



**BOOK
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for your
conference

Anastasia Lloyd-Wallis
Consumer & Retail Expert

"INSIGHTFUL & INSPIRING PRESENTER."

Speaker



Retail Doctor Group
ENHANCED RETAIL PERFORMANCE

KEYNOTE SPEAKER



Amazon Disruption Through the Eyes of Consumers, Anastasia presents research conducted by Retail Doctor Group's Insights Division, on the impact of Amazon on the Australian Retail Landscape.

Anastasia leads the Consumer Insights division of Retail Doctor Group. With a professional background as a scientific analyst and a Masters in Mathematics, Anastasia has developed a unique and proprietary approach to help retailers and FMCG brands understand their consumers and market opportunities.

She integrates Consumer, Global and Business insights to help retailers:

- Understand their “true” customer
- Achieve global best practice within your sector
- Deliver above benchmark performance
- Understand how to implement Insights to create change.

Understand your core market, their subconscious drivers and what your brand really means to consumers.

Clients:

At Retail Doctor Group she has worked on research projects for a wide range of clients including: Office Max, Glory Global, Sheike, Yamaha Star, Chatime, True Alliance, Shopping Centres, Qantas Loyalty, Ramsay Pharmacy, Avanti Cycles, Oxfam, Carbatec, Amex, Forever New and Vinnies

Consumer Insights

Subject Matter Expert

Different customers need different experiences. Anastasia will keep you up-to-date with the latest research on human decision-making and show how to use these insights to create actionable competitive advantage for retailers and brands. She combines classic market research methodology with consumer neurosciences and specialised retail knowledge to tell you what your customers can't.

Speaking Topics

- Understanding Consumer Behaviour
- Digitalisation and Retail Disruption
- Global Retail Insights
- International Best Retail Practice
- Omnichannel Retail
- The Impact of Amazon on Australian Retail
- Consumer Neuroscience
- Insights driven implementation.

Speaking Experience

International Events

Market Research for a Mobile World, Asia-Pacific Conference, Singapore

- Anastasia Lloyd-Wallis, was invited to present our research findings, 'How to win in the post Amazon world', at the Market Research for a Mobile World Asia-Pacific Conference held in Singapore on 28 June, and the Fit for Business™ Breakfast in Sydney on 3 July

National Events

- Retail Doctor Group Future Trends Breakfast 2018/19
- Retail Doctor Group Fit for Business™ Breakfast Series
- Client Conferences.

“Anastasia offers a unique combination of expert technical market research skills, as well as deep understanding of what motivates consumer behaviour. She is a must-see presenter!”

“Smart, incisive”



Gain a deeper understanding in:



CORE CONSUMER SEGMENTS

- Your brand specific consumer personality profiles.
- What is the market appetite?
- Who is attracted to your offering?

GROWTH SEGMENTS

- Who are your potential consumers?
- What are their personality profiles?
- How do you reach and convert them most effectively?

BRAND IMAGE

- What does your brand stand for in consumers' minds?
- How to most effectively position the brand through targeted marketing and branding.
- What is the ideal future positioning?

CONSUMER BEHAVIOUR AND MOTIVES

- Behaviours , Perceptions, Preferences, Barriers & Habits.
- Their paths to purchase (what channels they use).

CONCEPT TESTING

- Which brand and format treatments connect effectively with identified core segments?



Thank you for your interest in having Anastasia Lloyd-Wallis present at your next event. We look forward to working with you. Please contact us for any further information or to arrange a conversation with Anastasia.

+61 2 9460 2882 | businessfitness@retaildoctor.com

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Be the best retailer
you can be.