With more format and media choices than ever, shoppers are self-curating precisely where and exactly how they make purchases. At the same time, income polarization, generational shifts, and breakthrough technology continue to alter the shape of your industry’s traditional commerce strategies. Digital technology has especially raised shopper expectations of brands and retailers and is disrupting brick-and-mortar retail as shoppers demand personalized engagement. Successful planning in this environment will require what we call ScaleAgility: deploying big ideas through greater precision.

At a time when your best shoppers matter more than ever, Kantar Retail will help you stay ahead of the curve of commerce through smarter customer business plans to optimize growth. We will provide you with the insights you’ll need to redeploy your resources, leveraging scale in an agile way to win.

Join Kantar Retail at our 2016 Mid Year Forum as we provide answers to your most important questions:

- How do I flex and shift my organizational and business plans, people, and analytics to more specifically target shoppers with “hyperprecision”?
- How is shopper behavior evolving in ways I can plan against?
- How should promotional spending shift to reflect the need for granularity?
- How do I seamlessly blend digital into all my plans?
- What will winning collaborative business plans look like?
- Which retailers and formats are poised to grow, and how will that impact my plans?

You’ll walk away from this planning Forum with:

- Clarity on where to invest and the tools you’ll need to construct agile plans to win in 2017 and beyond
- Case studies on digital marketing and commerce excellence across channels
- Insight on how to strategically deploy assets along four dimensions: shopper, value, formats, and commerce

Venues:

**Boston | Jun 8–9**
Taj Boston
15 Arlington St.
Boston, MA 02116
(617) 536-5700
Rate: $350

**Chicago | Jun 15–16**
Hotel Allegro Chicago
171 W. Randolph St.
Chicago, IL 60601
(312) 236-0123
Rate: $259

To Register:
Email: events@kantarretail.com

For more information on Kantar Retail events, visit [www.kantarretailiq.com/Events](http://www.kantarretailiq.com/Events)
Day 1: General Session – June 8 | June 15

7 a.m. to 8 a.m.  **Breakfast and Registration**
8 a.m. to 8:15 a.m.  **Welcome**

**REdeploy REsources: Embedding ScaleAgility Into Your 2017 Plans**
Leon Nicholas, SVP & Knowledge Officer, North America
With a new planning season upon us, balancing the scale of our companies with the need for precise execution has never been greater. Retailer plans must reflect a more loyal, demanding shopper who is expecting contextualized value in a fractured marketplace. This presentation will help you:

- Chart your course, leveraging Kantar Retail’s REdeploy RESources framework
- Identify what winning plans will require and the retailers and formats that will drive growth

9 a.m. to 9:30 a.m.  **Understanding Shoppers at Consumption Inflection Points**
Mary Brett Whitfield, SVP
Reprioritizing shoppers requires aligning assortments, marketing, and messaging in a way that is designed to increase relevance so heightened conversion rates can offset shrinking shopper bases. One lever to enhance understanding – and thus enhance relevance – is life stage. As shoppers enter new life stages – e.g., getting married, having children, becoming homeowners – or experience other life-changing events, there is a wide aperture to reach shoppers as they reconsider or establish new shopping patterns in response to their changing shopping needs. Some retailers, most notably Amazon, are making very explicit overtures to shoppers at these key consumption inflection points, but myriad opportunities exist to target shoppers based on life events. Across key life stages, this presentation will:

- “Size the prize” by defining the scale and scope of the shopper population at key life stages
- Identify differential shopping behaviors that provide a window of opportunity
- Provide examples of how retailers and suppliers can respond

9:30 a.m. to 10 a.m.  **Rethinking the Holidays: Finding Meaning and Momentum in New Moments**
Sara Al-Tukhaim, Director
Today’s shopper landscape is drastically evolving, but the holidays have yet to catch up. In an attempt to catch shoppers earlier and earlier every year, seasonal planning suffers from holiday blurring and – in the case of the anti-holiday movement – burnout. During this session, we’ll detail:

- The opportunities the retail community is missing out on and how to plan against them
- The fresh platforms for shopper alignment and retail growth that will deliver increasing ROI

10 a.m. to 10:45 a.m.  **Morning Networking Break**

10:45 a.m. to 11:30 a.m.  **Growing With Walmart in a No-Format World**
Laura Kennedy, Director
Walmart is redirecting its investments in its bid to create seamless retail. Suppliers must be prepared to REnstructure commerce and REalign format to capitalize on this massive evolution as the retailer rebuilds its relevance outside the four walls of the store. This presentation will highlight these key takeaways:

