

INSIGHTS

STRATEGY

IMPLEMENTATION

TRACKING

Retail transformation driven by consumer **Limbic Insights**™



RDG Neuroscientific
Personality Profiling

Know your true customer



Retail Doctor™ Group
— **INSIGHTS** —
BUILDING TRANSFORMATIVE RETAIL



“We use classic market research strategies and specialist retail knowledge in combination with consumer neurosciences to tell you what your customers can't.”



JOSH STRUTT
HEAD OF INSIGHTS RDG





Do you know your true customer?

What problems can we address through **consumer understanding**:

- Why is your market in decline ?
- Are sales slipping behind last year?
- Is your customer mix changing?

Who should you be doing business with and who is not your core customer?

- What is driving unhappy customers away?
- Traditional demographics not telling you what you need to know?
- Who are the early adopters in your customer base?
- Who values your brand and who doesn't?
- Who is your real target market, and where should you focus your marketing?

RDG Limbic Insights™ proprietary methodology leverages cutting-edge research on emotionally driven consumer decision-making — enabling actionable, competitive advantages for retailers, brands, and shopping centers.

From these powerful insights we then create implementation solutions to transform your retail business.

Retail transformation driven by consumer **Limbic Insights™**



Insights



We start with determining what is the marketplace opportunity?

Through understanding your true customer, their journey and **subconscious drivers** utilising:

- Limbic Insights™
- Personality Profiling
- B2B •
- B2C
- FMCG
- Franchise
- Exit surveys



Strategy



Using these insights to develop your **optimum strategy** through:

- Strategy development
- Strategic brand positioning
- Replicable distribution and format planning
- Customer experience mapping



Implementation



The outcomes of our **consumer insights** will give solutions to transform your business through:

- Brand aid™ – Messaging, Tone of voice, brand pillars and marketing strategy (including media spend alignment)
- Effective people™ – Staff Training, Executive leadership profiling.
- Customer connection – POS interactions, store experience.
- Visual impact™ (Format: on and offline) All customer touchpoint cues including colour and materials.
- Store format and website design
- Category cardio™ – Product development and display.
- Ideal retail ecosystem (omni-channel approach) through customer purchase journey.



Tracking



To ensure the ongoing growth of your business we can then provide **regular updates** through:

- Brand Tracking
- Consumer tracking
- Advertising tracking
- Coaching



Consumer Insights driving results



1

Reach out to your customers and a representative sample of **Australian consumers.**

2

Understand their **personality types** to determine their subconscious drivers.

3

Gap Analysis to determine your current primary consumer profiles and future target customers.

4

Detailed next steps on how to implement solutions to achieve **retail transformation.**

From **Limbic Insights™** to business outcomes

“Armed with valuable retail insight, our growth success will be considered, strategic and impactful.”

We will build detailed Limbic Insights™ consumer profiles that contribute to a strategic platform and can be taken forward into all marketing and branding. Applications include campaign development, retail design, website design, packaging and more.

Implementation of Limbic Insights™ into all retail areas, including marketing, has seen a **20% increase** in brand awareness and **75% increase** in brand preference using Limbic methodology.

