

## FAQs: Shopper Marketing Industry Survey 2011

### What is the POPAI / ShopAbility Australian Shopper Marketing & Industry Survey?

The study a joint initiative of POPAI and researchers ShopAbility, will track advances in shopper marketing and category management since the first Australian industry benchmarking survey in 2010. What's working? Where is it heading? What's new since 2010?

### How do I participate?

One of three ways:

1. **Be an interviewee:** ShopAbility will come and talk to you in person (or via telephone) for no longer than 20 minutes for an in-depth interview about your perspectives on category management and shopper marketing, what you think is / isn't working and why.
2. **Do the online questionnaire:** Yes, we've taken on board your feedback and we PROMISE the online questionnaire will be no longer than 25 minutes this year! Your feedback really is so valuable – the whole industry including you benefits from the information gained in this survey.
3. **Or do both:** extra brownie points!!! There are actually different questions in the in-depth interviews versus the online, so if you can see your way clear to doing both, that would be most appreciated!

### What do I get for participating?

Participants are rewarded with a free copy of the resulting research report, valued at \$495, and are invited to attend key industry leadership workshops where the research findings are discussed amongst retailers, suppliers / brands and POP agencies.

### Does the survey achieve anything?

The inaugural POPAI / ShopAbility Shopper Marketing & Industry Benchmark Survey in 2010 led to a raft of measures to improve the industry, including the formation of POPAI's Shopper Marketing Industry Council, which is currently working to develop best practice tools, templates and guidelines for the industry in Australia.

### What's different about the survey in 2011 versus last year?

This year we took votes from last year's survey participants on what they would like a more detailed focus on during the 2011 study. In response, this year's survey will place a spotlight on four key areas people voted for: emerging and interactive POP activations; the role of online in shopper marketing; in-store theatre; and ways of measuring activity effectiveness. We will also be tracking progress across a broad range of measures.

People also told us they want case studies and examples of what is working, but some are concerned about sharing their own. So this year we are inviting participants to share examples and case studies *anonymously* via personal interviews with independent researchers ShopAbility.

### How will my information be used? Is it anonymous?

All online participation is anonymous and results are only presented in aggregate.

If you choose to be an interviewee, you can also choose whether you would like to share a case study and profile what your company is doing, or you can choose to share the case study anonymously and have it altered in order not to be identifiable.

We've created this option because you all want case studies – but for that to happen, some of you have to be prepared to share some! We're hoping some good folk will be prepared to put their company name to their case study (especially for those that are already out in market and can be clearly seen by everyone anyway), but don't let confidentiality be a barrier to information sharing – that's why we have the anonymous option.

Your contact details cannot ethically be used for any other purpose than the study in which you agreed to participate.

### When is the survey and when are the results being released?

- Personal interviews: March to May
- Online survey goes live: end March / early April
- Survey closes (both interviews and online) – end May
- Results are released: July / August
- Industry workshops findings: September (at Marketing at Retail Expo)

### How do I register to participate?

- **Volunteer to be an interviewee:** Email your name, company and willingness to be interviewed to [popai@popai.com.au](mailto:popai@popai.com.au)
- **Register to participate in the online component:** Only want to be involved in the online survey component? Email your name, company and 'register for online SM survey only' to [popai@popai.com.au](mailto:popai@popai.com.au)
- **Register for both:** email and tell us you'd like to participate in both an interview and the online survey – on [popai@popai.com.au](mailto:popai@popai.com.au)

### Who is POPAI?

POPAI is the only global, not-for-profit, industry association exclusively operating as the focal point for Marketing at Retail excellence. POPAI has 20 offices covering 45 countries and more than 1,700 members worldwide.

POPAI's charter includes ongoing research in support of the industry. POPAI is also the home of Shopper Marketing in Australia and has set up the POPAI Shopper Marketing Industry Council to progress Shopper Marketing practice. Find out more at [www.popai.com.au](http://www.popai.com.au).

### Who is ShopAbility?

ShopAbility are FMCG and Retail industry leaders providing best practice research, strategy and training. ShopAbility are specialists in shopper research and shopper marketing. They are regular industry commentators for trade publications including Retail World, Retail Pharmacy, Convenience World and National Liquor News. ShopAbility and POPAI first partnered in 2010 to conduct and deliver the inaugural POPAI / ShopAbility Shopper Marketing & Industry Benchmark Survey, in support of industry progress. ShopAbility Director Norrelle Goldring is also the Chair of the new POPAI Shopper Marketing Industry Council, formed to advance the function of Shopper Marketing in Australia. Find out more at [www.shop-ability.com.au](http://www.shop-ability.com.au)