



# ECR IRELAND MONTHLY SHOPPER INSIGHTS WEBINAR

**EVERY LAST WEDNESDAY**

**WEDNESDAY 22 FEB**



# ANTI-TRUST CAUTION

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This applies not only to discussion in formal meetings but also to informal discussions before, during or after meetings.



# ECR IRELAND MONTHLY SHOPPER INSIGHTS WEBINAR

**Paul Kennedy, Client Lead, Ireland, SymphonyAI**

Inflation: Driving Shopper Segment Migration

**Joe Connolly, Consumer Insight Director, Kantar**

Update on how shoppers are coping with inflation

**Andrew Johnston, Ireland Country Manager &  
Client Service Director UK, Advantage Group**

How do Retailers and Wholesalers evaluate  
Manufacturer capability on Category Management  
and Shopper Marketing



## WED 22 FEB 2023



## EVERY LAST WEDNESDAY



# ECR STEERING GROUP 2023

Edel Russell, Insight & Innovation Director, **Musgrave Ltd.**

Helen Kenny  
Deputy CEO  
**Green Isle Foods**

tbc  
**Tesco Ireland**

tbc  
**The Maxol Group**

## ECR CO CHAIRS



**EDEL RUSSELL**



**HELEN KENNY**

Eoin Butler  
Replenishment Director  
**MRPI**

Jim Cummins  
Nat Acc Director  
**Irish Distillers Pernod Ricard**

Kavita Hans,  
Commercial Director  
**Diageo**

Oswaldo Quiros  
Commercial Director  
**Pilgrim Food Masters**

Ruth Hankin  
Head of Cat & Channel  
**Heineken**

Miriam Walker  
Hd of Retail & Wholesale  
**Glanbia Foods**

Dee Cunniam,  
Head of Category & Shopper Strategy,  
**Britvic**

Hugh Byrne, Grocery Channel Controller,  
**Mars**

Sarah Love  
MD  
**Goosebump**

Eoghan Phelan  
MD  
**V360**

Katy Winter  
Head of Ireland  
**Dunnhumby**

Karen Mooney  
Ireland Market Leader  
**Nielsen IQ**

Christopher Hill, Ops & Dev Director,  
**Foodcloud**

Colm O'Brien  
Director, Solutions - Global Consumer Industry, **IBM**

Ciaran O'Reilly,  
Industry & Engagement Manager,  
**GS1 Ireland**

Declan Carolan, GM,  
**ECR Ireland**

# MEMBERSHIP 2023

## Retailers & Suppliers

<50 employees  
€1,650

>50 employees  
€2,150

## Service Providers

<5 employees  
€550

>5 employees  
€2,150

ECR Ireland membership is competitively priced.

Membership is on a company wide basis.

Employees are on a global basis.

Prices ex VAT.



ECR IRELAND CALENDAR 2023	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
ECR Steering Group		09	09		11				07		09	
Shopper Insights Webinars	25	22	29	26	31	28		30	27	25	29	
Shopper Workshops & Store Tours		02		20		22					23	
Digital Path to Purchase Web's			07		09				05		14	
Supply Chain Focus Group			08	25					19		07	
Sustainability Action Group			23		25				14		16	
Inclusion & Diversity Share Group			21			15		31		12		
ECR Comm Global Cat Man Network												
ECR IRELAND CONFERENCES					Heroes				Shop Conf & Awards 28			



# ECR IRELAND MONTHLY SHOPPER INSIGHTS WEBINAR

KEEPING PACE WITH RAPIDLY  
CHANGING IRISH SHOPPER BEHAVIOUR

EVERY LAST WEDNESDAY



KANTAR



# Monthly Shopper Insights Webinar - Schedule

DATE	THEME	PRESENTERS		
1. Jan 25	General	NielsenIQ	SymphonyAI RETAIL   CPG	bounce
2. Feb 22	General	KANTAR	Advantage	SymphonyAI RETAIL   CPG
3. Mar 29	Sustainability	NielsenIQ	FUTURE PROOF INSIGHTS	TBC
4. Apr 26	Price / inflation	bounce	Bord Bia Irish Food Board	TBC
5. May 31	General	Shopper Intelligence Innisfilan Ireland Ltd	NielsenIQ	TBC
6. Jun 28	Lifestyle	IQVIA	empathy	TBC
7. Aug 30	General	TBC	TBC	TBC
8. Sep 27	General	Advantage	TBC	TBC
9. Oct 25	General	NielsenIQ	TBC	TBC
10. Nov 29	General	TBC	TBC	TBC

