

# **E-COMMERCE & DIGITAL FOOD & DRINK** *Success*

[WWW.DIGITALFOODCONFERENCE.COM](http://WWW.DIGITALFOODCONFERENCE.COM) | 28.09.2023

## **Welcome to The E-Commerce & Digital Food & Drink Success Conference**

### **Official Event Programme**

Please note that the following timings are flexible. Due to the nature of a live event, the conference chairs and organisers will be updating the timings throughout the day to adapt to speakers running over time, late arrivals, last minute changes and extending popular sessions. Please rest assured we will do our utmost to adapt and to accommodate all live changes.

**Organised By Global Insight Conferences**



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## Registration, Informal Networking & GIC Welcome

08.30 – 09.15

## Morning Chair's Opening Remarks

09.15 – 09.25

Sarah Masters,  
Digital & E-Commerce Director,  
**Unilever**



Laura Willoughby,  
Co-Founder,  
**Club Soda**





# The Commerce Growth Accelerator for Brands



The industry's **only** interconnected & actionable digital shelf tech stack

## Digital Shelf & Market Share Analytics

Measure and enhance product positioning, pricing & performance on the digital shelf for 1,000+ retailers in 70+ countries.

## Shelf Intelligent Activation

Prioritise next best actions to maximise growth from retail media & content investments.

## Commerce Advisory

Accelerate capabilities & optimise growth strategies with expert guidance from industry veterans.

Trusted by:



DIAGEO

FERRERO

Hero



KraftHeinz



Pernod Ricard



Speak to us today to learn more about how we can help you accelerate profitable growth

[profitero.com](https://profitero.com)

## Getting On The E-Commerce List – Only Part Of The Jigsaw

09.45- 10.05

- Global Perspectives on Shopping Habits
- The Wider Context of Online Shopping in People's Lives
- Path-to-Purchase and Pre-Store Influences
- Implications for Brand Strategy and Jobs to be Done

Patrick Young,  
Head of UK,  
**PRS In Vivo UK**



Andy Rushforth,  
SVP Market Development,  
**PRS In Vivo UK**



## **Optimising The Digital Shelf**

**10.05 – 10.25 Reinforce The Importance Of Digital Shelf In 2024 & Beyond By Powering Agile Strategies Which Cut-Through Increased Competition From Current Players & New Entrants To The Ever-Growing Market To Skyrocket Brand Traffic & Sales**

- As consumer preferences and behaviours rapidly change, keep pace with the competition by truly monetising personalisation, AI and ML solutions to deliver real results
- Leverage your digital retail discoverability by using the latest winning tactics in SEO and essential keywords to drive traffic and conversations
- Measure and benchmark your online retail presence and identify the highest priority actions to optimise your brand's omni-channel strategies
- Discover real-world insights and practices to identify the opportunities and challenges food and drink and retailing organisations face while striving for a strong and successful presence across the digital shelf

Krysthell Ganin-Neder,  
E-Commerce Product Manager,  
**Pernod Ricard**



## **Morning Refreshment With Informal Networking**

**10.25 – 11.00**

# Making Automation Easy

AutoStore™ is the ultimate order fulfillment solution, reducing the storage footprint by 75% when compared to traditional storage space with aisles and shelves. It solves some of the major business challenges faced by today's manufacturers. Find out how AutoStore™ can help you deliver a seamless level of service to keep all your customers satisfied.



## Reduce labor costs within your warehouse

Our automated storage and retrieval system (ASRS) harnesses the power of warehouse robots for 24/7 picking reliability. The dense layout can quadruple storage capacity, eliminate the need to expand or move, and increase productivity.



## Grow While Running

AutoStore is designed for easy system expansion. Grow your capacity without shutting down operations or experiencing downtime.



## 24/7 Operations

Our unbeaten up-time (99.7%) and no single point of failure means you have constant access to your inventory, supporting 24/7 operations.



## Customize to Fit Anywhere

The design is modular-based, and just like building blocks, you can build any shape, form, or height you need.



Scan the QR code to learn more about how AutoStore can take your warehouse operations to the next level.





## **Quick Commerce Models To Drive Competitive Advantage – Delegate Discussion**

### **11.30 – 12.00 Drive A Competitive Advantage With Quick Commerce Models Which Offer Convenience, Speed & Quality To Consumers Whilst Skyrocketing Consumer Satisfaction & Brand Loyalty**

- Your critical questions, answered! What does the long-term relevancy look like for quick commerce? How is this area going to evolve? What are the best ways brands can operate within?
- Tackle the increased need for convenience in shopping and doorstep delivery with future-focused and data-led quick commerce strategies equipped to dominate a competitive market
- Quality, safety and cost – how can organizations best prepare for and overcome the main obstacles and challenges when streamlining quick commerce strategies today?
- How can key players have viable collaborations between quick commerce and other ways of working to ensure benefit for both parties?



# Innovators in Shopper Research for over Half a Century

PRs IN VIVO offers insight & consultancy, grounded in behavioural science, to accurately understand, predict & influence shopper choice.