Scientific Foundation

- Behavioural Economics
- Psychology Neuro-Economics

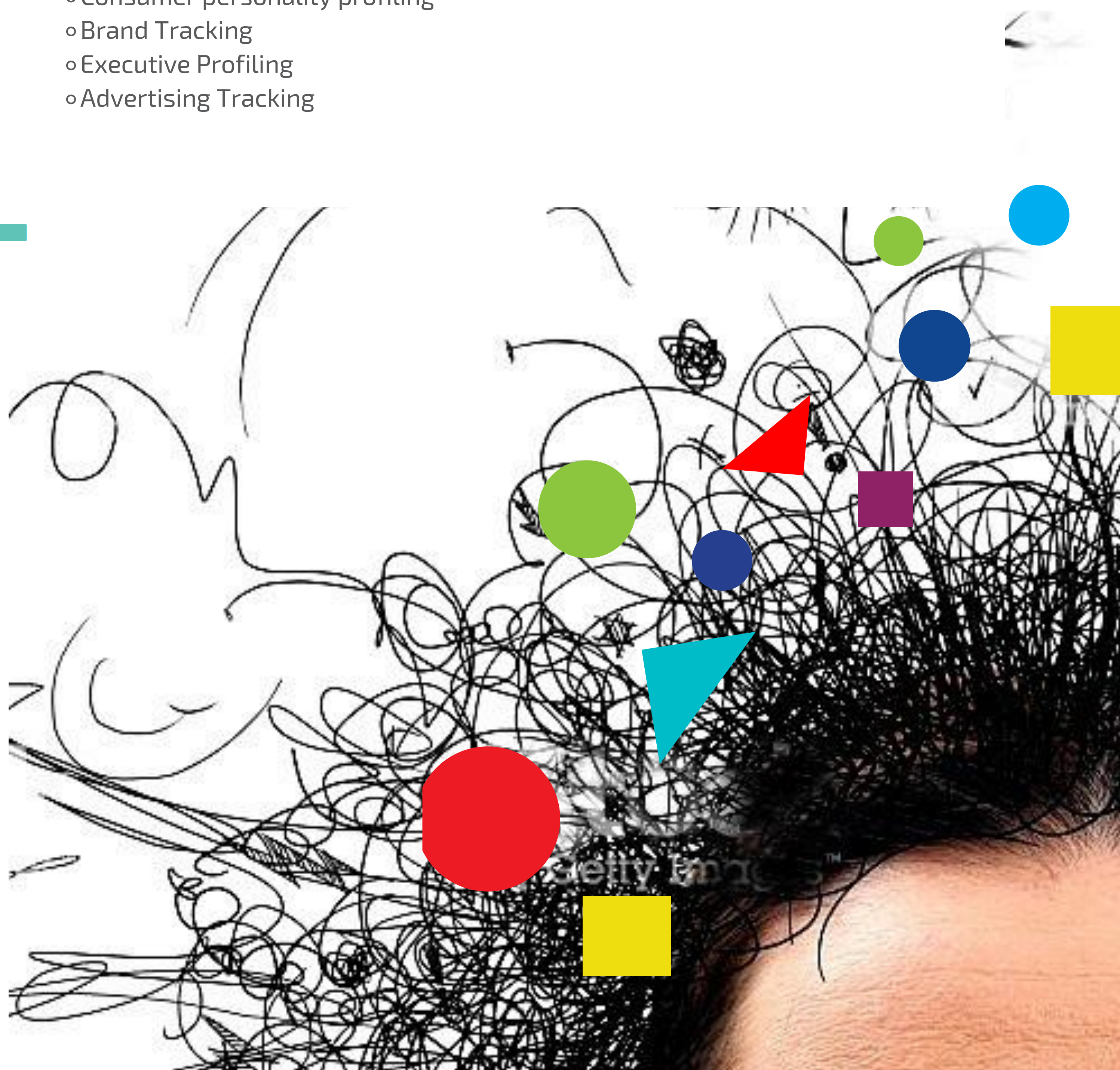
Neuromarketing Tools

- Limbic Insights™
- Consumer personality profiling
- Brand Tracking
- Executive Profiling
- Advertising Tracking

SHEIKE

Applications

- Optimize customer experience (CX) across all touchpoints
- Maximize return on marketing investment
- Maximising the effectiveness of activities across the marketing mix
- Brand Strategy & Build Develop and sharpen strategy to maximise ROI
- Strategic Brand Management
- Align all cues for maximum persuasive impact




What is Neuro Marketing?

Do you know?

- 95% of new products fail.
- 98% of direct mail gets no response.
- 98% of marketing emails don't convert.
- 20% of ad campaigns produce 0 lift in brand and even worse, 20% actually produce negative brand impact.
- Of 864 retail companies went into administration*.
Of those, over 80% were SMEs.

Neuromarketing taps into the subconscious to understand what drives your customers emotionally to increase your ROI and the effectiveness of all your marketing and branding efforts.



“95% of consumer decisions happen in the subconscious Limbic system”

Limbic Insights™

Personality Profiling

Who are you targeting?

To understand this we must take a look at the Limbic system of the human brain. This subconscious system of the brain processes 11 million bits of information every second. 200 times faster than the conscious brain.

Three major emotional systems drive the limbic system in the brain. These systems base the foundation of human personality and capitalising on these functions can be an ultimate driver of success.



All three exist in everyone with a varying degree of prominence and influence. The value of each of these in an individual determines their personality type.

Limbic Insights™ personality profiling provides the missing link between understanding the real drivers of consumer behaviour, strategic brand positioning and implications at the point of sale.

