

Customer Loyalty

Devising successful strategies in food and drinks

**Who is your
most loyal
customer ?**



Customer Loyalty

Devising successful strategies in food and drinks

"...Customer loyalty comes in three phases. The first derives from location. The next phase is meeting the needs of your customer profile. The third phase down are retailer's loyalty programmes. Most consumers are multi-loyal..."

Source: Customer Loyalty: Devising successful strategies in food and drinks

Without realising there are close links between social, cultural and environmental developments it is impossible to understand how winning customer loyalty from food and drink products has evolved and how customer loyalty is changing.

Customer Loyalty: Devising successful strategies in food and drinks is a new management report by Business Insights providing you with tactical and strategic conclusions from face to face interviews, detailed case studies and expert analysis. The report reveals the most successful approaches available to win a competitive edge.

The report focuses closely on new product development in food and drink and features new and unique case studies such as **Leaping Salmon, Diageo and Nectar**. Develop successful strategies and improve your customer loyalty schemes and ensure you maximise your share of the market.

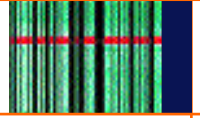
A Practical Guide

Customer Loyalty: Devising successful strategies in food and drinks provides:

- **Detailed interviews and case-studies with industry experts from major retailers, manufacturers and leading management consultants** such as Coca-Cola, United Biscuits, Campden and Chorley Food Research, M&S, Fresh Brands, Zenith International, Loyalty Management UK Ltd and Deloitte & Touche.
- **Tactical and strategic recommendations** from comprehensive new product development examples and case studies.
- **New concepts in branding with up-to-date analysis of new trends**, revealing how branding is redefining the mechanics of the food and drinks industry.
- **Evaluation of the most important strategic opportunities** in today's and tomorrow's food and drinks markets.

Imagine what you could know tomorrow...

The Value Proposition



"I found the report to be most useful, perhaps because it provided an overview from different category perspectives. I felt that the report benefited from the consultant approach and offered original and considered thinking, rather than the 'shot in the dark', naive approach I have seen in other reports."

Business Development
Director
Kraft Foods

Benefit from over 150 pages of expert insight and analysis, enabling you to:

- **Maximise profitability and competitiveness** with industry interviews, unique case studies and expert analysis of customer behaviour, allowing you to confidently plan strategies.
- **Stay one step ahead by highlighting the main issues and new product development strategies** facing the food and drinks industry.
- **Discover the major trends in the food and drinks industry** for the next five years.
- **Gain insight into the best strategies for success** from top consultants to the food and drinks industry.

The Answers to Your Questions

Interview extract with Marks & Spencers:

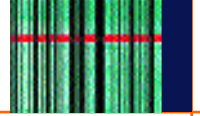
"NPD is an absolute top priority for M&S and an important means of maintaining customer loyalty. Change and improvement are our lifeblood. We stock over 4,000 food and drink products. Of these, 1,000 are newly launched lines every year. We also change over a quarter of our food and drink lines every year. Of the remaining 3,000 lines we improve 1,000 lines every year. Today, shopping has become a leisure experience. Consumers want to be surprised and delighted and always want to find something new and exciting when they shop."

Business Unit Director of Food
Marks and Spencer

Source: Customer Loyalty: Devising successful strategies in food and drinks

- How can you make your customers become more loyal?
- How should brands be used to maximum commercial benefit?
- How do you maximise the chances of being first to market with a great new idea?
- How can you get to know your customers better?
- How should you use advertising to win maximum loyalty?





