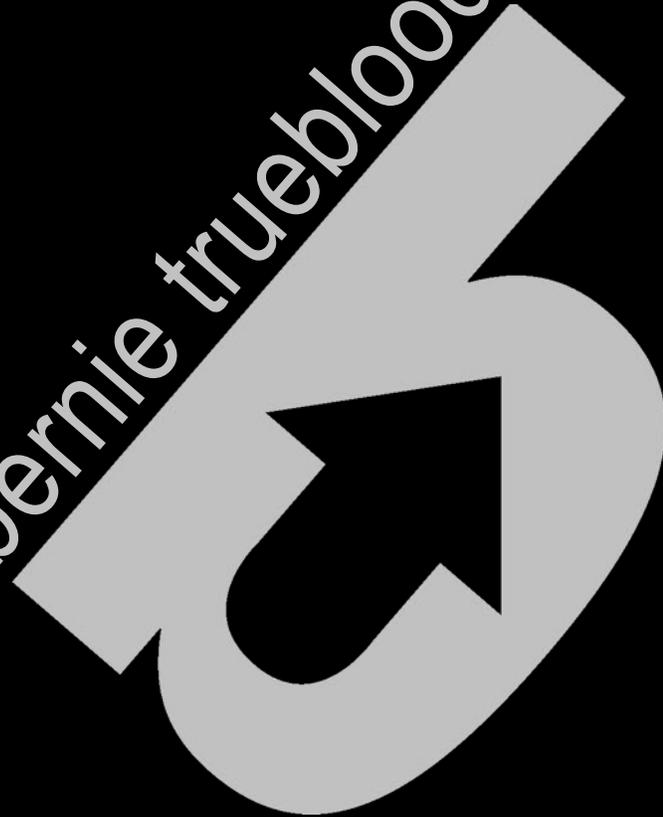


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More in Store.
Less Out-of-Pocket.



More in Store. Less Out-of-Pocket.®

A RockTenn display delivers more of the wow factor. Like with this award-winning pallet display that turns shoppers into stoppers and browsers into buyers for the Simply Asia®/Thai Kitchen® brands. As the leading producer of in-store displays, we bring you better insights, more innovative technologies and greater efficiencies than anyone else. Maybe we can help you stand out in store?