“The process was the perfect marriage between data, creative as well as commercial, which culminated in a relaunch of our purpose, ambition, values and member value proposition which was extremely well received by our board, staff and customers equally.”

ADAM JONES, GM MERCHANDISE, MARKETING & DIGITAL CO-OP

Benefits of **Limbic Insights™** Personality Profiling

Benefits include:

- Provides the “Why” customers behave the way they do.
- Fully realised profiles of present and future customer types.
- Understand customers real path to purchase.
- Increase the investment in the right customers and decrease investment in the wrong customers.
- Creates store experiences that will work.
- Building higher quality customer databases.
- Subconscious drivers, wants, desires and behaviour.
- Increased productivity and accuracy of a marketing plan (including spend) and capital expenditure per channel.
- Targeted marketing campaign and promotional schedule to attract correct customer types.
- Refined emotionalised brand cues that resonate with priority customer segments.
- Guidelines to store design and category treatments for target customer pull.
- Create relevant store and category experiences that will work.
- Retailer training programs for optimised relationship service and selling skills.
- Brand offers that maximise impact on target customer.

“We are seeing enormous success across our retail channel, with sales at double digit growth.”

**CHAIRMAN OF THE BOARD
GO VITA**

Consumer insights

Insights driven retail transformation

Our proprietary insights programs will help you understand the true drivers to human behaviour and the influence this has on all aspects of your retail business.

In each program we utilise neuroscientific methods to determine the optimum strategic plan for your business to achieve business growth through tailored implementation solutions.

RetailDoctorGroup **Limbic Insights™** **Consumer Personality Profiling**

This program will inform you as to current consumer personalities, demographics, profiles, consumer perceptions, subconscious drivers, types of consumers most attracted to your offer and the opportunities for growth in your business. The outcomes of this program are tailored solutions for implementation to transform your business.

RetailDoctorGroup **Limbic Insights™** **Executive Team Profiling**

Using Limbic Insights™ personality profiling allows us to determine our leaders natural propensity for change and from this work determine effective change leadership. This will then give guidance to optimum team performance models, motivations and how to guide your team to achieve transformation in your business.

RetailDoctorGroup **Limbic Insights™** **Brand & Consumer Tracking**

Ongoing analysis of your brand awareness, brand preference and consumer conversion including recommended steps for refinement.
Monitoring of consumer competitor awareness and choice set.

RetailDoctorGroup **Limbic Insights™** **Advertising Tracking**

Monitoring the effects of your marketing efforts through determining the direct impact of each marketing campaign and consumer touchpoints.
Starting with a benchmark of current consumer awareness through an existing marketing strategy, determining optimum marketing spend allocation, followed by ongoing tracking of marketing performance and ongoing refinement.

Retail Doctor Group

Research Products

Consumer research (B2B, B2C)

Limbic Insights™

Personality profiling

Qualitative research (Online & F2F)

Quantitative research

Exit Surveys

Reaction time testing

Executive profiling

Focus Groups (Online & F2F)

Video insights

Product / Marketing testing

Tracker studies

Brand and advertising tracking

Strategic brand positioning

Consumer experience development

Mystery shopping

Australian Global consumer studies

Marketing spend alignment

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?

Brand Image

Brand awareness and conversion including brand tracking.
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?