- How suppliers must restructure their approach to commerce to be more flexible and to work cross-functionally to match Walmart’s integrated operations
- How suppliers should REalign format around shopper missions and understand the changing roles of Walmart’s formats in shoppers’ lives
- Where to dedicate resources to take advantage of Walmart’s growth track
- The skills needed to balance demands for the old – such as EDLP – with demands for the new – such as digital integration

**General Session Speakers**

Sara Al-Tukhaim  
Laura Kennedy  
David Marcotte  
Leon Nicholas  
Brian Owens  
Mike Paglia  
John Rand  
Robin Sherk  
Mary Brett Whitfield
11:30 a.m. to Noon
Up, Down, and All Around: Mastering the Grocery Continuum
Mike Paglia, Director
For suppliers, managing a portfolio of customers used to be a standardization game. It was coherent, easy to execute, and resulted in lots of volume. A large degree of homogeneity characterized supermarket retailers. However, the array of retailers now selling food and CPG products is more complex than ever and extends beyond any one channel. More diverse formats, value statements, product assortments, and shopper cohorts have made manufacturers’ jobs increasingly complex. From Aldi and Wegmans to Dollar General and Meijer, how do suppliers effectively navigate this food continuum with all its nuances? You need more than one note; you need an orchestra. In this presentation, we’ll help you:
- View food retailing through the lens of a framework that brings the food landscape’s subtleties and nuances to light
- Recognize where growth will be shifting in the future so your company can identify pockets of opportunity
- Learn about the critical need to cluster your customers to create efficiency in this new reality

Noon to 1 p.m.
Networking Lunch

1 p.m. to 1:30 p.m.
The “FLONH” Effect: A Health & Wellness Retail Action Plan
Brian Owens, Director
“FLONH” stands for fresh, local, organic, natural, healthy. Kantar Retail predicts that between 25% and 50% of major supplier and retailer innovations between now and 2020 will have a FLONH component to them. Driving retail’s prioritization of health & wellness is a new premium whereby shoppers are willing to pay more for health & wellness clarity, convenience, and personalization. In this presentation, we’ll discuss:
- A new framework for understanding U.S. retail health & wellness shopper needs
- How retailers will activate against health & wellness
- How suppliers should invest resources to win

1:30 p.m. to 2 p.m.
Amazon’s Redefinition of Convenience Will Reframe How You Sell
Robin Sherk, Director
With eCommerce accounting for more than 10% of U.S. retail sales, shoppers have already turned to online to serve their needs. As the behemoth in this channel, Amazon is driving new options for how shoppers may shop for and receive orders, enhancing value while resetting shoppers’ standards for ease and immediacy. This session will:
- Examine the projected growth of eCommerce
- Consider how leading retailers are using digital to enable convenience
- Anticipate the path Amazon is setting to drive shopping ease and immediacy

2 p.m. to 2:45 p.m.
Afternoon Networking Break

2:45 p.m. to 3:15 p.m.
It’s Alive! In-Store Digital Merchandising
David Marcotte, SVP
To date, stores have used digital technology to support store branding, not product sales. However, a new generation of digital tools has come to the forefront, capable of engaging shoppers at the point of sale with minimal impact to installation. Due to improved LED use, this new form of merchandising is colorful, 3-D, and often capable of containing motion-detection and monitoring devices. Combined with the depth of Internet of Things databases, these tools widely expand retailers’ ability to close the sale. In this presentation, we’ll examine:
- What these new merchandising tools look like and how they work
- What companies are already doing in this space
- What we should expect to see in use in 2017

3:15 p.m. to 3:45 p.m.
Gifts From the Emerald City: Measuring the Future
John Rand, SVP
While the challenges of successful redeployment are significant, they are not insurmountable. The needed capabilities, tools, and processes will flow more naturally when the objectives are clear and the metrics of success reflect the retail landscape’s new reality. In this closing summary, we will look at some of the metrics a supplier company might consider that will drive successful implementation of an effective business plan that is aligned with the key highlights of the day’s session.
- Refresh and review the key takeaways and impact points of the day.
- Get a clear summary of the enablers your executive team should be encouraged to support.
- Connect the business practices of today with the demands of tomorrow and clarify your checklist for action.

