



# Ipsos Marketing

The Market Understanding and Measurement Specialists

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## shopper\*sudoku

### Activate Your Shopper Research Findings

Shopper Sudoku is Ipsos' global activation tool that helps marketers turn shopper research data into concrete action plans. Shopper Sudoku uses a two-step process: a Kick-Off Workshop that aligns objectives with expectations and an Action Workshop that transforms research findings into precise next steps for improving the shopper experience. The Shopper Sudoku is Ipsos' standard deliverable for shopper research projects.

#### Advantages

- Improves the ROI on the shopper research investment by providing clear direction on how to act upon the findings
- Covers the most pertinent aspects of shopper marketing: shopper targets, planograms, pricing, promotions, communications and product features
- Ensures that what is delivered as a result of the research is in line with the expectations of key stakeholders: researchers, marketers, sales, trade marketing and retailers
- Builds an effective action plan that enables the client's objectives to be more readily achieved



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**Shopper Sudoku Deliverables**

Shopper Sudoku involves a two-step process that systematically brings shopper research to life: The Kick-Off Workshop and the Action Sudoku Workshop.

**The Kick-Off Workshop**

The purpose of the Kick-off Workshop is to take all available shopper information – including quantitative, qualitative, observational, social and panel data – and organize it using our proprietary Ipsos Shopper Funnel. The funnel is designed to provide clarity to research by determining exactly how each aspect will be applied to shopper marketing.

**The Action Sudoku Workshop**

The Action Sudoku Workshop is a consultative session led by Ipsos and involving key stakeholders. During this session, we transform the shopper research findings into specific next steps for creating, developing or improving shopper marketing plans. How do we do it? By leveraging our proprietary analytical matrix: the Ipsos Shopper Sudoku. The Shopper Sudoku provides specific guidance on how to activate the key touch points of shopper marketing, including planograms, pricing, promotions, communication and more.

**Ipsos Shopper Funnel**



**Ipsos Shopper Sudoku**

<b>WHO?</b> Who is the target shopper?	<b>WHAT?</b> What are we going to do to impact the target shopper?	<b>WHEN?</b> Is this a time dependent activity?
<b>PLACE</b> Where in store are we going to take an action?	<b>PLANOGRAM</b> What are the implications for the planogram/range?	<b>POINT OF VIEW</b> How to communicate this initiative to the shopper
<b>PRODUCT</b> What features do we need to focus on? How can the product best deliver to the need?	<b>PRICE</b> Is this opportunity dependent on a price point?	<b>PROMO</b> Is this opportunity dependent on a promotion?

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**About Market Understanding and Measurement**

Market Understanding and Measurement (MUM) is the Ipsos Marketing practice aiming at understanding consumers, shoppers and markets to drive business growth.

Our experts help their clients identify business opportunities, define the best positioning for their brands, allocate their Marketing investments and develop winning strategies at the point of sale.

Ipsos is the only global agency with a dedicated practice in this area, under-pinned by a powerful and validated philosophy centered on people and human motivations. Our solutions are based on simplified metrics and always linked to business outcomes, through an extensive usage of activation sessions and simulations.

Ipsos Marketing is a specialization of Ipsos, a global market research company which delivers insightful expertise across six specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management. With offices in 84 countries, Ipsos has the resources to conduct research wherever in the world our clients do business. In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the world's third largest market research company.

In 2011, Ipsos generated global revenues of €1.363 billion (1.897 billion USD), Marketing research contributing to nearly 50% of Ipsos revenues. Visit [www.ipsosmarketing.com](http://www.ipsosmarketing.com) to learn more