



nielsen

MARKET RESEARCH: CONSUMER RESEARCH AND RETAIL AUDIT

nielsen

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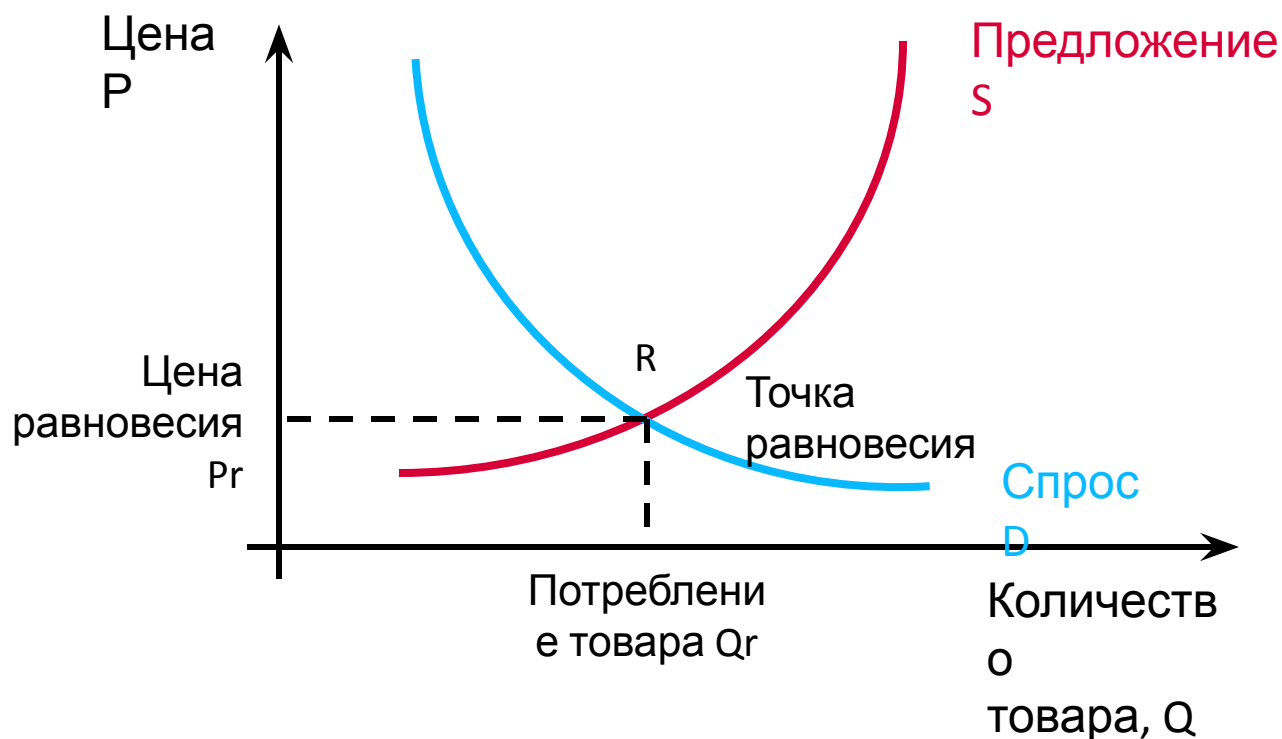
ПЛАН РАБОТЫ

1. Что такое маркетинг?
2. История Nielsen
3. Сервисы Nielsen
4. Retail Audit
5. Практические задания

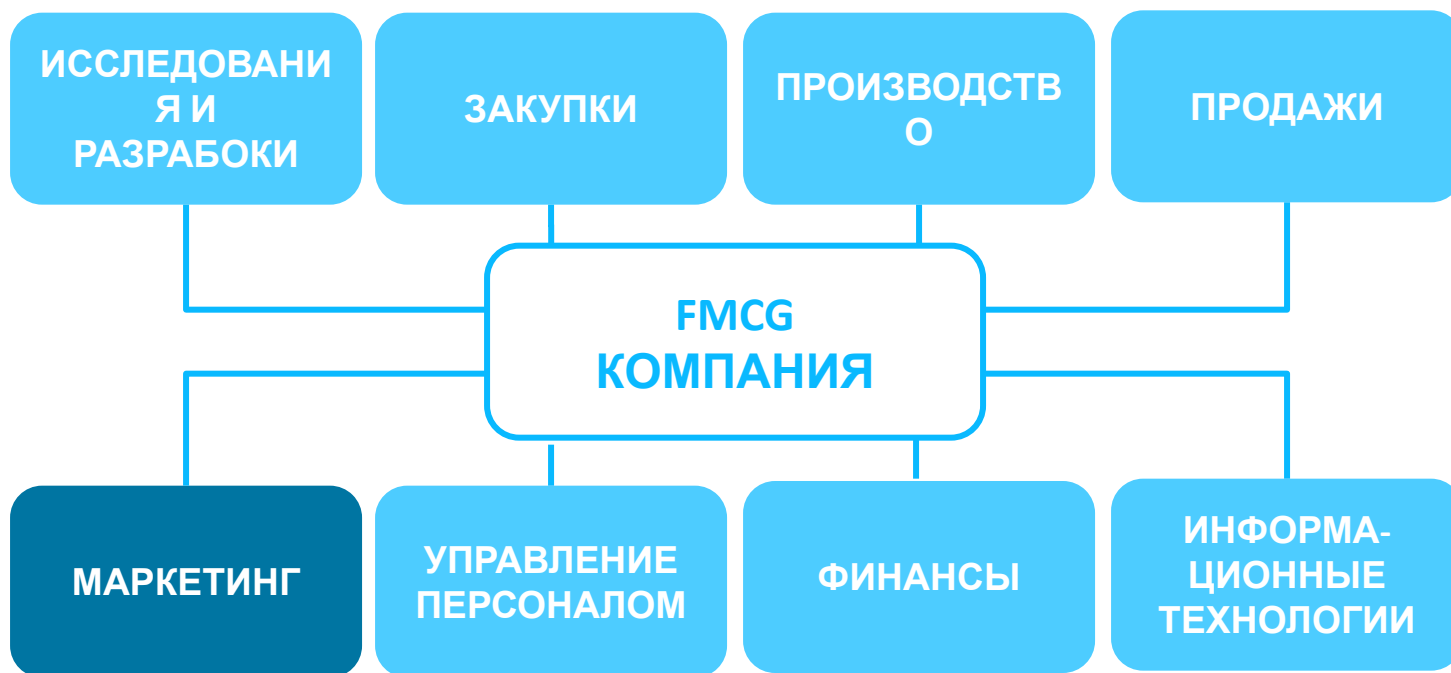
ABOUT MARKETING

ЗАКОН СПРОСА И ПРЕДЛОЖЕНИЯ

Закон спроса и предложения — объективный экономический закон, устанавливающий зависимость величины **спроса** и **предложения** товаров на рынке от их цен. При прочих равных условиях, чем **цена** на товар **ниже**, тем **больше** величина **спроса** (готовность покупать) и тем **меньше** величина **предложения** (готовность продавать)



