

# Shopper Marketing

IN-STORE MARKETING  
**INSTITUTE**  
www.instoremarketer.org

Vol. 22, No. 10 • October 2009 / An Official News Publication of the

## Institute Partners With NARMS

SKOKIE, ILL. — The *In-Store Marketing Institute* has announced that it will work with the National Association of Retail Marketing Services (NARMS) in putting together a private event that will pair retailers and brand manufacturers with retail-execution companies.

The event is one of the many StratConns lined up for 2010. Head online to [www.stratconn.org](http://www.stratconn.org) for a list of upcoming StratConns and how to get involved. This joint StratConn on Retail Execution Resources will take place July 29-30. The *Institute* and NARMS will recruit a wide range of

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## MillerCoors Picks Madden as AOR

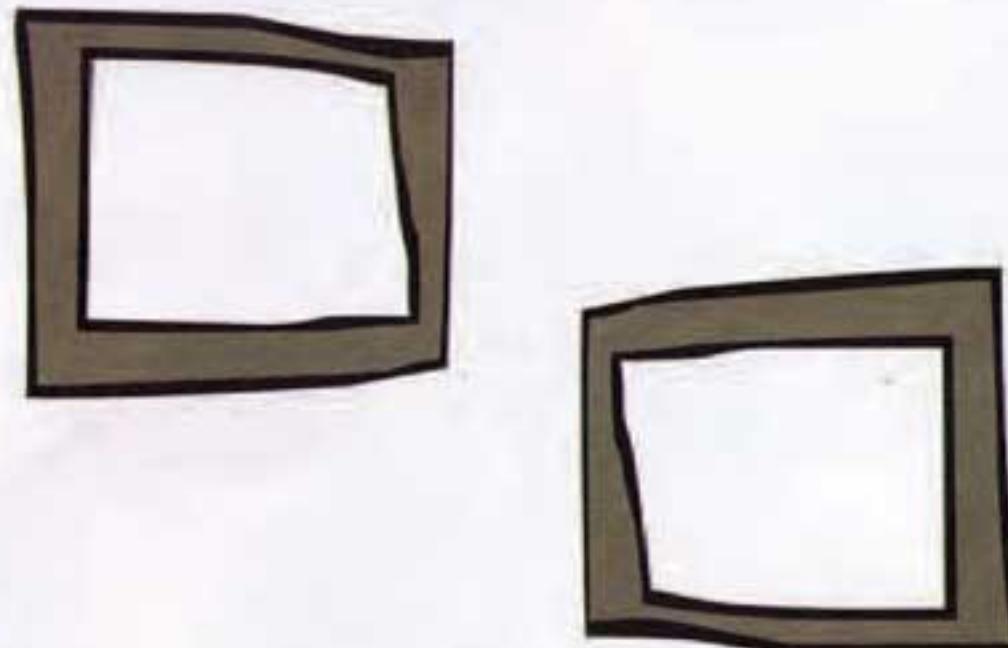
CHICAGO — **MillerCoors** named Wood Dale, Ill.-based **Madden Communications** as its agency of record for all point-of-sale production and fulfillment. The decision came after a thorough review of all of the company's legacy P-O-S providers, with input from sales and marketing executives and distributor part-



## P&G Expands Tide

## Glidden Learns Less is Easier

# Understanding Women



Women spend the most (and thanks to mom blogging, champion the most); brands and retailers are listening and catering to them

Frito-Lay created a series of webisodes that followed four friends (like "Sex and the City"). The humorous ads — like this one of a woman squeezing on jeans — helped position the snacks as "permissible indulgences."

By Dawn Klingensmith

In the first season, second episode, of the hit TV series "Mad Men," set in 1960, advertising mogul Don Draper asks, "What do women want?" to which his boss replies, "Who cares?"

Times have changed. You'd have to be a madman indeed to ignore women — who drive up to 85% of consumer spending in the U.S. Women care about the total retail experience, from the convenience of park-

Lululemon athletica, a Vancouver-based athletic apparel chain, hosts free weekly fitness classes as part of its "total retail experience," says Brooke Johnson, who handles community relations for the Chicago store. Each dressing room door has an erasable whiteboard, where a salesperson writes down the shopper's name for more personalized customer service. There are chairs and magazines to keep shoppers' compan-

less material than standard 10-ounce cans.

The company was wise to call out this eco-friendly feature in its marketing because "women continue to be committed to green as a desirable thing even in a recession," says Marti Barletta, president and CEO of TrendSight Group, Winnetka, Ill.

**Relevant Messaging**