper loyalty comes down to a matter of days and months, not years.

Kerry Farrell  
SVP Sales & Customer Success  
Eversight

But it is the reaction from retail to these ongoing shifts in shopper behavior that I hope continues ad infinitum: a willingness to embrace and enact fast, sweeping changes in direct response to shopper behavior.

Brady Noon  
Director of Omnichannel Marketing  
SC Johnson

From omni-channel planning to fast and flexible omni-channel planning, agility is our new superpower.

Rizzo, L., & Click, S. (2020, August 15). How Covid-19 Changed Americans' Internet Habits. Retrieved August 19, 2020, from <https://www.wsj.com/articles/coronavirus-lockdown-tested-internets-backbone-11597503600?st=7js79kng324ms8i>

### [Shopper Marketing Trends in 2020](#)

Although foot traffic at grocery stores improved month over month from a 19.7% decline year over year in April to a 10.1% decline year over year in May, overall foot traffic is still lower than it was in 2019, according to Place.ai.

Meghan Howard, Chicory - Although many are calling this time the "new normal," it's anything but. All of the external factors impacting brands are forcing them to get creative when connecting with consumers and driving sales at retail. Retailers will also need to get creative and allow non-traditional tactics to play more of a key role in negotiations with brands. All in all, 2020 is set to be a year of radical transformation in shopper marketing.

### [Digital Advertising Resources](#) Overview of Retailer Media

### [The Future Unfolding: Lasting Impact on Shopper Behavior and Retail Operations](#)

### [How Many Ads Do We See A Day? 2020 Daily Ad Exposure Revealed!](#)

### [6 Ways CPG Brands Can Reach Their Best Audiences](#)