ПОНЯТИЕ И СУЩНОСТЬ МАРКЕТИНГА



Маркетинг – это единый **комплекс** организации производства и сбыта товара (услуги), направленный на **выявление** и **удовлетворение** потребностей конкретной группы потребителей с целью получения прибыли

ФУНКЦИИ МАРКЕТИНГА

анализ рынков, потребителей, спроса, конкурентов

производство нового товара, снабжение и управление качеством

- АНАЛИЗ
- ПРОИЗВОД-СТВО
- СБЫТ
- УПРАВЛЕНИЕ
- КОНТРОЛЬ

товародвижение, сервис, формирование спроса, сбыт, товарная и ценовая политика

стратегия и планирование, информационное управление, организация коммуникаций

контроль выполнения мероприятий и их результатов

АНАЛИТИЧЕСКАЯ ФУНКЦИЯ МАРКЕТИНГА

Маркетинговая информация – основа для принятия бизнес-решений

Источники
информации

Первичные

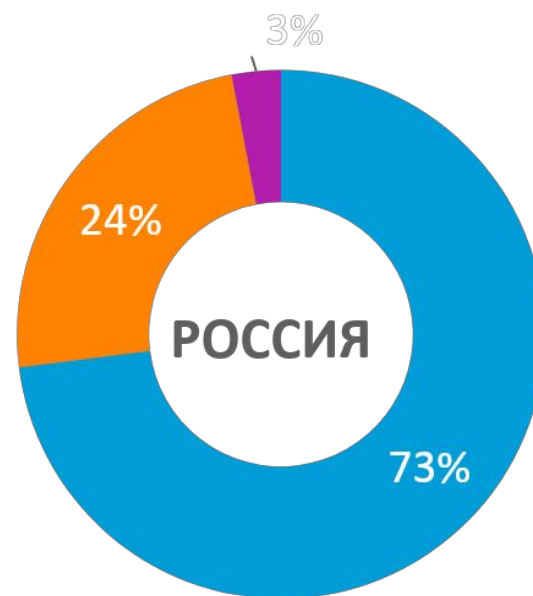
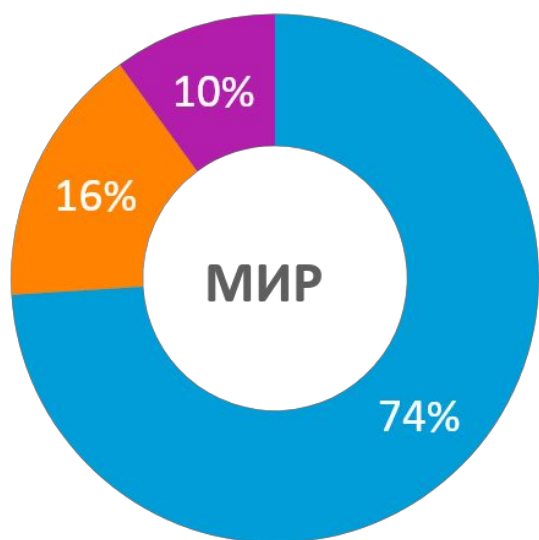
Вторичные

Типы
исследований

Количественные

Качественные

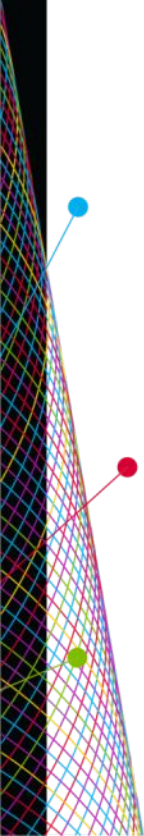
ЗНАЧИМОСТЬ ТИПОВ ИССЛЕДОВАНИЙ



- Количественные
- Качественные
- Прочие

МАРКЕТИНГОВЫЙ АНАЛИЗ

- Анализ **внешней** среды предприятия. Классификацию покупателей
- Анализ **внутренней** среды предприятия. Анализ продаж, цен и затрат
- **SWOT - анализ**. Стратегические факторы успеха. Оценка потенциала фирмы. Оценка конкурентоспособности



Внутренняя
я
среда

- **S**trength
- Сильные стороны
- **W**eakness
- Слабые стороны
- **O**pportunities
- Возможности
- **T**hreats
- Угрозы

Внешняя
я
среда

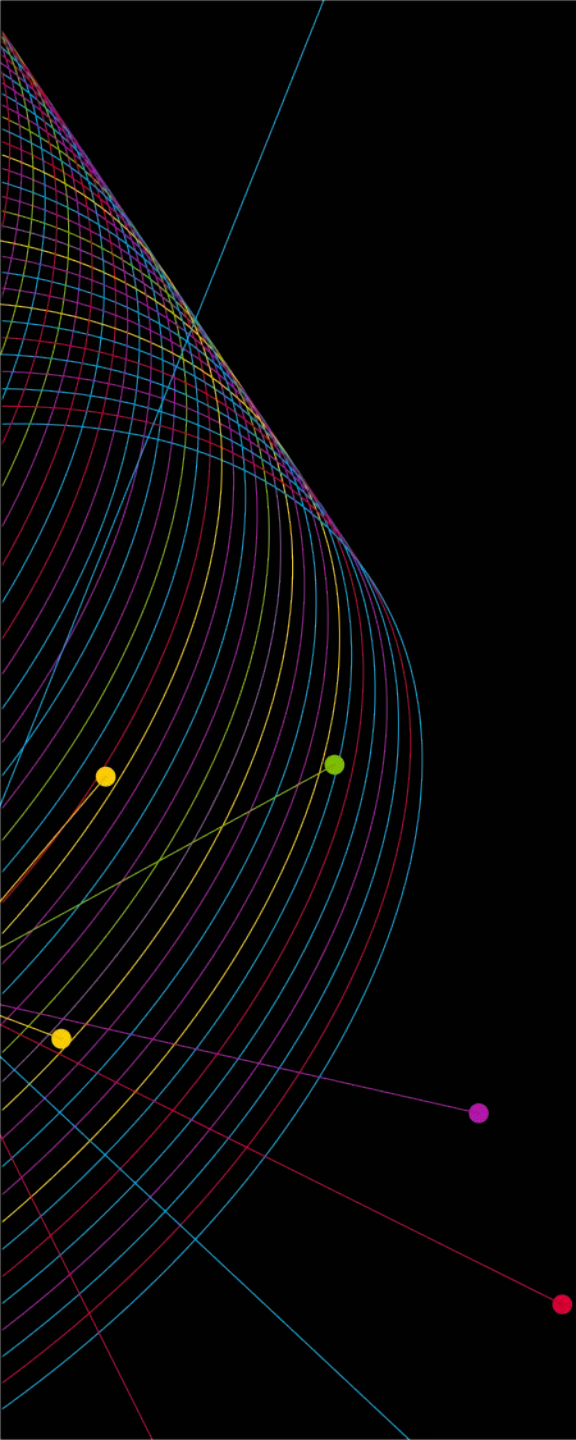
ТОВАР

Все, что может быть предложено на рынке: как товар (производственного назначения, повседневного спроса итд.), так и услуга (бытовая, производственная и итд.)