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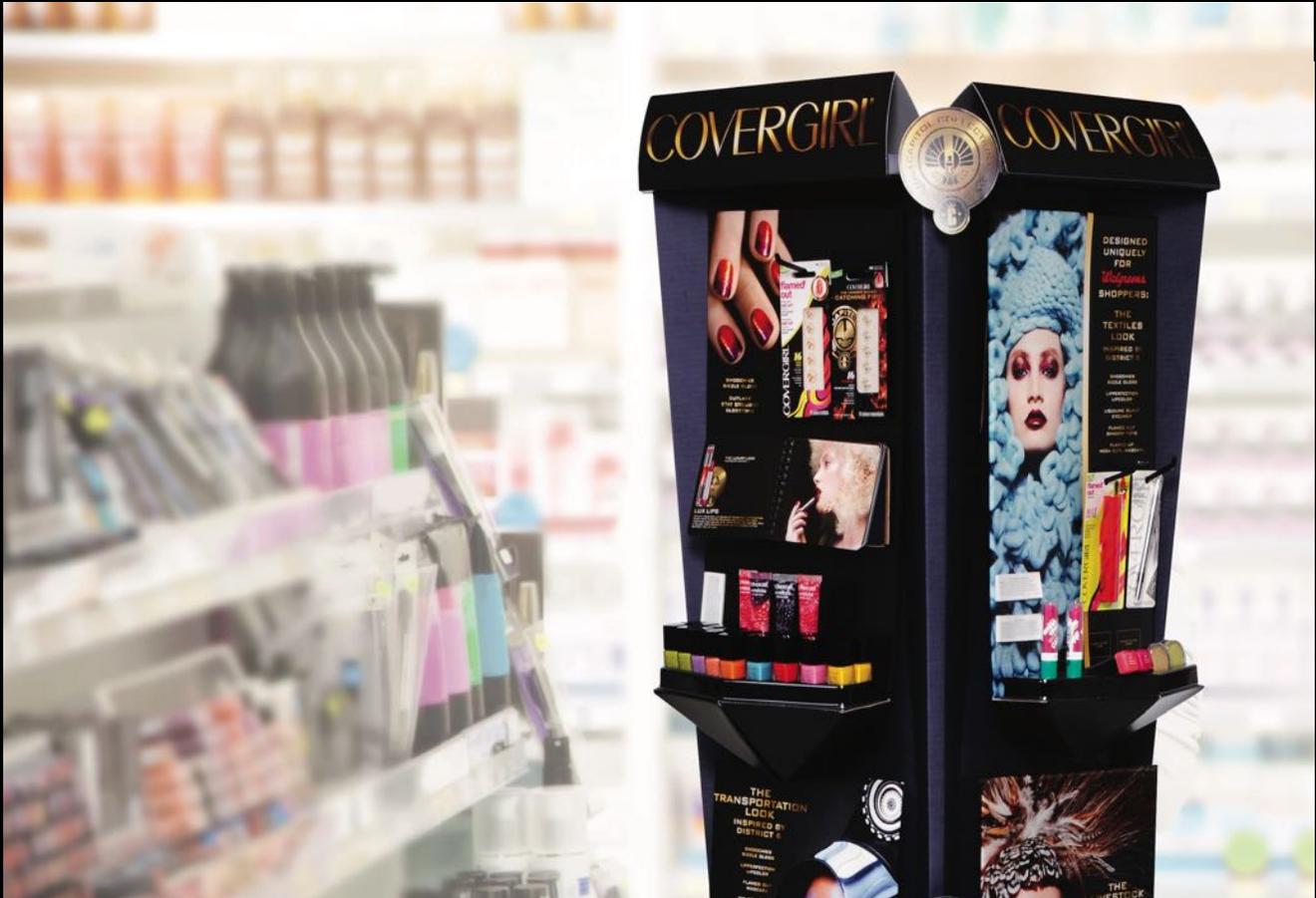
Light up the path to purchase.

A RockTenn display delivers more of the wow factor. Like this motion-activated lighted floorstand for Dove® Advanced Care Deodorant. As the leading producer of in-store displays, we bring you better insights, more innovative technologies and greater efficiencies than anyone else. Maybe we can help you stand out in store?

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Game Changer.

A RockTenn display delivers more of the wow factor. Like this eye-catching, interactive display for CoverGirl® inspired by The Hunger Games: Catching Fire. As the leading producer of in-store displays, we understand how to win in store. How to translate insights into execution. And we have the people and processes that can help you change the game.

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More In Store. Less Out-of-Pocket.®



RockTenn
Merchandising
University

OVERVIEW



The Glossary

KEY SHOPPER MARKETING AND
MERCHANDISING DEFINITIONS



Master the Skillsets Required to
Navigate the Road to Retail



brand differentiation

RETAIL INNOVATION CENTER



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Authorized Warehouse Distributor

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- Arrington Partners
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The Magneti Mare 84mm & 88mm Billet

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★ [Click Here](#) to find out how these new throttle bodies

API Arrington Performance 426 HEMI Engines & Chrysler Vehicle Calibration

In the spirit of the classic 1960's Hemi 426 engines, the new Gen III 426 cubic inch HEMI is the must-have forged block for high-power HEMI builds. [Click here](#) or the logo for a lot more!



RAM

Arrington

There is nott
of your engin
HEMI, use th
power with t

What Can We Help You Find For Your HEMI?

HEMI Engine Upgrades



HEMI Power Adders



Bolt-On Upgrades





Dodge by Petty Power by shopHEMI

shopHEMI.com is proud to have played a part in the Petty's Garage interpretation of their 2009 Challenger. The car was sold by Barrett-Jackson to benefit the Petty Family Foundation charities. It was rebuilt from the ground up as a performance street car, and features a custom racing-inspired body finished off in trademark Petty Blue. The King and his crew turned to shopHEMI.com for the power.



This is our modern twist on the classic 426 that dominated NASCAR, and the road in the muscle-car era. With up to 600 HP and 560 Ft-lbs. of Torque, a 30% Increase over the stock 6.1 HEMI.