From 09.00 – 10.15



# ECR SHOPPER CONFERENCE & AWARDS 2023

## SHOPPER MARKETING AWARD

sponsored by Goosebump

## CATEGORY MANAGEMENT AWARD

sponsored by Shopper Intelligence

## DIGITAL PATH TO PURCHASE AWARD

sponsored by V360

THURSDAY 28

SEPTEMBER 2023





# ECR SHOPPER WORKSHOPS

**PHYSICAL WORKSHOPS TO RECONNECT  
DEMAND SIDE PRACTITIONERS THROUGH  
PEER-TO-PEER FORUMS & INSIGHT  
PRESENTATIONS**

**QUARTERLY**

**FOR DEMAND SIDE  
MANAGERS**



# ECR IRELAND SHOPPER WORKSHOP

**“INFLATION -  
HOW IT AFFECTS CONSUMER CHOICES”**

**INSIGHT PRESENTATIONS +  
BREAKOUT GROUP DISCUSSION**

**THURS 02 FEB @ BORD BIA**



# — AGENDA

09.15 WELCOME & INTRODUCTION

09.30 GRACE BINCHY, INSIGHT & TRENDS SPECIALIST, BORD BIA  
“INFLATION IMPACT – FEELING THE PINCH”

10.20 COLM ROONEY, SHOPPER INTELLIGENCE  
TRACKING IRISH GROCERY SHOPPERS' BEHAVIOUR DURING INFLATIONARY TIMES

10.45 BREAKOUT GROUPS

**BORD BIA**  
IRISH FOOD BOARD



**Shopper Intelligence**  
Understand. Influence. Lead.





# ECR SHOPPER WORKSHOPS

FOR DEMAND SIDE  
MANAGERS

**Apr 20 – Changing Lifestyle & Category Shifts**

**Jun 22 – Focus on 2 areas of changing shopper behaviour  
(E.g. Premiumisation & Gen Z)**

**Nov 23 – The impact of sustainability on consumer decision making**





# ECR DIGITAL PATH TO PURCHASE WEBINARS

**THE BI-MONTHLY WEBINARS HAVE THE OBJECTIVE OF KEEPING TRADING PARTNERS IN TOUCH WITH THE LATEST DEVELOPMENTS & TRENDS INTERNATIONALLY & AT HOME.**

**QUARTERLY**

**Using DIGITAL to successfully influence consumers & shoppers along the Path to Purchase.**



# ECR DIGITAL PATH TO PURCHASE WEBINARS

Tue 07 Mar, 09.30 – 10.30

## Digital Consumer Engagement

How retailers & manufacturers can engage consumers and drive sales on the digital path to purchase.



### The Power of Gamification

Why gamification is one of the hottest trends in marketing and how retailers and brand manufacturers can effectively use gamification marketing to increase engagement and drive sales.

**Eoghan Phelan - Managing Director, V360°**



### Unlocking the Power of Email Marketing for Consumer Brands

A comprehensive overview on the trends, tools, and strategies you need to effectively connect with your audience, drive engagement, and boost your bottom line

**Jack O'Connor, Head of Digital – Weblogic**



**Using DIGITAL to successfully influence consumers & shoppers along the Path to Purchase.**

# ECR DIGITAL PATH TO PURCHASE WEBINARS

## Mar 07 - Digital Consumer Engagement

How retailers & manufacturers can engage consumers and drive sales on the digital path to purchase.