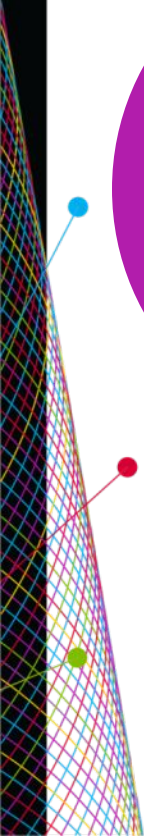
Любой товар проходит **ЖИЗНЕННЫЙ ЦИКЛ**:



QUIZ



ПРОЦЕНТ РОССИЙСКИХ ПОТРЕБИТЕЛЕЙ, ЖЕЛАЮЩИХ ПОПРОБОВАТЬ НОВЫЙ ТОВАР?



52%

76%

34%

ПО ДАННЫМ ОПРОСОВ ВО ВРЕМЯ КРИЗИСА ПОТРЕБИТЕЛИ В ПЕРВУЮ ОЧЕРЕДЬ ОТКАЗЫВАЮТСЯ ОТ...

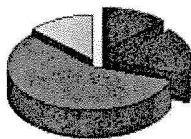


ABOUT NIELSEN

Arthur C. Nielsen, Sr.
conducted audience
measurement research
using paper diaries



Developed concept of
market share



Began measuring
television audiences



First surveyed
global Internet
users



1923

1933

1935

1936

1950

1977

2009

Pioneered retail
measurement of
consumer packaged
goods – drug / food



First measured audio audience



Introduced scanning of
UPCs (Universal Product
Codes) to measure retail
sales



What was the first item scanned by UPC Code to record a price for a retail transaction?

- A) Coca-Cola Soda
- B) Juicy Fruit Gum
- C) Hershey Chocolate Bar
- D) Skippy Peanut Butter



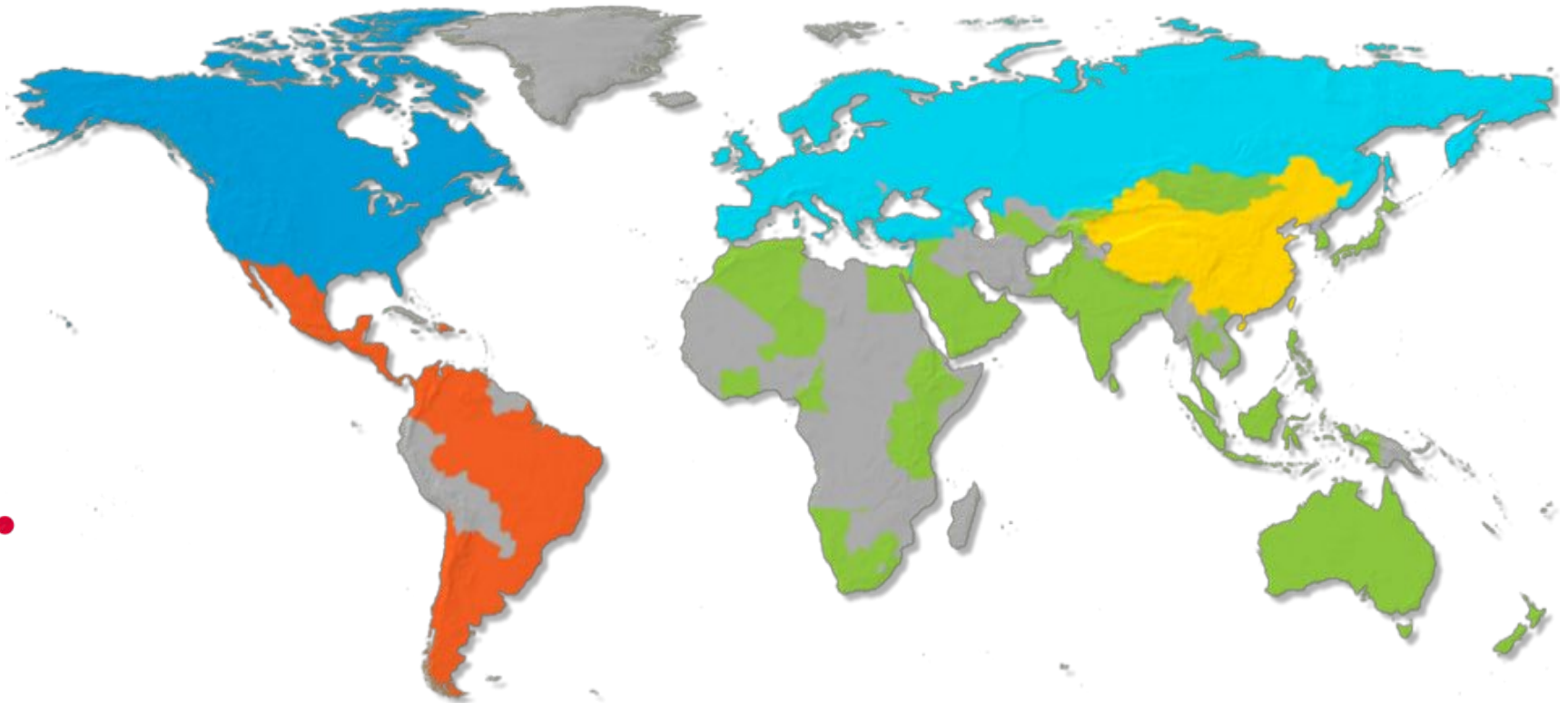
What was the first item scanned by UPC Code to record a price for a retail transaction?

- A) Coca-Cola Soda
- B) Juicy Fruit Gum
- C) Hershey Chocolate Bar
- D) Skippy Peanut Butter



WHERE IS NIELSEN NOW?

Located in over 100 Countries:



WHERE DO WE PLAY?