Arrington Velocity Cold Air Intake. These carbon fiber intake units take full advantage of the airflow capabilities of our throttle bodies or boost the horsepower output of a stock throttle setup.



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Nascar Proven Power for the Street.

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brand advertising

:30 TELEVISION SPOT: "The Cure is Near"



Hearing Health Foundation



Hearing Loss
Lonely | Sad



Hearing Loss
Tinnitus
Off Balance



Birds
Repair
Their Own
Hearing
Naturally



Imagine If...



SFX: (Absolute Silence)

VO: This little chick has hearing loss. It can be lonely. Sad. And often accompanied by ringing in the ears. Even loss of balance.

SFX: (soft thud)

But there's good news. Because birds have ...

ACT: (Chick Stands Up) SFX: (Single Chirp)
... an almost magical way of regenerating their inner-ear cells to restore hearing. So they can live a happy, chirpy lifestyle.

SFX: (Double Chirp)

Imagine if science could achieve the same miracle with people! Well, at Hearing Health Foundation, we support research that is doing just that.

Visit us ... at h-h-f-dot-o-r-g and learn more about the cure for hearing loss and tinnitus.
SFX: (chorus of chicks chirping)

branding at the moment of truth



branding at the moment of truth

self checkout impulse fixture



branding at the moment of truth



Walmart 

Save money. Live better. ^{dance}
^



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MORE FOR LESS
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\$1.99

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CRISPY CURLS + THE WORKS BURGER + COKE =
FREE CO-UP!

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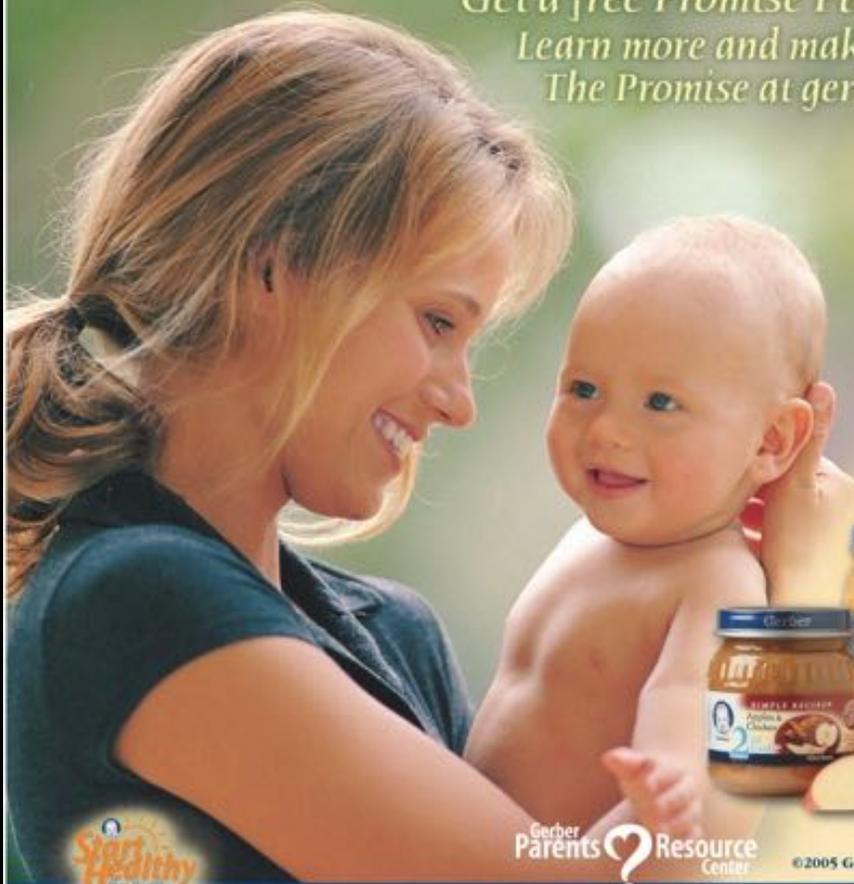
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MOE STUFF
MOE FUN

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PATH TO PURCHASE
INSTITUTE

Shopper Marketing

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Vol. 28, No. 4 - April 2016



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Shopper Marketing

Vol. 25, No. 10 • October 2012 / An Official News Publication of the **PATH TO PURCHASE INSTITUTE**



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THE ROAD TO RETAIL

YOUR JOURNEY STARTS HERE

ENROLLMENT

You can't take off until everyone is on board. It is trailblazing and costly to have to go back to the starting point.