## May 09 - Digital Commerce

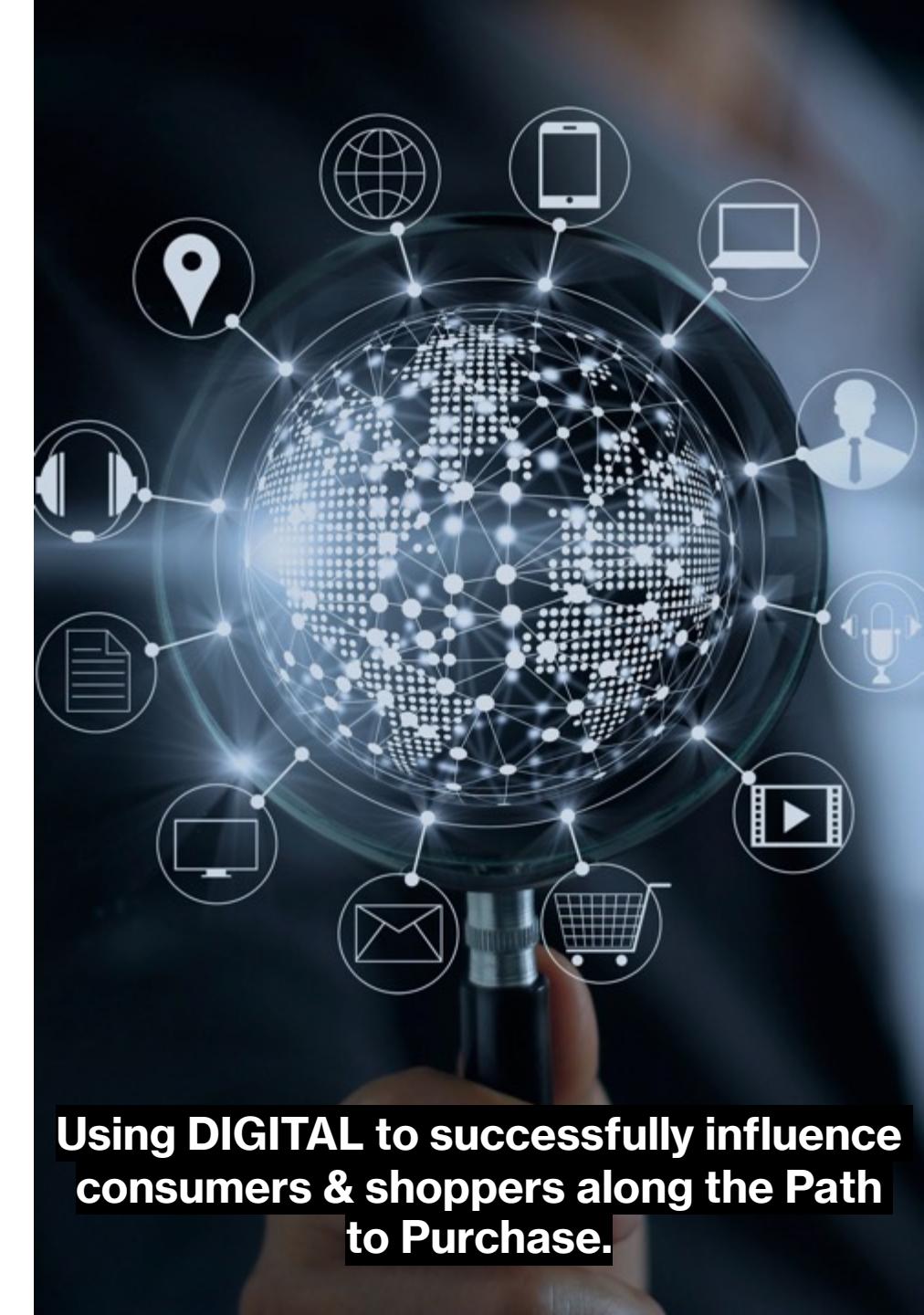
Latest trends and developments across the digital commerce landscape that are driving its growth.

## Sep 05 - Retail Media

Latest trends in retail media globally as well as taking a closer look at the Irish retail media landscape.

## Nov 14 - Digital Customer Experience

How new technologies are enhancing the retail experience for customers, both online and in physical stores.



**Using DIGITAL to successfully influence consumers & shoppers along the Path to Purchase.**



# ECR SUSTAINABILITY ACTION GROUP

THE ECR SUSTAINABILITY ACTION GROUP WILL PROVIDE A PEER-TO-PEER SUPPORT GROUP FOR HEADS OF SUSTAINABILITY TO WORK TOGETHER & ENGAGE.

QUARTERLY

Share best practices, new trends, upcoming legislation and international developments



FOR SUPPLY SIDE /  
SUSTAINABILITY  
MANAGERS



# ECR SUSTAINABILITY ACTION GROUP

## Mar 23 – Overview of Sustainability for Irish Grocery Sector

The international & domestic view of the hottest topics for retailers & manufacturers in Ireland to consider plus what matters for consumers. Poll to determine themes of Webinars #3 + #4.

## May 25 – Food Waste

Identifying the root causes of + sharing Best Practice in reducing food waste from the supply chain for Irish retailers & manufacturers.

Sep 14 - tbc

Nov 16 - tbc

**Share best practices, new trends, upcoming legislation and international developments**



FOR SUPPLY SIDE /  
OPERATIONS /  
SUSTAINABILITY  
MANAGERS

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