WATCH

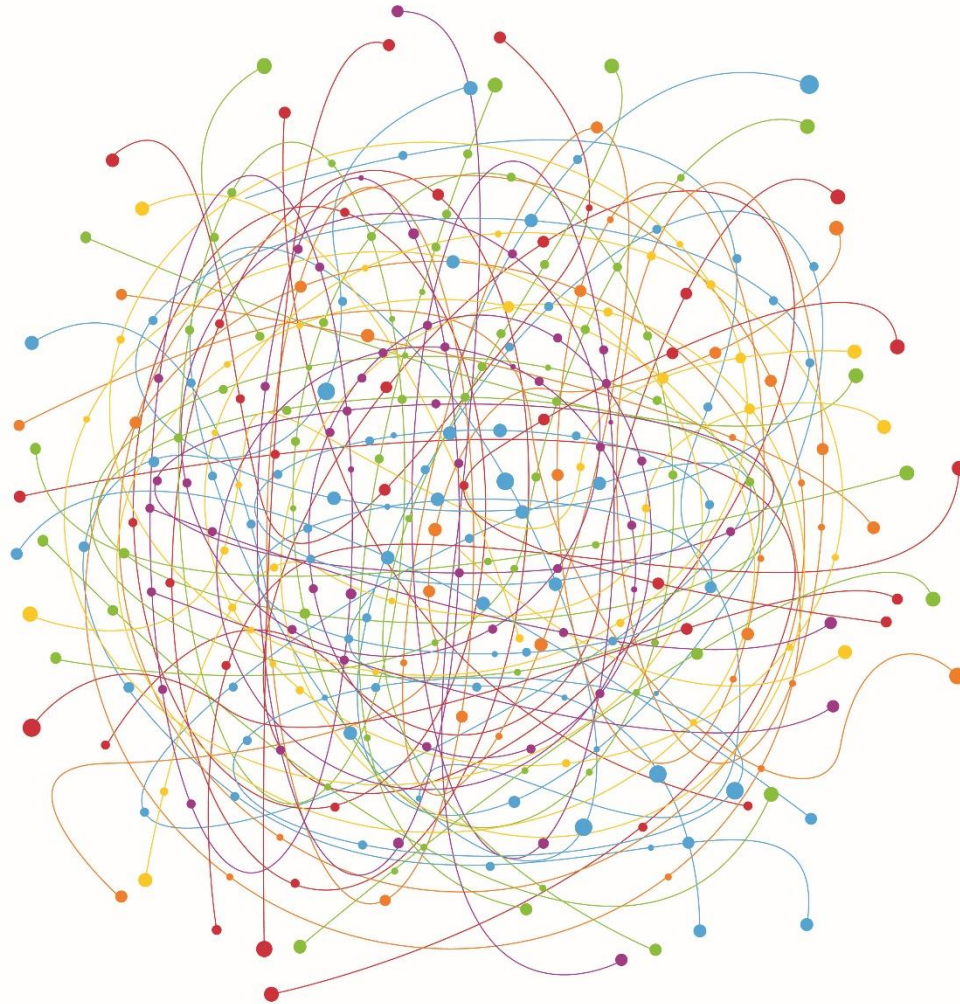


BUY

NIELSEN SERVICES

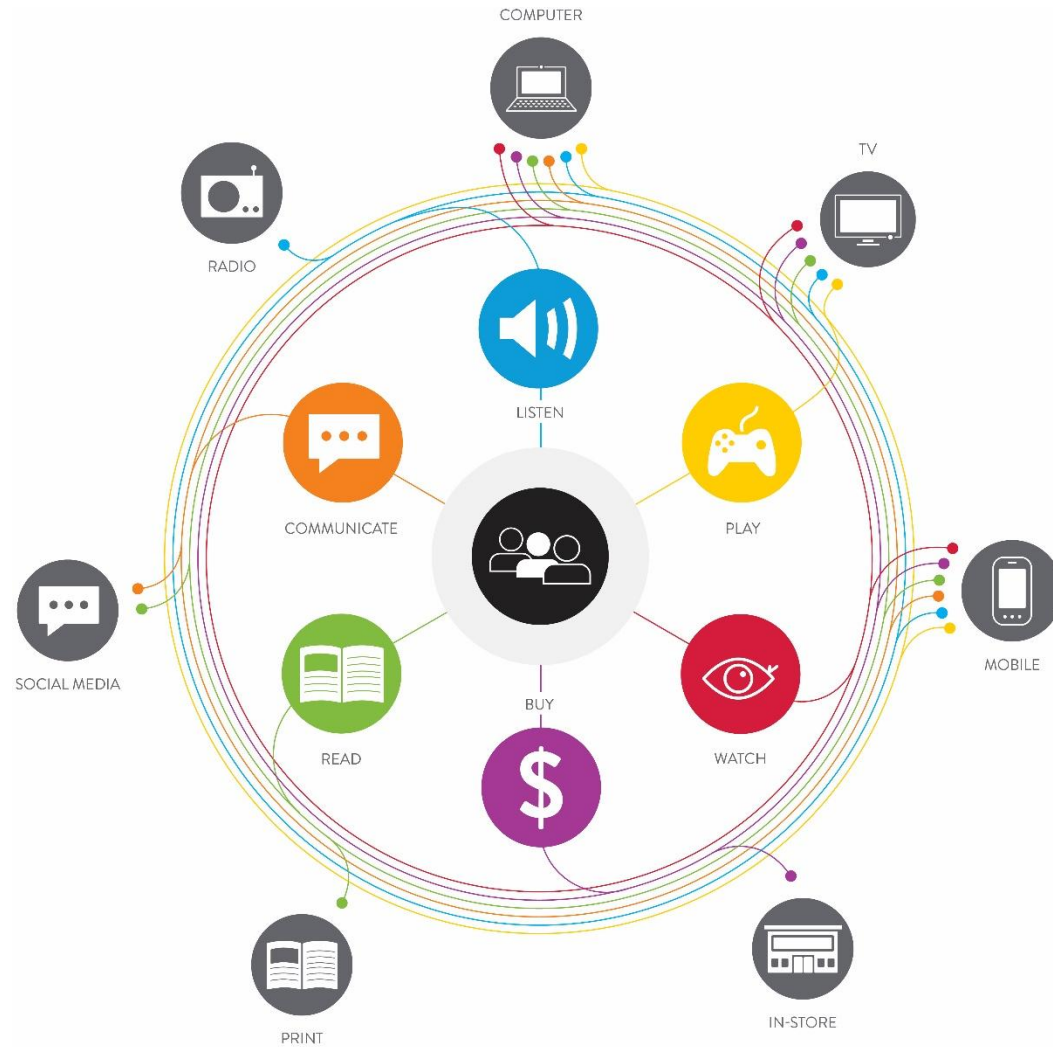
THE CONSUMER'S WORLD

Every action is a data point



FROM DATA TO INFORMATION

Simplifying the complex



“The trouble with market research is that
people don’t think how they feel, they
don’t say what they think and they don’t
do what they say.”

David Ogilvy



PRACTICES PORTFOLIO: RUSSIA

INNOVATION

How to develop, price and promote products attractive for consumers?