- Team Goals
- Brand Team
- Shopper Marketing Team
- Location
- Partners
- Management

While your shopper is following her path to purchase, you need to retail.

So that when she gets to the store, there you are. Working with merchandisers that turn shoppers into shoppers and browsers into buyers.

ONE WAY
CONTINUOUS IMPROVEMENT

BRIEF

The brief is like your roadmap. Your GPS. Use it to make sure you get where you're going, and that everyone is on the same path. Make sure it includes all of the important information, or you may end up at the wrong place.

- In-Store Strategy
- Display Requirements
- Creative Objectives
- Retailer Specs
- Shopper Insights
- Brand Insight
- Asset Availability
- Sustainability Requirements
- Budget
- Timing
- Manufacturing and No-Vol's Approval Process

Never done a P-Q-P Brief? No sweat. Scan here or log on to www.westrockshop.com/p-q-p-brief for a template that will help you get started. Need help? Call Kathy.

CONCEPT

Here is where it gets hot!

- Display from Start-to-Finish
- Incentive to Buy
- Shopper Research
- Exit Strategy
- Retailer Overlay
- Call to Action

By the way, R.O.I. is a WestRock term for Return On In-store Investment. Was it all worth it?

REALITY

Now's the time to work out the bugs, put out the safety stops, and make sure you don't fall flat!

- Material Selection
- Power Source
- Prototyping
- Shippability
- Cost of Assembly
- Value Engineering
- Pack-Out
- Drop/Ship Testing
- Coating
- Timeline

WestRock is one of the world's largest floor organizers, moving and re-selling approximately 8 million tons annually.

PRODUCTION

Now is where the rubber meets the road!

- Purchase Order
- Project Management
- Art Production
- Separations, Plates & Dies
- Printing, Finishing & Mounting
- Localization / Customization
- Accounting, Cutting & Finishing
- Receipt of Product
- Inventory Control
- Assembly
- Notification Sheet
- Quality Control

Sustainable Forestry Initiative participants plant over 1.7 million new trees every day.

It is now possible to predict display sales potential in advance. Interested? Call Kathy.

Did your display get there and get up? Now you can find out in a matter of hours. Interested? Call Kathy.

DISTRIBUTION

Doesn't matter where you're headed if you don't get where you're going!

- Distribution Plan
- Packing
- Loading
- Contingency
- Tracking

IN-STORE

Are we there yet? YES!

- Get up
- Inventory
- Replenish
- Take down
- Recall
- Reassemble

Help Desk: For information about any topic on this roadmap, call Kathy McQueen-Cornes at 855.239.2163

POST-OP

Planning another trip? What have you learned from this one? How do you make it better next time around?

- Asset Confirmation
- Compliance
- Measurement
- Program Formulas
- ROI Calculation

HELP

WestRock

WestRock Merchandising University

On-Site **Insight**

Turning Shoppers into Stoppers. And Browsers Into Buyers.

Spring 2016



COVER STORY

Collaboration: How AT&T and Walmart Get it Together

PREDICTING SUCCESS

Now you can know if it works... before you invest

RETAIL 2020

Understanding macro trends that will influence how we go to market

PLUS ...

Insight into Innovation Gallery



On-Site **Insight**

Retail Merchandising
Trend Update

[in Share](#)

January 2016

The Tripping Point: Hold on to Your Marketing Plans!

The concept of "Black Friday" became very gray in 2015 — and with it, the future of traditional brick-and-mortar retailing.



A total of 151 million people shopped during the critical five days between Thanksgiving and Cyber Monday, according to the National Retail Foundation. But this year, there was a decided shift in the types of shopping trips they took. Holiday shoppers were just as likely to have shopped from the comfort of their

homes than from the inconvenience of a crowded retail store.

According to the NRF, while 102 million shoppers visited stores over the long holiday weekend, 103 million people shopped online. So hold onto your marketing plans, because the retail industry has just blown past the proverbial tipping point - the moment when e-commerce shopping trips have become just as important as the more traditional kind. Think of it as the "tripping" point.