3:45 p.m. to 4 p.m.
Closing Remarks

4 p.m. to 5 p.m.
Networking Cocktail Reception
Day 2: Breakouts – June 9 | June 16
(Select one session in each track)

7 a.m. to 8 a.m. Breakfast and Registration

Track One (8 a.m. to 9:45 a.m.)

**Aligning Plans Across the Walmart Spectrum**
Laura Kennedy, Director
Walmart is reaching across its brick-and-mortar and digital touchpoints to form deeper relationships with shoppers. Join Kantar Retail’s experts to learn how evolving formats and digital integration are changing how suppliers must approach Walmart, and how suppliers can capitalize on these demands. Key topics we’ll cover include:

- Kantar Retail’s forecasts for Walmart’s growth heading into the end of the decade
- How Walmart’s profit pressures will weigh on suppliers and how to navigate those demands
- What you need to know about the progress at the new Supercenter and Neighborhood Market prototypes
- Neighborhood Market’s path to growth and differentiation

Where to align with Walmart’s goals for online grocery, mobile, and eCommerce

**Discounters: Planning for a Recalibrated Channel**
Mike Paglia, Director
The discounters are in the midst of significant change that will likely alter their appearance and direction in the coming years. In the near term, suppliers will need to take into account a defiant Dollar General, a resurgent Family Dollar, and a disruptive Lidl. Beyond that, the channel will continue to evolve in role and scope from the shoppers’ point of view. We’ll outline the near-term planning assumptions and long-term shifts that need to be on your radar. Key takeaways include:

- Kantar Retail’s perspective on key retailers’ growth prospects over the next 12 to 18 months
- A view on how much volume Lidl could generate when it opens stores
- Some of the trends (such as the growing role of fresh) on the horizon that could reshape channel dynamics

**Finding the “Micro” in Macro Retail Trends**
Doug Hermanson, Principal Economist
Globalization, healthcare, and Millennials are among the macro trends that will shape retail in the coming years. While these macro factors will be large by many measures, their effects are likely to be uneven or more indirect than their size suggests. This class will present the key macro trends that will heavily influence the future retail marketplace and the key “micro” implications needed to evolve your operational and marketing strategies. We’ll cover:

- The opportunities and threats to consumer spending from economic conditions
- Key industry, geographic, and demographic macro trends and their underlying retail implications
- How you can enhance your strategies to capitalize on sources of growth, while guarding against lagging market segments

---

**Breakout Session Networking at a Glance**

**TRACK ONE** (8 a.m. to 9:45 a.m.)
- Aligning Plans Across the Walmart Spectrum
- Discounters: Planning for a Recalibrated Channel
- Finding the “Micro” in Macro Retail Trends

**TRACK TWO** (10:15 a.m. to Noon)
- Relativity Retailing: Time, Space, and Scale in Supermarkets
- The U.S. Drug Channel: Locating Growth in a Specific and Consolidated World
- The Supply Chain: Critical to CPG in 2017

**TRACK THREE** (1 p.m. to 2:45 p.m.)
- REdeploying RESources for Club: Get in on the Ground Floor
- Target: It’s All About the Base (Fundamentals)

**TRACK FOUR** (3 p.m. to 4:45 p.m.)
- Navigating Amazon’s Multiple Channels
- Exploring High-Interest Shopper Segments
Day 2: Breakouts – June 9 | June 16
(Select one session in each track)

Track Two (10:15 a.m. to Noon)

Relativity Retailing: Time, Space, and Scale in Supermarkets
John Rand, SVP
The supermarket channel is like a galaxy of its own, generating enormous patterns as a whole, but actually composed of countless constellations of variety and exceptions to almost every rule. In this session, we’ll examine the fundamental performance of the grocery channel that must be part of every successful plan, and the complex details that prevent a single approach from being universally successful.

- Get the latest growth projections for major customers so you can align your resources to realistic opportunities.
- Review the core trends in shopper and customer behaviors that you need to leverage and adapt before you lock down your expectations for volume.
- Prepare for the constraints, objections, and habitual processes you will need to overcome to manage the most complex channel of CPG retailing.

The U.S. Drug Channel: Locating Growth in a Specific and Consolidated World
Brian Owens, Director and Nicole Santosuosso, Analyst
The drug channel is growing on two fronts. CVS Health and Walgreens Boots Alliance are getting bigger through acquisitions even as they grow organically due to increased traffic from the Affordable Care Act. In the same breath, shoppers’ demands for hyperpersonalized health solutions are driving U.S. drug retailers to get more specialized while they grow in size. As a result, drug retailers are pressuring suppliers for profit and personalized solutions. This breakout will delve into the nature of drug channel consolidation, as well as the retail strategies that CVS Health, Walgreens Boots Alliance, and Rite Aid will leverage to grow over the next five years.