Online interview

Online tests

In-hall interviews

Focus groups

- BASES
- Concept tests
- Consumer Insight Price & Portfolio Services

MARKETING EFFECTIVENESS & SALES EFFECTIVENESS

How to convert
Consumer to Shopper?

Before

Neuro Lab

Online interview

Online
observation

Phone/Door-to
Door interviews

Focus groups

- Neuro
- TVBE
- Digital Path2Purchase
- CI

How to execute
effectively in the shop?

In

In-store interview

In-store
observation

In-store data
collection

Assisted shopper
trips, Shopper
Technology

- Shopper Insight
- In-Store audit
- Merchandising services

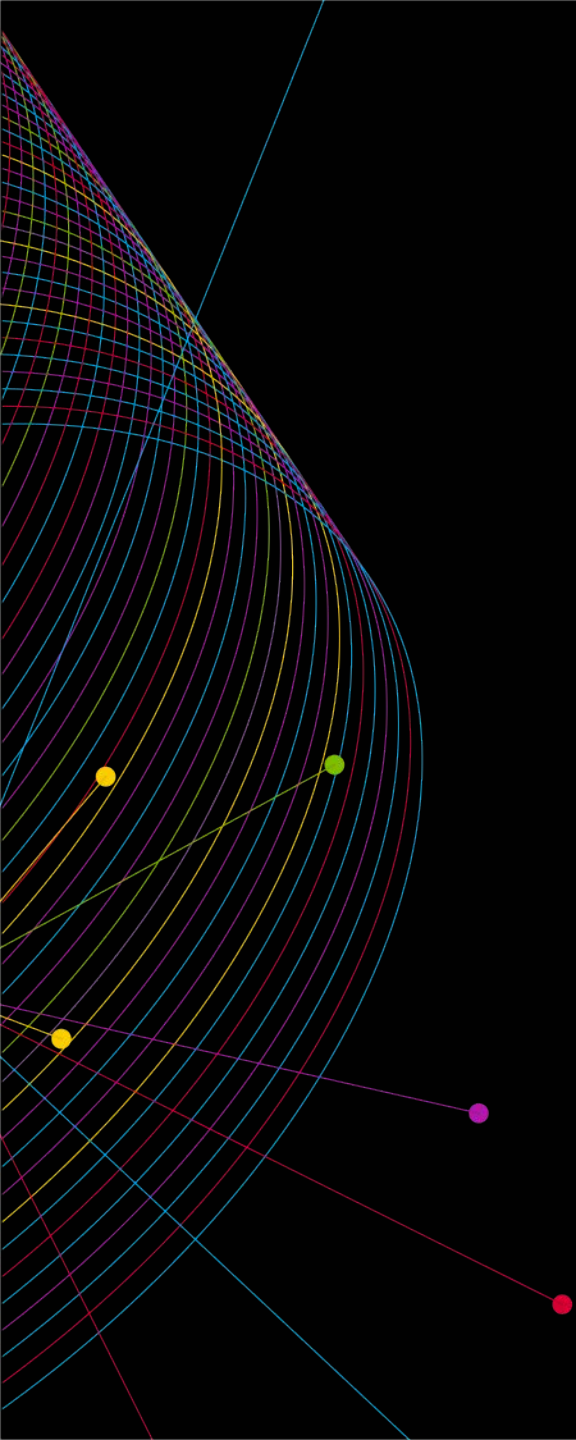
What does
really work?

After

Raw data from
chains

- Promo Pressure
- Price & Promo
- Custom Analytics
- Mix Modelling

RETAIL AUDIT



RUSSIA

1989



RMS



PRACTICES



≈1400 FTE



200+
CATEGORIES

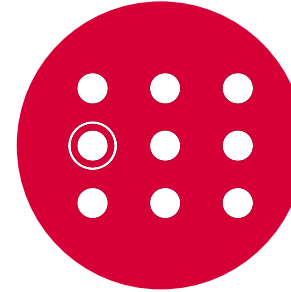


150+ CONTRACT
BASED CLIENTS

WHAT IS RETAIL AUDIT?



RESEARCH



SAMPLE BASED



MARKET
RESEARCH



REGULAR
(ONGOING)



QUANTITATIVE



IN RETAIL

WHAT IS RETAIL AUDIT?



WHAT?



HOW MANY?



WHERE?



AT WHAT PRICE?

CLIENTS ASK... AND WE ANSWER

What questions could Retail Measurement Data answer?

What is the category size? Does it grow or decline?

How is our innovation performing in the first 6 months of launch?

Did price increase affect sales of my brand?

How does my brand stand compared with the competition?

Are there any opportunities for my brand to grow share?

What segments are driving category performance?

HOW DO MANUFACTURERS USE RMS?

Senior Management

- Review top line company performance
- Establishing and monitoring KPIs
- Setting strategic direction

Marketing

- Observe performance of internal and competitive brands
- Identify opportunities for growth or NPD
- Brand Planning
- Forecasting

Trade Marketing / Sales

- Examine performance of promotions
- Monitor distribution/ product availability
- Develop channel strategy

Insights team

- Planning
- Reporting

Finance

- Budgeting

Production

- Monthly trends help plan production more accurately

HOW DO RETAILERS USE RMS?

Marketing

- Tracking promotions / pricing
- House brand / Own brand development and tracking