Why are shoppers shifting their trips online? The answer is no more complicated than this: it's getting easier and more convenient to do so. This fact



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GlobalShop 2016

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Master the skillsets required
to navigate the Road to
Retail.

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Collaborative Think Tank

State-of-the-art facility offers streamlined approach to display design for Bentonville based brand marketers



RockTenn center at 113 SE 22nd Street is moments from Walmart headquarters.

Bentonville, AR – From the exclusive “RockTenn Blend” coffee to a wide range of cutting edge design and collaboration capabilities, RockTenn has thought of everything at its new Innovation Center on 22nd Street in Bentonville.

The center is literally a retail solutions think tank where Brand marketers and Walmart visual merchandisers meet to develop merchandising solutions that help both of them win in the marketplace.

It features the most up-to-date technology, including a virtual store simulator into which concepts can be inserted for visualization in advance of production, offering a streamlined approach to designing displays for brand marketers working in concert with merchandising executives from Walmart and Sam’s Club.

“Walmart and its suppliers have to deal, on a daily basis, with the difficult process of developing shared-equity display and merchandising programs that achieve both of their objectives,” said Nancy Collom, Walmart Business Development Director. “That is no easy task. It takes creative and design collaboration of the highest order. Which is why we’ve established an environment that can facilitate and expedite the process.”

The RockTenn Bentonville Team in place consists of eight professionals, all with years of Walmart design, engineering and production experience. They access a database of specifications,

shopper insight, performance information and graphic assets that can be tapped to foster innovative thinking.

“It’s just a little touch we added to be a constant reminder that we offer a rich and unique blend of insight, innovation, and execution.”

Brand and retailer executives can meet with RockTenn designers to create innovations on the fly, visualize displays in virtual reality and expedite the approval process. The goal is connecting Brands with Walmart Shoppers.

Oh, and about the coffee? According to Collom, “It’s just a little touch we added to be a constant reminder that we offer a rich and unique blend of insight, innovation, and execution.”



RockTenn pours insight, innovation and execution into its merchandising designs for Walmart.



Simulation software features a computerized 360° Walmart store layout into which design concepts can be inserted to visualize them in advance.



Getting quickly from design to production is a RockTenn specialty. The company is a totally integrated producer of in-store merchandising.



Experienced in the Ways of Walmart

A RockTenn display delivers more of the wow factor. Like this pallet display that turns shoppers into stoppers and browsers into buyers for Walmart and Simply Asia®/Thai Kitchen® brands. As the leading producer of in-store displays, we bring you better insights, more innovative technologies and greater efficiencies than anyone else. Maybe we can help you stand out in store?

Nancy Collom | 479-464-4924
www.rocktenndisplays.com

RockTenn More in Store. Less Out-of-Pocket.™

INDUSTRY REPORT



Improving the Efficiency of Your In-Store Spend

Shopper marketing is a strategic investment. Here are seven keys to managing your budgets for the long haul.

A day doesn't go by without another press release about online sales increases, or a new app for shopping, or some virtual wallet full of virtual money. Each new idea clamors for its share of your ever-stretched shopper marketing budgets – and we're talking real money, this time. It may be tempting to cut other costs along the path to purchase, including that most important of line items, your in-store decision-point media.

Although digital gets most of the buzz right now, it should be remembered that, according to Forrester Research, more than 90% of all retail sales still culminate at a brick-and-mortar store. The percentages are even higher for fast-moving consumer goods. There's a reason that Procter & Gamble still embraces the "Store Back" philosophy: "We think about the store first and work our way back."

In short, the path to purchase still ends in-store, so it's more important than ever to manage that part of your budget wisely. Helping you do just that is the purpose of this special report, sponsored by RockTenn.

Retailer non-compliance hurting ROI? There's an answer for that. Getting killed with custom changes for regional campaigns? Start thinking strategically. Is reducing waste and the carbon footprint still just a talking point at your company? It's time to start talking to new people.

To learn more, please visit us at www.rocktenndisplays.com ■

OVERVIEW:

- MEASUREMENT MATTERS
pages 2-3
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- SUSTAINABLE SAVINGS
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A supplement to *Shopper Marketing* magazine.