Concept Testing

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

Consumer Behaviour and Motives

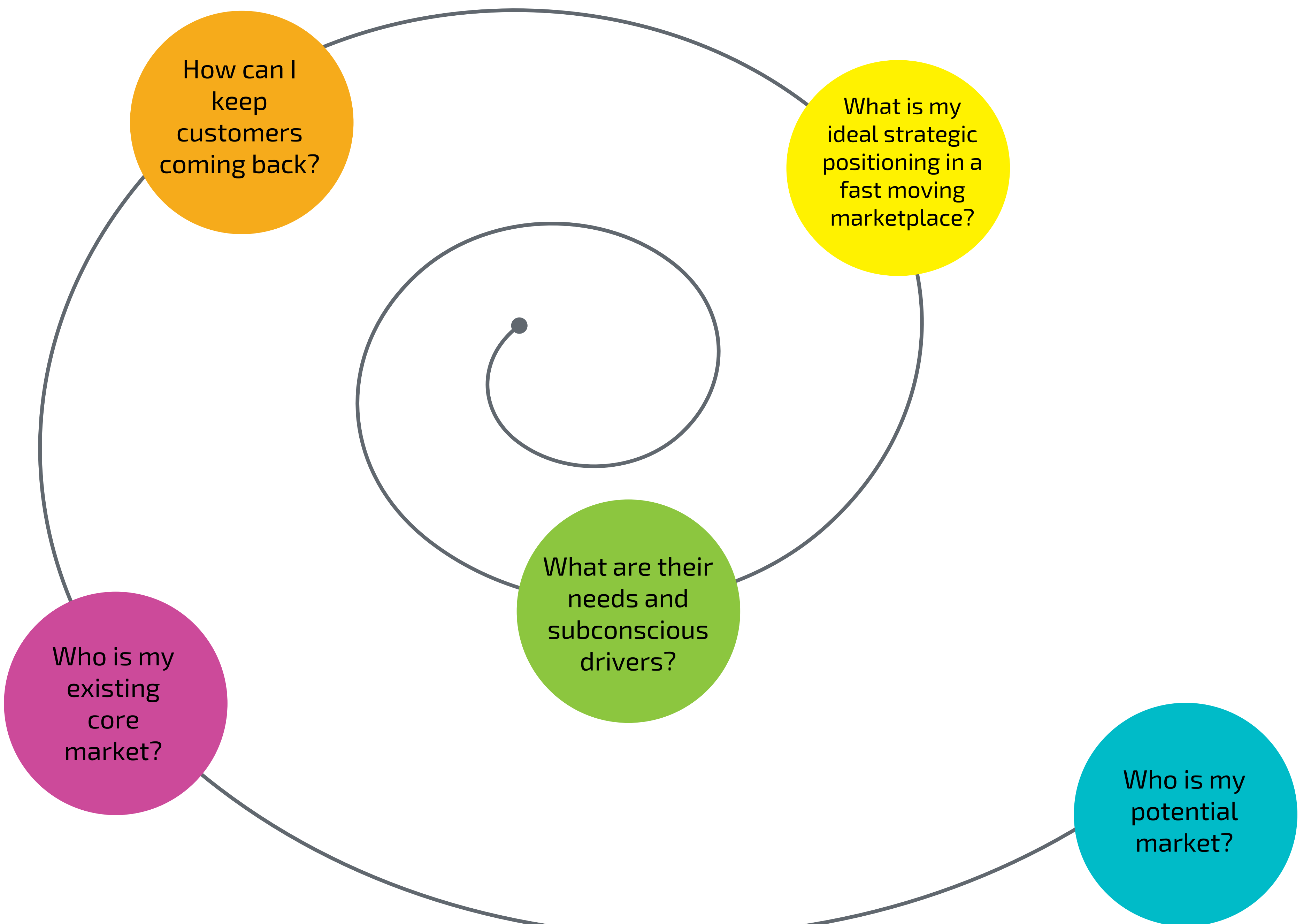
Behaviours
Perceptions
Preferences
Barriers
Habits
Their paths to purchase (what channels they use)

Growth Segments

Who are your potential consumers?
How do you reach and convert them most effectively?

Paths to Purchase

What is your customer's journey?
How to optimise each touch point



Industry leading experts



Josh Strutt

Consumer Insights

Josh leads the Consumer Insights division of Retail Doctor Group. With a diverse professional background from a driving retail operational performance, to finance analyst and senior marketing roles within franchise environments, Josh utilises both experience and a unique and proprietary approach to help retailers and FMCG brands understand their consumers and market opportunities.

Josh combines quantitative and qualitative market research, a proprietary methodology around neurosciences, mystery shopping and retail expertise to accurately model consumer personalities, motivations and behaviours.

He 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

If you are looking to inspire your audience, team, or to create an efficient retail network, then call +61294602882 or email businessfitness@retaildoctor.com.au

Brian Walker

Retail Strategy & Implementation

Brian Walker is “The Retail Doctor”. As Founder and CEO of Retail Doctor Group, which he established in 2005, Brian has steered his business to become the leading retail consulting firm specialising in taking insights driven strategy into award-winning implementation.

Brian’s keynote presentations are highly regarded at retailer and franchise conferences, trade fairs, industry conferences, as well as corporate events or retailer support programs, which are run by shopping centre management.