Merchandising / Buyer

- Ranging
- Product Assortment

Space planning

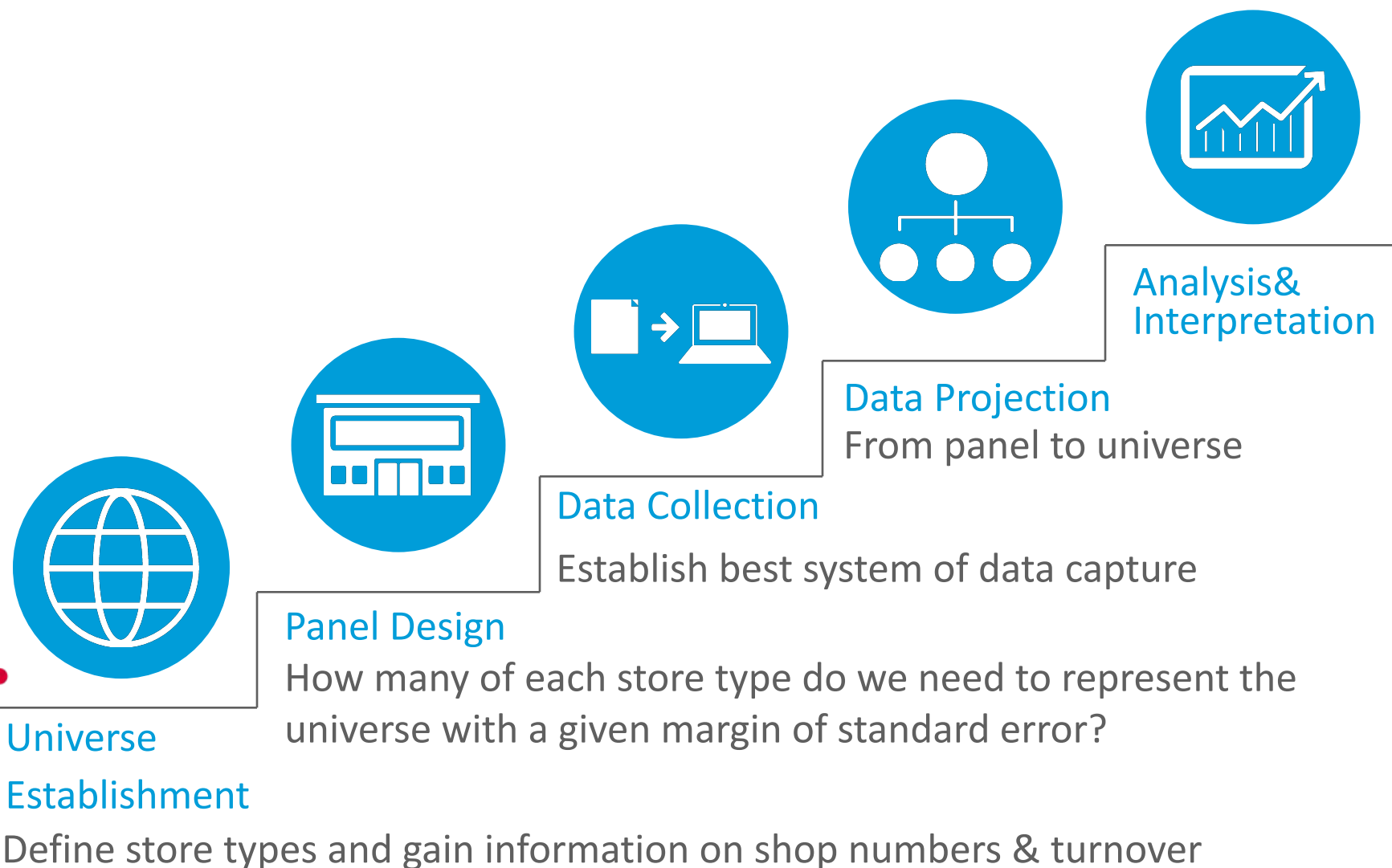
- Managing shelf space

Supply chain

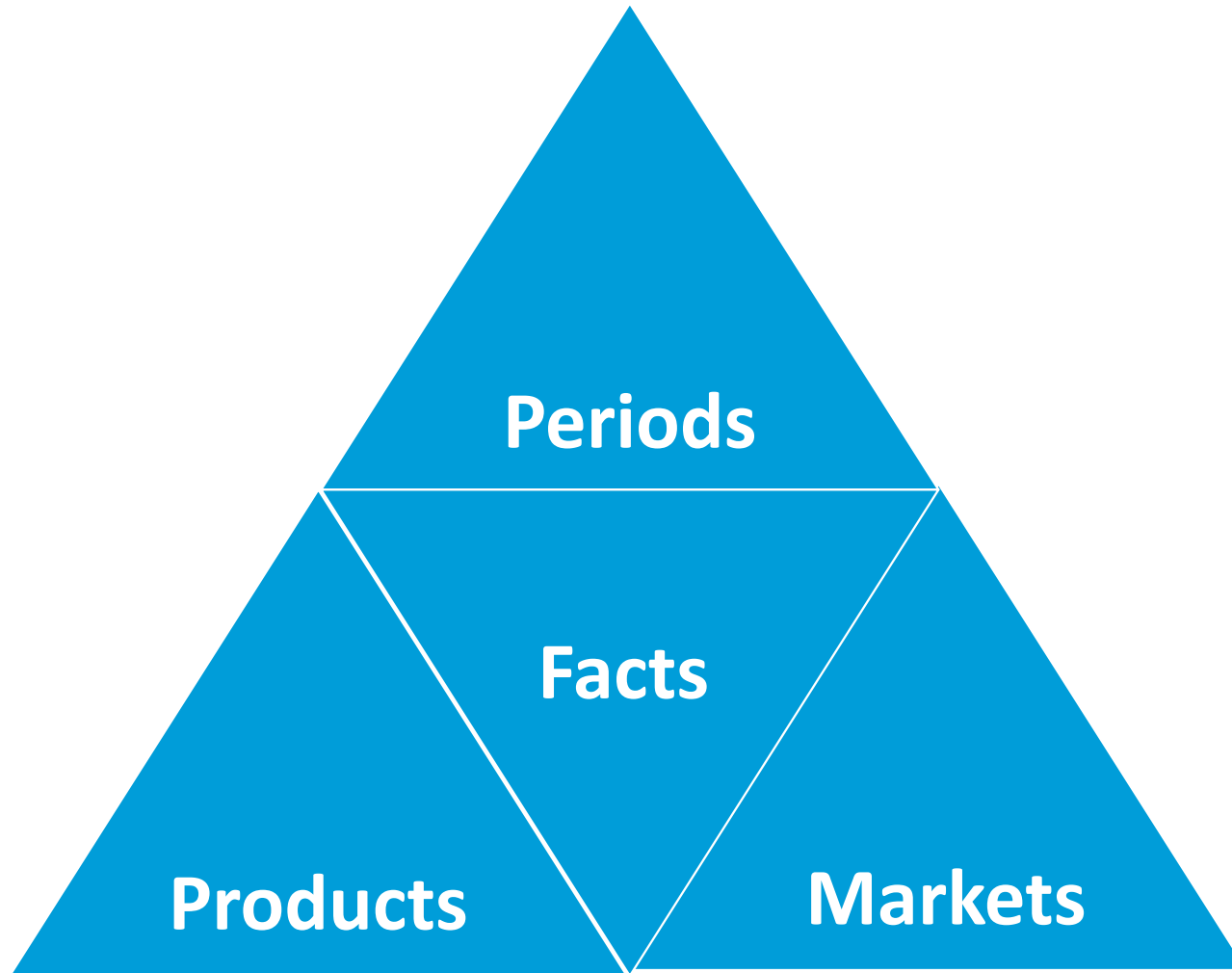
- Demand forecasting
- Stock management

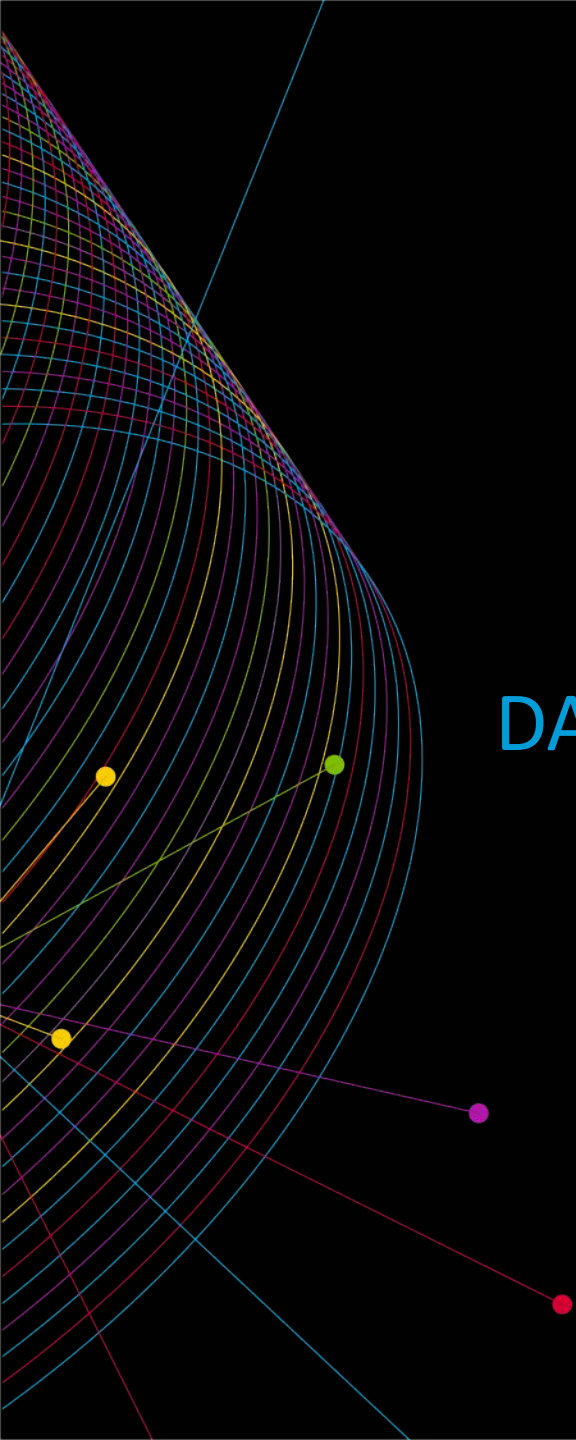


5 STEPS TO THE TOP



4 INF*ACT DATA BASE DIMENSIONS

