## how can I win customer loyalty and build brand equity?

We regularly review strategy performance and will work with you to define how we measure success, based around your objectives and performance in the context of the shopper, brand, category and Sainsbury's

Recommendations will be provided to help refine future activity and if appropriate, implement course correction plans

measure strategy performance and refine future activity

monitor & review

3

understand shoppers better to create the right strategy for your brand

We can help you gain a deeper understanding of who your customers are, their shopping motivations, wider attitudes and perceptions of your brand

customer

strategy &

objectives

This allows us to develop both broad brand strategies and more granular shopper strategies created in the context of Sainsbury's category visions

build brand loyalty by executing

execute

Our customer targeted media suite delivers a personalised conversation with shoppers to incentivise their loyalty to your brand off-promotion

campaigns that shoppers love

We can tailor the message to the product attributes which are most important to them alongside their propensity to engage with different offers