We offer a range of services built around 3 core pillars of packaging, new product and shopper, and work in close collaboration with our sister company, BVA Nudge Consulting, on broader behaviour change initiatives.

A Behaviour-First approach drives sharper insights, smarter strategies and a better ROI for shopper activation



## Understand

The path To purchase



## Explore

Occasions, missions & "jobs to be done"



## Identify

Critical touchpoints & activation opportunities



## Decipher

On/Offline shopper navigation



## Prioritise

Retailer/E-Tailer partners



## Guide

Digital marketing strategies

The world's leading companies work with us because we give brands the greatest chance of being purchased. And repurchased

amazon



GSK



Holland & Barrett



MARS



L'ORÉAL



PEPSICO



Mondelēz International

Website: [prs-invivo-group.com](http://prs-invivo-group.com)

Contact us: [www.prs-invivo-group.com/contact-us](http://www.prs-invivo-group.com/contact-us)



## The Digitally Influenced Shopper:

### 12.20 – 12.35 Defining The True Cost of Underinvesting In The Digital Shelf

The DNA of today's shopper has changed. Years of uncertainty — covid, inflation, supply issues — have created a consumer who relies heavily on digital validation before making a purchase decision (whether in-store or online).

In this session, Andrew Pearl will present the findings of Profitero's recent global consumer survey. He'll uncover the profile of today's new omnichannel shopper, how digital touchpoints increasingly influence the path to purchase, and the true cost of underinvesting in the digital shelf.

You'll learn:

- Why failing to show up online means failing to acquire new shoppers
- The danger of over-investing in in-store marketing
- How you can expect to lose buyers with poor digital shelf execution
- The importance of investing in Amazon to grow your omnichannel sales
- How a combination of AI and digital shelf data can revolutionise your sales growth

Andrew Pearl,  
VP Insights,  
**Profitero**



## Topic Generation

12.35 – 12.40

## Lunch & Informal Networking For Speakers, Delegates & Partners

12.40 – 13:40

# CheckoutSmart

Come and talk to our friendly team about ratings and reviews and see your company report, letting you know exactly where you stand in the market and where your opportunities to improve are.

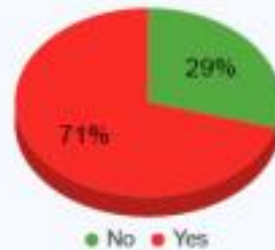
We deliver genuine, high-quality reviews from 100% verified shoppers onto all major retailer sites in double quick time.

## CheckoutSmart Reviews Reporting Company Status Summary

Unilever

Aug-23

*How many Unilever products across the Top 4 UK supermarkets need new reviews?*



*Why do Unilever SKUs across the Top 4 UK supermarkets need new reviews?*

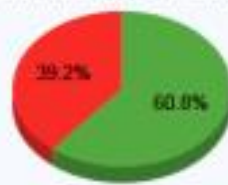
Percent with <30 reviews



● No ● Yes

Every SKU should have a minimum of 30 reviews in all retailers

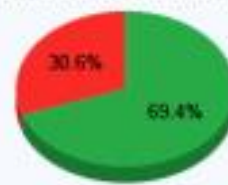
At least one of Top 3 >6 mths old



● No ● Yes

Reviews older than 6 months have less influence of shoppers

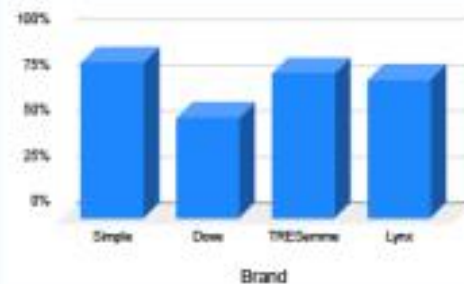
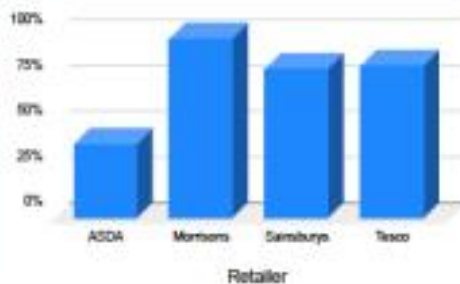
At least one of Top 3 not representative



● No ● Yes

Recent reviews that are >1.5 Stars from the SKU average are not representative

*How does the percentage of SKUs needing new reviews vary across the Top 4 Retailers and Brands?*



*What do some of the 1-star Top 3 visible reviews say?*

Brand	Product	Title of Review	Body of Review	Need New Reviews?	Age (Days)	Star Rating
Dove	Dove Deeply Nourishing Body Wash 500ml	Rubbish	Doesn't lather up doesn't feel like it cleans all that well either. Also the lid is a pain to put back on.	Yes	253	1
V05	V05 Mega Hold Styling Mousse 200ml	The pump failed when the container was still full	The pump failed when the container was still half full and the mousse was already becoming rather slimy. Never again.	Yes	1086	1
Sure	Sure 72H Uplifting & Fresh Antiperspirant 150ml	Not keen on the smell	I always use Sure products and was eager to try the watermelon product. However by mid morning I was not impressed with the over ripe fruit scent.	Yes	302	1
Mullie	Mullie Original Dijon Mustard 215g	Not proper Dijon	This Dijon is incredibly hot more like English mustard.	Yes	133	1
Knorr	Knorr Vegetable Stock Cubes 20 x 10g	So bad!	I added my rice but it makes it unattractive. I am so regret that putting this to my food.	Yes	330	1