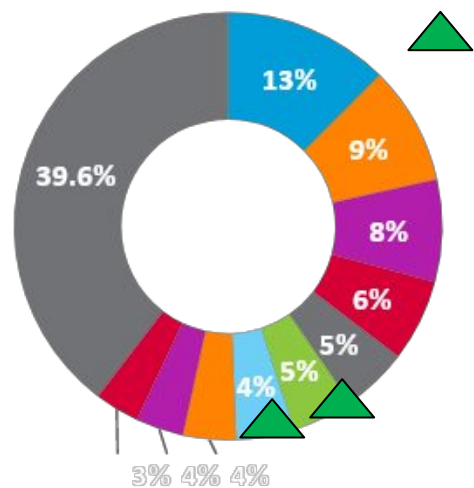




DATA ANALYSIS AND INTERPRETATION

EXAMPLE: TOP LARGEST CATEGORIES SHARE YEAR ENDING AUG'14

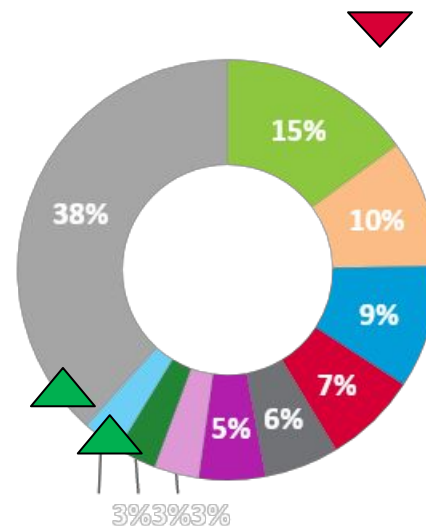
VALUE



- DETERGENTS
- DIAPERS
- SHAMPOO
- SANITARY PROTECTION
- TOOTHPASTE
- TOILET PAPER
- DEODORANTS
- TOILET SOAPS
- BLADES
- HAIR COLORANTS

