

HENKEL/DIAL “SHOPPERS’ PERSPECTIVE”



VSN Strategies provided analytic consultation and expert storytelling services on this groundbreaking research study

SITUATION:

A senior shopper insights executive at Dial, a Henkel Consumer Goods Company, knew he was onto something big. His in-depth analysis of value-seeking behavior among grocery shoppers appeared to reveal a new way of understanding how shoppers make many store and purchase decisions. But his analysis was non-traditional in that it was behaviorally, not demographically, based. The story would need to be told in an impactful, unambiguous way to earn industry acceptance.

BACKGROUND:

A marketing associate of Dial recommended VSN Strategies based on its history of success at delivering thought leadership communications, market strategy and research projects across a host of client requirements.

ACTIONS:

VSN Strategies was called in to assist with framing the study analysis and preparing a report that would accurately reflect the breakthrough impact of the findings. Beginning with a full-day collaborative workshop held at Henkel/Dial headquarters, VSN provided:

- **Nomenclature** – Brainstormed terminology that described three shopper segments based on enduring behavioral traits. The selected language (“Shoptimizer”, “Mainstreeter” and “Carefree”) defines Henkel’s innovative behavioral segmentation.
- **Key Analytics** – Initiated confirming regression analyses that helped Henkel to prove that behavioral groupings were enduring and independent of traditional demographics.
- **Report / Article Preparation** – VSN prepared both the “Shoppers’ Perspective” research report (as named copywriter) and a feature article under the client’s byline. Report development included organizing key findings for clear graphical presentation. The feature article was published in The Marketing Hub.
- **Publicity** – VSN helped the Henkel/Dial principal investigator obtain a keynote speaking engagement at the L.E.A.D. conference, which led to further media coverage.

RESULT:

“The Shoppers’ Perspective 2010” study has been a smash hit. The principal investigator has made dozens of presentations at events and key accounts all over the country. A follow-up study, that documents lasting behavioral shifts due to the recent economic cycle, is anticipated.

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