

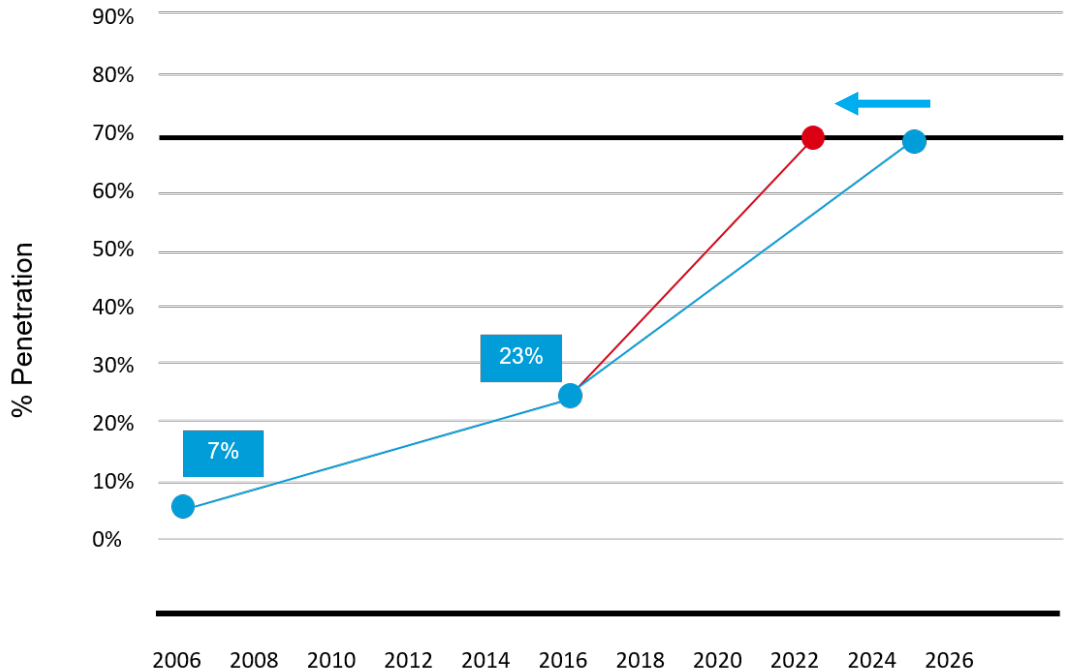
nielsen
.....

DEVELOPING AN OMNICHANNEL COLLABORATION MODEL

The time is NOW

ONLINE GROCERY COULD SATURATE WITHIN 5-7 YEARS

Maturing more quickly than previous forecasts predicted



As many as 70-80% of food shoppers expect to buy online in ~~10~~ yrs.

5-7

DIGITAL READINESS ... A WAYS TO GO

Manufacturers

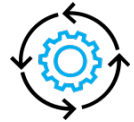
Retailers



20%

Believe they have the skill sets to succeed in digital

7%



32%

Have integrated their digital marketing and merchandising assets

22%



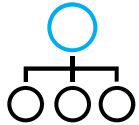
35%

Have established a digital investment planning and budgeting roadmap

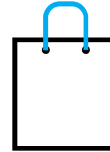
23%

DIGITAL TRANSFORMATION IMPERATIVES

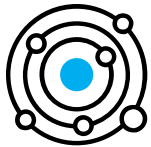
Collaboration across these imperatives will drive sales or remove excess cost



Duplicative
Organizational Structure



Disjointed
Shopper Insights



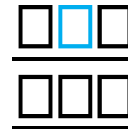
Master Data Accuracy



Suboptimal Marketing &
Promotions



Poor Forecasting



Digital Shelf Challenges

DIGITAL COLLABORATION IMPROVES MARGINS

Both agree highest potential from master data, promotion and shopper insights

Retailers and CPG manufacturers clearly recognize the opportunity for margin improvement through transformative digital collaboration

2.50



3.50

DIGITAL TRANSFORMATION BEST PRACTICE



- + Executive leadership for a cross functional and integrated plan
- + Build digital skillsets either by acquisition or internal talent development
- + Focus on long term, not week to week



- + Create marketing and merchandising processes that integrate in-store and digital
- + Test and learn



- + Define digital transformation technology roadmap
- + Integrate technology across all key elements of retailer/ manufacturer collaboration

KEEP THE CONVERSATION GOING

Visit FMI.ORG/DIGITALSHOPPER To Download:

INTERACTIVE MATERIALS

**Finding The Profitable Path
To Your Digitally Engaged
Grocery Shoppers
Executive Workbook**

WHITE PAPER

**THE DIGITALLY ENGAGED
FOOD SHOPPER: DEVELOPING
YOUR OMNICHANNEL
COLLABORATION MODEL
WHITE PAPER**

ASSESSMENT

**Take an assessment to see how
your company is doing against
the six digital collaboration
imperatives**

**STILL HAVE QUESTIONS?
CONTACT ME @ LAURIE.RAINS@NIELSEN.COM**