▲ ▼ Growth rates

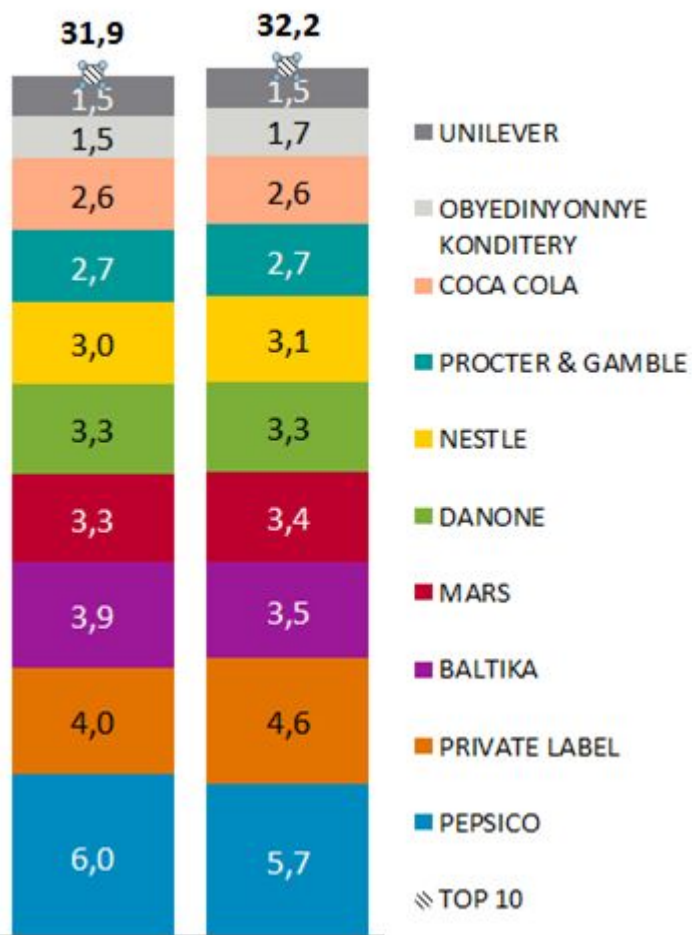
ITEMS



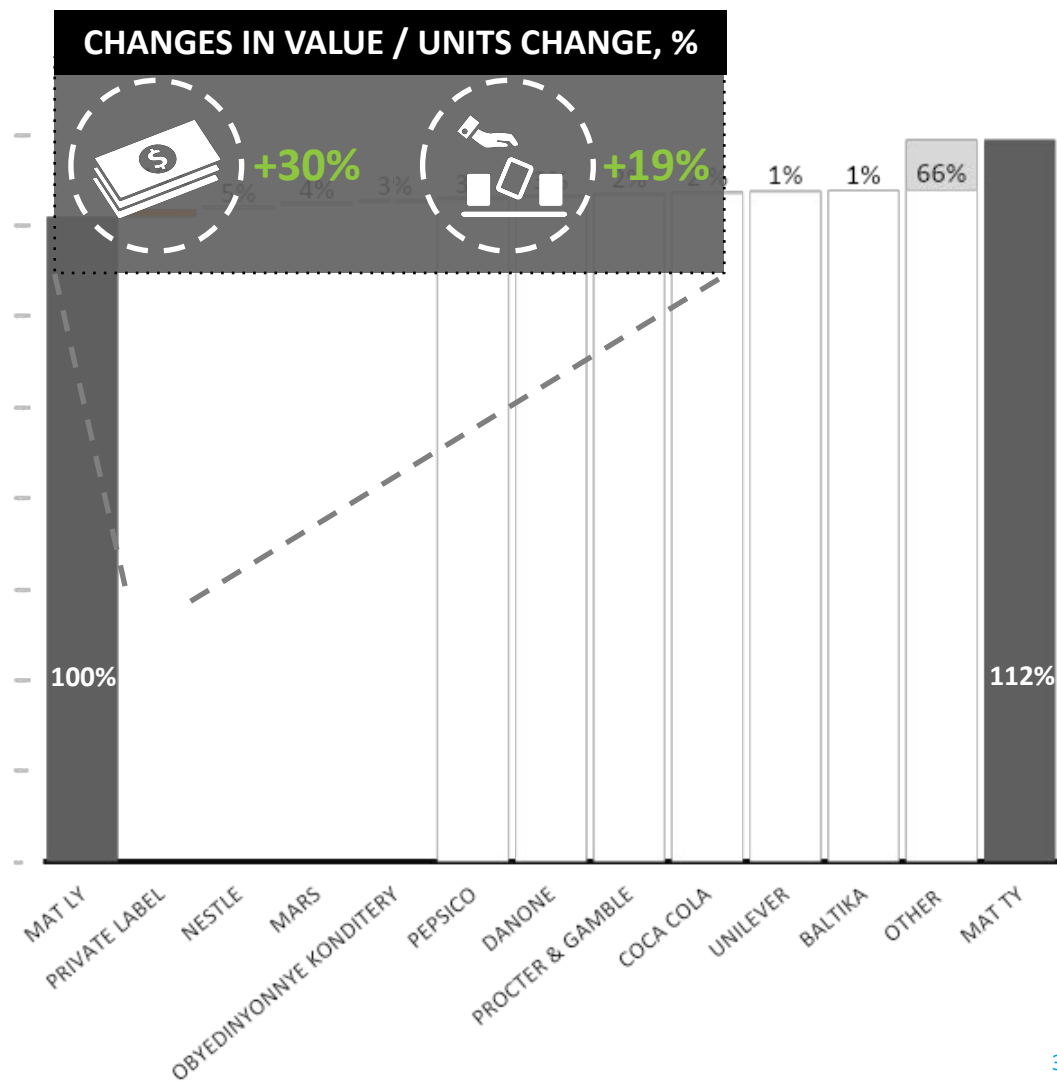
- TOILET PAPER
- TOILET SOAPS
- DETERGENTS
- SANITARY PROTECTION
- TOOTHPASTE
- SHAMPOO
- HAND DISHWASHING PRODUCTS
- MOIST TISSUE
- DEODORANTS
- OTHERS

CROSS-CATEGORY ANALYSES

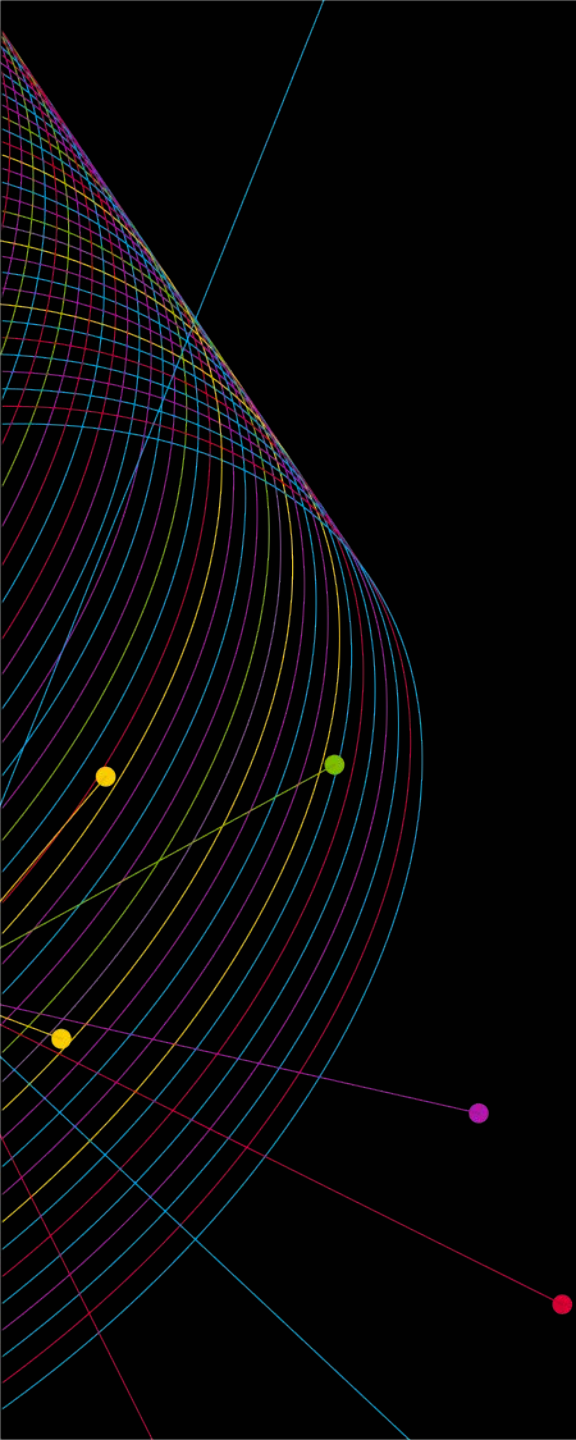
VALUE SHARE OUT OF TOTAL FMCG, %



IMPACT OF PLAYERS IN TOTAL FMCG VALUE DEVELOPMENT



PRACTICE



QUESTIONS

- Why it's important to explain reasons of sales/share change?
- What is better: higher price and smaller market share or lower price and bigger market share?
- Which product is cheaper?
Product 1: volume share > value share
Product 2: volume share < value share
- If manufacturer's sales increased, does it mean its share in category also increased?

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AN UNCOMMON SENSE
OF THE CONSUMER™