**Merchandising University
White Paper**

**Efficient Delivery of
In-Store Shopper
Solutions**

**A review of successful permanent
merchandising program development,
prepared exclusively for**





Bernie -
Found your wallet...
I'll call tomorrow to
make sure you got it!
Knutson

YOU WILL RECEIVE SOME VERY
GOOD NEWS BY TELEPHONE
Lucky Numbers 1, 8, 26, 29, 45, 49

LET'S HAVE A LOOK
AT THEM!



**YOU GET
ONE SHOT**



Ready?

BHTCOMMUNICATIONS

PREPARATION

PRESENTATION

POST-OP

PRACTICE



THE BLOODY TRUTH

bernie
trueblood

PITCHING PRATFALLS

reasons why we lost the new-business pitch

DISCOVERY

- Neglected to have a prospect pre-meeting, so we didn't find out that:
 - It was a "cattle call," an exploratory, not a serious search;
 - The prospect's budgets couldn't have supported our service model;
 - Their location is not conducive to regular personal contact;
 - The incumbent was pre-destined to win, we were being used as a benchmark;
 - Another competitor _____ had an insurmountable competitive edge;
- Failed to understand their hidden agenda pain reason for the RFP.
- Did not determine their evaluation process criteria.
- The time allotted was not enough for us to adequately prepare.

PREPARATION

- Neglected to identify and cultivate an inside supporter.
- Forgot to profile the attendees fans foes pecking order.
- Didn't understand how our prospect goes to market.
- Neglected to do research with customers, vendors, insiders et al.
- Failed to present recommendations driven by fresh insight.
- Didn't connect our cases and creative concepts to their needs/fever/issues.

PROPOSITION

- Presented notions that unrealistically exceeded their ability to execute.
- Proposed a costing plan with no obvious value proposition.
- Failed to differentiate ourselves from competition.

CASTING

- Didn't match one of our personalities to each of theirs.
- Brought only presenters, not real people who would actually work the business.
- Didn't have an assigned presenting role for everyone on our team.

PRESENTATION

- Didn't anticipate the limitations of the room.
- Stumbled over the material due to lack of rehearsal, we "read from the wall."
- Transitioned poorly between presenters due to lack of rehearsal.
- Didn't discharge "obvious concerns," e.g.: you're too big; small; inexperienced.
- Failed to convey our personal excitement about the opportunity.
- Dwelled on our case histories process, instead of creating relationships.
- Talked about us rather than them, didn't speak their language.
- Never engaged them, or aroused them to ask questions.
- Failed to use reversals in order to understand a question before answering.
- Answered questions several times, as though we had no single point of view.
- Failed to create a defining moment.
- Didn't know when to stop.

FOLLOW-UP

- Didn't get a post-game analysis from our insider supporter.
- Failed to keep their interest kindled with day-after, continuity reminders.

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6000 **bht**Communications
CREATIVE BUSINESS DEVELOPMENT



More in Store.

Less Out-of-Pocket.

Response to the RFP



The Very Best
Expression
Of Your Business





IMPROVING MERCHANDISING EFFECTIVENESS

Johnson & Johnson


DEL MONTE FOODS

More in Store.
Less Out-of-Pocket.



