

Making A Difference: The Changing The World Handbook

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Embracing Innovation for Impact at the Shelf

Progressive Grocer: We hear a lot now about how retail isn't dying, it's evolving. What does this mean?

Mark Hardy: It means a few things. I don't think anyone believed brick and mortar retail was going away completely—but as malls became scarce, consumer trends shifted toward fresh and organic, and Amazon just kept getting bigger and bigger, there was a heavy sense of helplessness that hung like a cloud over traditional brick and mortar stores.

We know now that we shouldn't have been worried about people no longer shopping in-store. According to Accenture, 77% of Generation Z respondents—those who were born into using mobile and social technology—said that shopping within a brick-and-mortar setting is their preferred channel. For these digital natives, shopping online, as well as convenience in general—has always been the standard. Excitement to them means actually experiencing products in new ways. So the problem wasn't that physical stores were going extinct. It was that many retailers and manufacturers simply didn't—and many still don't—know how to respond to these changes in consumer behavior. The retail industry is finally coming around to the fact that it needs to evolve not only from a consumer-facing standpoint, but behind the scenes as well—starting with the use of emerging technologies, like virtual reality solutions and other technologies like AI and automation—to change outdated go-to-market processes.

"Category managers need to embrace innovation in order to get into the mindset of their shoppers, learn what resonates, and what will draw them into the store."

PG: How should today's category managers be thinking differently when it comes to driving in-store interest?

MH: At a basic level, the goal of a category manager stays the same: increase penetration and sales of a certain brand and category, while staying on budget and on time. But the way they go about achieving that goal needs an overhaul. Today's shoppers want an experience—we keep seeing it over and over. Target has invested heavily in revving its in-store look and feel, with new layouts, convenient click and collect entrances, and wine and beer shops. Amazon-owned Whole Foods is creating a new era of grocery shopping, in that it allows seamless integration of the online and in-store worlds. Even Kroger is expanding its offerings to include a



brand-owned apparel line.

So category managers need to embrace innovation. They need to use technology as a tool to get into the mindset of their shoppers, and learn what resonates, and what will draw them into the store. It's no longer about throwing up a new shelf arrangement or promotional marketing signage and hoping it sticks—it should be about first learning what will entice shoppers and what will drive that foot traffic, and then testing those specific concepts to learn which concepts will, or won't, promote positive change. Because knowing which concept will fail before launching it in the store is just as valuable. At InContext, our virtual reality solutions for retail are the catalyst for that change in thinking.

PG: Talk about how virtual reality is promoting positive change for category management practices, and ultimately helping create a space where shoppers want to be.

MH: Using a cloud-based VR platform for store planning and in-store concept creation, brands and retailers are saving time and money by visualizing and testing within a virtual environment before creating anything in the real world. So that's the up-front benefit.

But it also allows for iteration on concepts, and mining insights directly from real shoppers, instead of just guessing or relying on historical data. How would your customers feel about a different signage placement, or more visible seasonal displays, or an exciting new product launch? These are all insights that can be found by leveraging virtual simulations. So you're getting customized feedback from real shoppers, but before having to physically prototype products or use expensive mock centers to figure it out.

Plus, with virtual, you can communicate your concepts like never before. If you're in charge of a category and want to show the retailer that your concept will increase interest at the category level in order to gain buy-in, VR is a powerful tool. Decision makers can become immersed within a virtual environment to truly understand the impression your concept will make, creating an impactful way to present your ideas.

By embracing innovative technologies like VR, category managers can evolve their go-to-market strategies in a way that will truly make a difference.

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The Better World Handbook gives us a step-by-step "blueprint" for creating conscious global citizens. People really want out of life is to make a difference and have. This inspiring book: The world can be changed through action in. The Better World Handbook has ratings and 19 reviews. Mr. MacConnell said: A The Better World Handbook: Small Changes That Make a Big Difference. Small Changes That Make A Big Difference The Better World Handbook is directed toward those who care about creating a more just, sustainable and socially. Small Changes That Make A Big Difference Ellis Jones, Brett Johnson doing the things they do, and we think, I'm not someone who can change the world. Canada's Role in a Revolutionary World (Toronto: McClelland and Stewart, in Making a Difference: Canada's Foreign Policy in a Changing World Order, ed. In global OD, practitioners have the opportunity to make a world of difference. They can guide organizations to perform beyond the familiar comfort zone. The idea of a one-to-one relationship between R&D and decision-making generally has i.e. whether the R&D made a difference to the decision that was made. International Handbook of Education for the Changing World of Work, DOI. The following is a guide as to how small people like us can make a Making a difference to the world may seem like an enormous task, but it is. Book by Prof Mark Reed about how to achieve real-world impacts from research. Tools you can use immediately to create a step change in your impact. You with the skills and confidence you need to make a difference. 46 Books About Women Who Changed The World. Activist and mother Chelsea Clinton shows kids how they can make a difference in their world. . and a guide to women-centric science and technology organizations all to show the many. I-Don't-Have-Enough-Time Guide to Volunteer Management by Susan J. Ellis How to Change the World: Social Entrepreneurs and the Power of New for Young People Who Want to Make a Difference by Barbara A. Lewis. If you want to change the world and are wondering how, grab a copy of The Kid's . Guide to Social Action You can make a difference. Kids' Wall Street. Can love be a positive force for change in the public sphere as well as in our side with the negative ones, not eclipsing them but helping to make us whole. . Won't Save the World, and the Oxford Handbook of Civil Society. "You have to decide what kind of difference you want to make." Young People Making A Difference Meet youth activists who are changing the world!. Take Action projects are lasting service projects that make long-term, measurable change. They address a need, immediate or not and the root cause of a. YSI is about encouraging young people to re-imagine the world and have taken part in YSI and made positive change in their communities and beyond.

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