**Drop by and get your free company reviews status summary report**

*Real Reviews  
Real Shoppers  
Real Simple*

## Unmissable Retailer Insights & Collaboration

### 13.50 – 14.25 Capture Hard-Hitting & Insight-Driven Retailing Strategies With First-Hand Perspectives In Order To Effectively Overcome The Challenges Of Tomorrow & Build Long-Lasting, Profit-Boosting, Win-Win Partnerships

- How are online giants changing the face of the FMCG retailer landscape?
- Traditionally, e-commerce channels have been less profitable than the regular bricks and mortar instore model, so how can retailers revive their profitability in the current market?
- COVID-19 accelerated the adoption of online shopping, but with the evolving buyer landscape, how can we enable new retail and supplier partnerships to cultivate stronger ecosystems and capture more of their shoppers' lifestyles?
- Establish the secret ingredient to cultivating mutually-beneficial and long-term retail partnerships which resonate with today's consumer ideologies

Anna Gill,  
Global Marketing  
Analytics Director, **Mars**



Simone Sargeant,  
Digital Director,  
**Diageo**



Tom Rainsford,  
Marketing Director,  
**Beavertown Brewery**



## How Automation Can Make E-Grocery Profitable

14.25 – 14.40

- How automation fits in the supply chain
- Where to focus your improvements
- Exploring reduction in cost-per-order

Alex Forrest,  
Business Development Manager,  
**AutoStore**



## Evaluation Form Feedback

14.40 – 14.45

## Afternoon Refreshment Break With Informal Networking

14.45 -15.15



## **Seamless Delivery & App Strategies**

15.15 -15.40

### **Tackle The Rise Of Digital Platforms & Apps & Convenience-Focused Customers Who Demand Fast, Reliable & Seamless Delivery Experiences With Robust & Innovative Strategies Which Truly Hit The Mark Every Time**

- With the emergence of new and competing business models, how can you stand out from the crowd with successfully-implemented strategies from shopper search to delivery?
- Gain access to smarter solutions and harness new tech to secure consumer adoption and streamline faster delivery efficiencies and quality from the get-go to truly expand digital delivery capabilities
- Utilise consumer data and insights to deliver personalised delivery experiences and expand your horizons with predictive ordering and real-time tracking
- Explore how to best build, maintain and develop partnerships and collaborations between digital platforms, providers and brands for seamless delivery capabilities

Eleana Kyriakou,  
E-Commerce Manager –  
Food Service International,  
**The Kraft Heinz**



**KraftHeinz**

## **Data Insights – Delegate Discussion**

### **15.40– 16.10 Join Industry Peers In A Thought-Leading Discussion On How To Unlock The Power Of Data Insights & Analytics, Extract Real Value, Update & Refresh Strategies & Drive Consumer Loyalty & Brand Obsession**

- Maximise traffic, maximise conversion rates, maximise value! Monetise consumer insights and translate data into commercially viable insights which target your audience for sky-high sales
- From collecting and capturing data to handling and reporting, examine the best data tools, metrics and methods - and how to seamlessly implement them into your strategies - for immediate impact
- How are food and drink organisations integrating newer sources of data from search and social listening and maximising insights to drive performance and e-commerce results?
- Debate and discuss the best ways to structure digital data teams; is there a way to overcome silos more effectively and develop cross-team collaborations to get hold of the best data insights collected across your organisation?
- How can you connect the consumer journey by leveraging the power of data and tracking the shift of shopper habits instore vs. online?

## **Afternoon Chairs' Closing Remarks**

16.10 – 16.20

Simon Wallwork,

Head of Strategy,

Brand & Proposition, **Whitbread**



**WHITBREAD**

## Official Close Of Conference

16.50



## Previous Attendees Testimonials...



*'Very relevant, interesting and motivating.'*

**Tesco**



*'Conversation-generating presentations on driving the business forward.'*

**ASDA**



*'A very well organised, professional event.'*

**Premier Foods**



*'Very valuable knowledge from a full range of speakers – always interesting to see what other companies are doing.'*

**Tata Global Beverages**



*'Good mix of speakers sharing great case studies and trend influences.'*

**2SFG**



*'A good platform bringing an excellent cross-section of NPD and innovation practitioners together sharing useful insights.'*

**Twinings**



*'Interesting insights from a diverse group.'*

**Arla Foods**



*'Valuable with some great speakers giving me ideas to execute in my company.'*

**Britvic Soft Drinks**



*'An excellent day of good content, really well presented.'*

**KEPAK**