JOHN FRIEDA®

LONDON PARIS NEW YORK

making waves
at the moment
of truth



MARKET CHECK
RETAIL INTELLIGENCE

Your Eyes and Ears at Retail



**Merchandising Solutions:
In-Store Innovation**



2019

**WestRock / General Mills
Mid-Year Meeting**



MOBILITY GROUND LEVEL INNOVATION

Prepared for
General Mills ISDT



Retail Snapshot Natural / Organic Merchandising

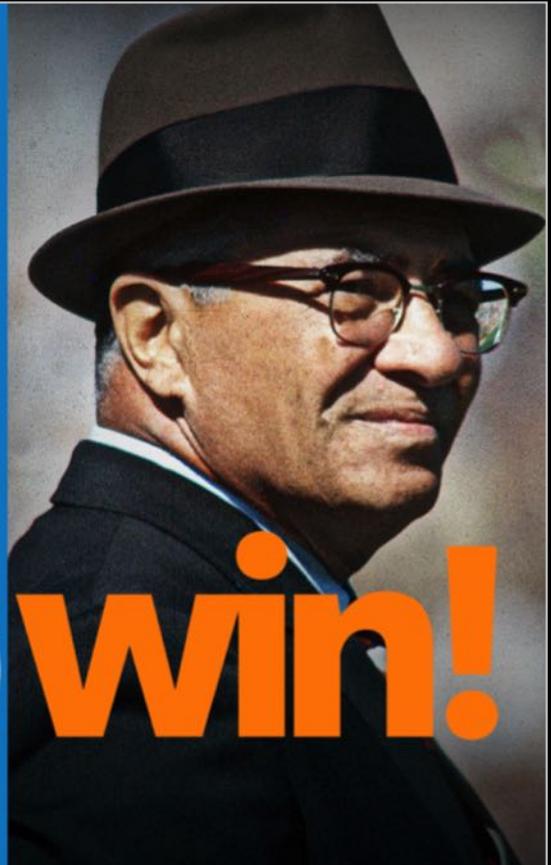
Prepared for
General Mills ISDT



'If winning isn't
everything ...why
do they keep score?'

Vince Lombardi

play to **win!**



Think
different.
Act
thereafter.

Welcome to Chicago!



Bernard H. Trueblood

Award-winning creative director and marketing strategist, Bernie likes to say that he helps clients “sell more stuff.” He is a specialist at branding, selling and marketing integration.

One of the few people to have held the top chair in Sales, Marketing and Creative. So he can not only help create your brand selling proposition, he also can help sell it – to both your Management and to your Customers.

Bernie not only helps clients get new business, he often helps them deliver against the promises made. As the CEO of one agency client said: “he’s not only our *pitching coach*, he may be the best *utility infielder* in the game.” He is able to direct projects from concept to execution. Clients look to him for:

- Branding: analysis; positioning.
- Business Development: process; pitch strategy, proposal content
- Selling: messaging; materials; systems; training.
- Creative: words; ideas; brainstorming.

Recent clients include: *ExtraDev IT; Dunn Paper; Grey Global; Hallmark Cards; J. Walter Thompson; Kapstone Paper; Leasing Technologies; MediaCart Holdings; Pendergast Partners; Pfizer Central Research; Reader’s Digest; RockTenn; and Ryan Partnership.*

Brand creative assignments have included: *Arrington engines; Audi cars; Bacardi spirits; Banana Boat sunscreen; Colortile stores; Corning cookware; Depend underwear; General Cigar; Hardee’s restaurants; Heineken beer; IBM computers; Jim Beam whisky; Lipton tea; Mars chocolate; Pepsi co-marketing; Pfizer research; Pittsburgh Penguins hockey; Procter & Gamble shopper marketing; Quaker cereals; Ragu sauce; Sea•Doo boats; Schick shaving; ShopRite stores; Trident gum, Tropicana beverages; and Weight Watchers foods.*

Career Highlights:

BHT Communications	President and Chief Creative Officer
Focus Marketing Agency	Co-Founder and Chief Creative Officer
Bic Pen	VP Marketing
Warner-Lambert	Group Product Manager
Richardson-Vicks	Top Salesperson

Credits:

Author - *Promo Primer*® and *Glossary of Database Marketing*®
Accredited - *Professional Direct Marketer* (University of Missouri)
Contributing Editor - *Promo, eMarketing, Shopper Marketing* and *HUB* magazines
Speaker - *APMA, DMA, CGT, Promo Expo, Fordham, Syracuse, et al.*
Industry Accolades - include *Reggie, POPAI, Echo* and *PRO* awards



credits

With much thanks to our many partners in inspiration and development , especially:

- Design: Darryl Waddell, Sheng-Fu Lee, Marcia Valoria and Rick Schum, RockTenn; Buffalo Portuese and Meg Tallon, ZingHow; Emilio Ruiz, Silver Lion; Jason Unger, Parabolic; Patti Osborne; Ed Wisinski, WestRock
- Production: Al Barillaro, Big Sisters Watching; Rusty Ford, ProducerFord; Danny Oakley, Out-of-Our-Minds;
- Digital: Rachel Goette and Ali Hasbach, Truefire;

btrue@aol.com 203.255.6000 bernietrueblood.com