

this week in Shopper Marketing

Week ending January 23, 2009

Hello shopper marketers,

An RFID Update

In our February issue of *Shopper Marketing* (mailing next week), we update the state of RFID, and humbly, it's still primarily being used as a product watchdog, helping to reduce out of stocks and manage inventory (though some brands do venture into tracking P-O-P). However, I wanted to share a few quotes from the experts we interviewed. In just a few short years, RFID may be changing how shoppers shop.



More specifically, there will be no checkout.

- "I would love to see the time that you're able to take your purchase and walk on out of the store legally and not have to walk up and stand in the line," says Bill Hardgrave, executive director, Information Technology Research Institute at the University of Arkansas. "I think that's three to five years away in grocery stores."
- "It is a real solution. You'll be able to put everything in a cart and pass through a portal and walk out of a store," says John Simley, spokesman for Walmart. "We don't have a time frame — it means an alteration in the way that a store operates and it takes a lot of work."
- "Just like none of us really think about or acknowledge all the places that bar codes are used today, so it will be with RFID," says Sue Hutchinson, senior director, EPCglobal North America.

Private Label Grows, NRF

Retail design and shopper marketing agency **Miller Zell** released findings from an online shopper survey at the **National Retail Federation's** Big Show last week. The survey looked at how men and women are shopping differently in this trying economy, and one finding stands out: 87% of all respondents said they had switched from a national brand to a store brand in the last six months. (The question does cover a lot of ground, asking shoppers if they switched brand in the following categories: grocery, apparel, electronics, furniture and home improvement.)

87%

The survey also looked at where shoppers are spending less money (61% said consumer electronics, 64% said apparel) and if shoppers are pre-planning more (60% said yes). To get a copy of the report, visit Miller Zell's [blog](#).

As for the Big Show, *In-Store Marketing Institute* members can see video and read about some of the cool technologies that appeared at the exhibition [here](#).

Adweek Chimes In

If you missed it, *Adweek* magazine praised the growth of shopper marketing in a recent article, briefly touching on the rise of shopper marketing staffs, the Walmart Smart Network and in-store's role. Check it out [here](#).

Eye on America

PromoWorks, an agency that does a lot of work in sampling, experiential marketing and other shopper marketing tactics, sent me a link to its "Eye on America" episode with host Greg Gumbel. Watch it on the company's [homepage](#); click "In the News" on the site.



Keep an eye out for the February issue, or read the January digital edition at www.shoppermarketingmag.com,



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