We’ll look at:
- The nature of the channel’s consolidation and what it mean to suppliers
- Where Walgreens Boots Alliance is headed as a global company
- How CVS Health is transforming itself to be the destination for retail health
- How Rite Aid is best-positioned to win in localization

The Supply Chain: Critical to CPG in 2017
David Marcotte, SVP
With retailers’ laser-like focus on inventory and allocation in every channel, manufacturers cannot ignore the supply chain that places product in the right place at the right time. With international distribution of manufacturing and sourcing – along with the prevalence of containers for CPG product – it is critical to understand the full value chain that makes sales a success or failure. It is a complex topic, but Kantar Retail will provide you with an overview of how the full value chain works, how to diagnosis when it doesn’t, and how to use it to cement a stronger relationship with both the retailer and the shopper. In this session, we’ll highlight:

- How to define and understand the workings of the supply chain
- How it impacts sales and sell-through
- How to understand and address when and where it isn’t working

Noon to 1 p.m.
Networking Lunch

Breakout Sessions Speakers

Timothy Campbell  Laura Kennedy  Amy Koo  Doug Hermanson  David Marcotte  Rachel McGuire  Brian Owens  Mike Paglia  John Rand  Nicole Santosuosso  Robin Sherk
Day 2: Breakouts – June 9 | June 16
(Select one session in each time slot)

Track Three (1 p.m. to 2:45 p.m.)

REdeploying RESources for Club: Get in on the Ground Floor
Timothy Campbell, Analyst

Few suppliers find the club model easy to master. It’s demanding of sales, manufacturing, finance, and insights teams alike as it challenges traditional modes of business in retail. However, the rewards for mastering clubs are now greater than ever because the channel is in the midst of significant transformation. From global expansion at Costco to executive changes at BJ’s to a merchandise and member revolution at Sam’s Club, the channel is reinventing itself. Join Kantar Retail’s club experts to learn how to REdeploy your RESources and win with one of the fastest-growing channels in retail.

- Understand the competitive, financial, and member behavior factors that comprise an evolving club landscape.
- Obtain key insights about navigating club’s digital disruption.
- Learn how to better appeal to your club’s members and merchandise in club.
- Take home key implications on how to succeed and maximize your club business.

Target: It’s All About the Base (Fundamentals)
Amy Koo, Principal Analyst

Target’s leadership is laser-focused on executing on the basics to build consistency, reliability, and profitability. Vendors will need to commit resources to help Target build a great store experience, offer an exciting assortment with unbeatable value, and use broad and straightforward campaigns to help guests fall back in love with Target. In this breakout, we’ll help you understand:

- The five key strategic goals vendors must support to help Target grow
- How Target will operationally shift to achieve a “One Target” experience
- The importance Target is placing on getting closer to the Demanding Enthusiast – and how you can help

Track Four (3 p.m. to 4:45 p.m.)

Navigating Amazon’s Multiple Channels
Robin Sherk, Director

By the end of next year, Amazon will be the second-largest retailer in the world. Already in the U.S., approximately half of Gen Y parents are Amazon Prime members, while membership reach is accelerating as benefits expand with services such as Prime Now. As Amazon’s ecosystem evolves, understanding how the retailer is serving and engaging members – across platforms – is key to reaching its Prime audience. This breakout session will help you:

- Identify Amazon’s growth trajectory and business model
- Understand the drivers of why its core Prime audience shops Amazon
- Assess various channels Amazon is using to serve distinct needs

Exploring High-Interest Shopper Segments
Rachel McGuire, Director, Shopper Insights

As retailers and suppliers look for growth as retail spending slows, renewed efforts to explore key shopper segments are gathering steam. These segments deserve a “double-click” for different reasons, but all offer potential for retailers and brands that consider their differentiated requirements and a dedicated focus. The segments we will explore in this session include:

- Low-income shoppers: This shopper base hasn’t always received dedicated attention, but it represents a growing share of shoppers in an environment of widening income and opportunity inequality.
- Gen Y parents: As Gen Y enters family life stages, not all the conventional wisdom about Gen Y shoppers holds.
- The importance of place: What are the unique demands and shopping behaviors of shoppers in different geographic regions and locales?