Embracing change: The Future of Retail is now

Audiences connect with Brian as an inspirational and exciting speaker who discusses embracing change, the future of omni channel and predicts the retail of tomorrow.

Innovation & Global Retail Trends

Bringing the latest trends and case studies from around the world to Australian retailers in a highly motivational fashion.

The Steps to becoming Fit for Business™

Practical operational tips to improving your retail offer, from visual merchandising and selling skills to stock turns and profitability. Perfect for franchisees!

Insights driven strategy



Brief

To assist Chatime underpin their strategic plan for growth of the Chatime brand within Australia. The objective of the work was to not only gain a greater understanding of their current loyal customer base but to also target the local market and western consumer.

Format: Taiwanese Beverage Store

Store Locations: Global

Merchandise Mix: Bubble Tea, Iced tea, Hot tea.

Methodology

1. Consumer research to understand:

- Brand Awareness for different consumer groups.
- Current customer attracted to the brand and why?

2. Identification of Limbic Insights™ consumer personality types to target. Through this a tailored program for how to attract them through all customer touchpoints including:

- Retail design & location strategy
- Brand guidelines – design, formats, tone of voice, imagery

3. Tracker studies every 2 years to understand:

- How brand awareness has changed,
- Changes in customer perception of the brand,
- Customer demands and motivations to visit.

4. Ongoing insights driven strategic implementation.

Including:

- Conducted ongoing workshops and implementing key retail deployment steps
- Presenting methodology and findings to Chatime owners and international visitors.

Outcomes

Upon identification of their target consumer segments and identification of their behaviours Chatime was able to tailor and focus their marketing efforts to attract identified consumer segments, gaining an increase in brand loyalty and brand preference

- Creation of brand guidelines
- Development of in store experience with improved menus and store design
- Development of targeted products
- Growth of loyalty scheme
- Leading to increase of customer database from 50k to 250k.

“RDG is a true business partner who understands retail implementation and the evolving dynamic of both market and consumer. RDG’s “Limbic” consumer profiling has certainly provided deeper, richer and meaningful insights that has shaped many facets of our strategy.”

CARLOS ANTONIUS – CEO CHATIME

Brief

To assist SHEIKE in developing a clear understanding of their brand and target customers. Once this is clear then the next step is strategic deployment.

Format: Women's clothing channel

Store Locations: Australia wide

Merchandise Mix: Women's clothing and accessories

Methodology

1. An online study, of both **quantitative and qualitative questions**, sent to a panel representative of the Australian population and customers from the SHEIKE customer database.

2. 5047 successful, valid responses were received. All respondents were **personality profiled** providing actionable consumer profiles to take forward into

marketing and brand positioning analysis and direction.

3. **Comparative analysis** between online consumer panel and SHEIKE customer database was also performed.

Outcomes

Commencement of strategy build with a clear understanding of the client business.

- Retail Doctor Group consumer insights study taken into a strategic workshop.
- Clear deployment priorities in brand, distribution and deployment.
- Clear positioning strategy – deploying into above benchmarks sales growth.

“Armed with this insight, we’re on the precipice of becoming a major Australian fashion player and our success will be considered, strategic and impactful.”

MORGAN JENKINS, MARKETING MANAGER
SHEIKE



Retail Doctor™ Group
—INSIGHTS—
BUILDING TRANSFORMATIVE RETAIL

Retail Doctor Group Awards:

*Australian Enterprise Awards
Best Retail Advisory & Consultancy
2019*

*Vend
Top 50 Retail Influencers 2019*

*Asian Retail Congress
Top 100 Global Retail Minds 2019*

*LinkedIn
Top Voice for Retail 2018*

*Fit Small Business
Top Retail Influencer 2018*

*Vend
Top 50 Retail Influencers 2018*

*Asian Retail Congress
Top 100 Global Retail Minds 2018*

*NRA Finalist
Outstanding Contribution to the Industry 2017*

*Asian Retail Congress
The International Retail Leadership Award*

*The Australian Institute of Management
National Scholarship*

*Nora Analytics Award, Finalist
Best Retail Insights*

For more information please contact us

Telephone: +61 2 9460 2882

Email: businessfitness@retaildoctor.com.au

Web: retaildoctor.com.au

Address: 1 Ridge Street,
North Sydney NSW 2060 Australia

Mail: PO Box 209, Milsons Point
NSW 2061 Australia