CHAPTER 5: CONCLUSION - WINNING CUSTOMER LOYALTY

The following strategies, if put into practice, will play a significant role in enhancing the success of any retailer or manufacturer in the food and drinks industries:

- **Retailers, must accept that while consumers are multi-loyal, they must still try to stimulate loyalty through meeting consumer requirements.** For retailers, this means that unless location is very good, it is not easy to tempt them to move that two extra miles further to go to your store.
- **Manufacturers have to accept people have brand-hopping, 'schizophrenic' behaviours.** We are all complex beings, so they need to build into their model that they can achieve X, Y, and Z objectives, but they cannot achieve brand loyalty.
- **Manufacturers must accept that consumers need uniformity from brands.** Manufacturers are always tempted to tweak their products in different locations so that they meet regional taste differences, but this can have a negative effect on consumer loyalty. If a loyal consumer buys a particular chocolate bar in the UK, and then goes on holiday to another country and that particular chocolate bar tastes completely different there, that consumer will get confused and you will potentially lose their loyalty.
- **Generating customer loyalty is a complex process. Creating a brand from scratch and making it successful may be the most difficult thing to achieve in business anywhere.** Promoting private label brands is an excellent way to be reasonably confident of success, especially as research shows that an increasingly large amount of brand equity is likely to be held by the retailer rather than the manufacturer even if the brand is not a private label one.



Table of Contents

EXECUTIVE SUMMARY

CHAPTER 1: HISTORICAL APPROACHES TO WINNING CUSTOMER LOYALTY IN THE FOOD AND DRINKS INDUSTRIES

- The background to the notion of the food and drinks brand
- **Case study: The evolution of the food and drinks retailer J Sainsbury plc**
- **Case study: Coca-Cola - the drink and the branding**
- **Case study: Kellogg's Corn Flakes**
- **Case study: Skippy Peanut Butter**
- **Case study: Marmite**
- Conclusion

CHAPTER 2: THE CHANGING PATTERNS OF CUSTOMER BEHAVIOUR, EXPECTATION AND PASSION

- The importance of practical observation
- The two major types of food and drinks retailing environment
- The synergy between advertising, branding and the retail environment
- Key factors in competition between retailers
- The notion of the supermarket as theatre
- Factors motivating customers
- **Customer behaviour when buying food and drinks from retailers**
- The usefulness of consultants in generating key insights
- **Is customer loyalty more of a concern to retailers or manufacturers?**
- What about retailers? How do they seek to win loyalty?
- The average length of an NPD cycle
- **Loyalty cards**
- The Nectar card
- **Case study: An Internet shopping enterprise**
- **Case study: Marks & Spencer**
- **Case study: Piggly Wiggly**
- Conclusion

CHAPTER 3: THE CRUCIAL ROLE OF NEW PRODUCT DEVELOPMENT

- **NPD and its role in winning customer loyalty**
- The appeal of new food and drinks products

- Types of innovation in the food and drinks sectors
- Paradigm shift innovation
- Branded innovation
- Significant perceived incremental difference
- Types of incremental advantage
- **Cost**
- **Taste**
- **Quality**
- **Case study: leapingsalmon - a shift in consumer eating habits?**
- **Novelty**
- **Technological advances**
- Presentation
- Advertising
- **Health benefits**
- The different skills involved in developing a new food and drinks product
- **The different stages of the product development process**
- Stage 1: Scoping
- Stage 2: Building the business case
- Stage 3: Development
- Stage 4: Testing and evaluation
- Stage 5: The launch
- **Case study: Internet-based NPD**
- Collaboration using 'ProductVine'
- The increasing importance of the private label concept
- A perspective on NPD in relation to fundamental differences between the food and drink industry
- **Case study: United Biscuits**
- Conclusion

CHAPTER 4: STATE-OF-THE-ART APPROACHES TO BRANDING

- **Case study: Interbrand**
- **Case study: Diageo's approach to branding**
- Global Priority Brands (GPBs)
- Local Priority Brands (LPBs)
- Category Management Brands
- Global Brand Executives (GBEs)
- Conclusion

CHAPTER 5: CONCLUSION

- **Winning Strategies**
- Index

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Marketing Department
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www.globalbusinessinsights.com



+44 (0) 20 7551 9700



Registered Office: Business Insights Ltd, Mortimer House,
37-41 Mortimer Street, London W1T 3JH.
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