



Optimizing your marketing strategies in a new age of inflation and scarcity

Maximize your relationships with partners and rethink your consumer experience to face this new reality

Rising prices, labour and raw material shortages, supplier delays, longer production times... this new reality is strongly affecting manufacturers, retailers and consumers on a daily basis. As a result, conducting business has become increasingly challenging.

In addition to disrupting the entire supply chain, the pandemic has changed consumer habits considerably, in particular regarding online shopping with home delivery and in-store pickup. Furthermore, a substantial proportion of the population has turned to buying local.

The sources of this movement vary from one generation to another, ranging from a sense of patriotism to wanting to save the planet. In the midst of this, the agency has become a frontline guide capable of positively responding to consumer concerns.

Reinventing business models

In response to this new, post-pandemic reality, it's important that we collaborate and start a dialogue to ensure that manufacturers fully understand retailers' business goals. Coming together in this way is even more crucial considering that consumers want to shop at a single point of contact located as close as possible to their home, not to mention the enormous pressure on retailers to stock a wide range of products, notably local ones.

Here too, experts, especially shopper marketing experts, are essential resources for success. The knowledge, proficiency and expertise of agencies with respect to consumer behaviours and trends allow brands and retailers to enhance their activation strategies.

In addition to generating store traffic, we have to reinvent our activation strategies to increase reach and effectiveness.



By acting now on the consumer path to purchase, your brand becomes more relevant and you intercept your customer, rather than waiting for them to appear.



The store becomes an experience in and of itself. For instance, Bob's experts designed an elegant display to highlight wines sold in grocery stores in order to enhance consumers' perception of these products and refresh the purchasing experience.

In another vein, Bob also designed interactive terminals for a separate major retail chain, to help guide customers in their wine selection.

Solutions such as these provide benefits to all three parties: the manufacturer showcases their products, the retailer improves their customer experience and compensates for the shortage of point-of-sale staff, and the consumer feels accompanied, reassured and supported as they make their purchase decision. Plus, they enjoy a pleasant and informative experience.

Act with knowledge and expertise

As you can see, the challenges we're facing are vast and touch upon many aspects: agility, execution, innovation, consumer insights, synergy between partners, the development of innovative tools, etc.

Thanks to our extensive expertise, Bob has already started to guide a number of companies in their strategic development and planning in order to take on these challenges. And we'd be happy to add you to this visionary group, which is successfully adapting and reacting to our new reality.

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