

# Marketing for Success in the Global berry industry

Andy Jackson  
Category Manager

ASDA / IPL

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SAVING YOU MONEY EVERY DAY  
.....

# Why are we all here?



**Yes** .... *BUT* who influences this?

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# Customers.....!!!

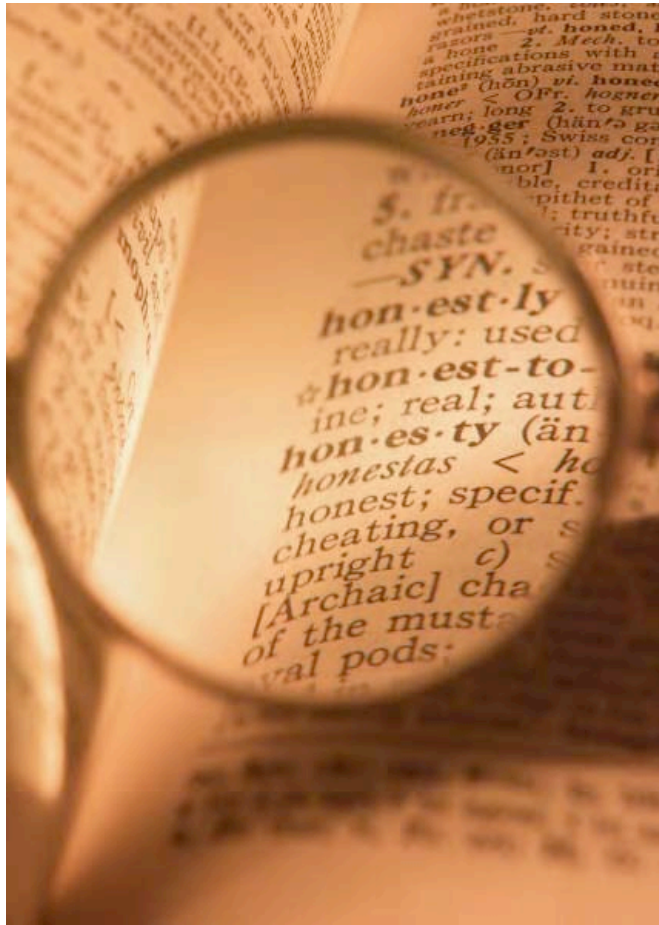


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# Customers....

- These are our life blood, our Oxygen
  - Without them we have nothing...
- They **SHOULD** dictate everything we do
- They **SHOULD** dictate strategy & direction

# Do they really...?



- Are **YOU** customer focussed?
- Do **YOU** know what customers want?
- Are **YOUR** strategies focussed on satisfying customers?

# Understand 'YOUR' Customers

- I could tell you....
- ***BUT***
  - its my opinion
  - My 'slant'
  - My angle
- ***SO***..... Who is BEST placed to tell you?

YOUR CUSTOMERS.....

## We asked 'YOUR' customers....

- What is affecting your shopping now?
- What influences your purchases?
- Do you understand the seasons?
- What role does price play?
- What is Quality?
- Does Packaging matter?
- What is Value for Money?



# What is affecting your shopping behaviour now?

✓ Budgeting

✓ Healthy eating

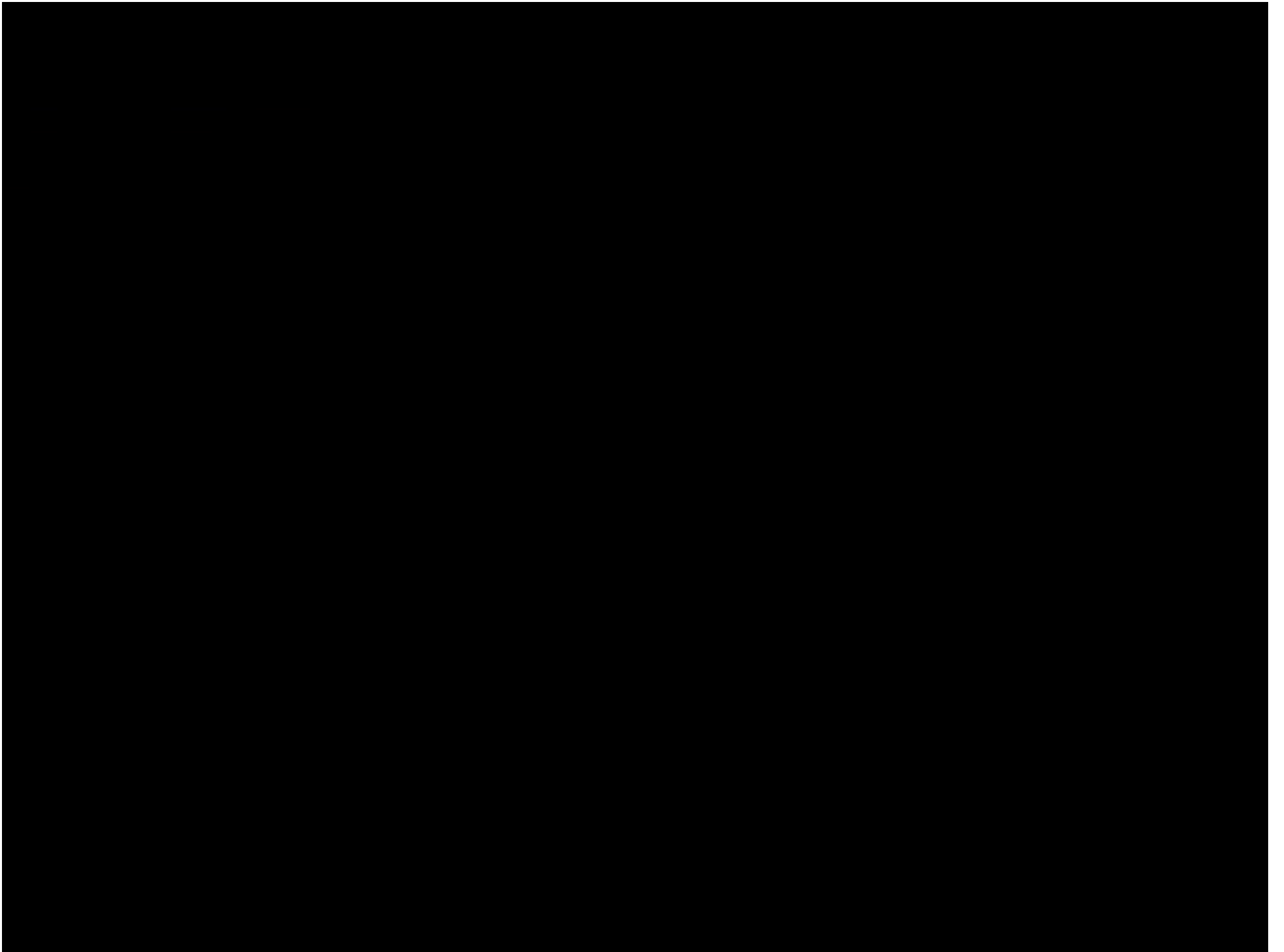
✓ Impulse



# What influences what you buy?

- **Specific meal occasions**
- **Cravings !!**
- **'Treat'**





## How important is price?

- A **KEY** motivator
- Customers love a deal!
- It can drive them elsewhere...



# What is Quality?

- Flavour
- Life
- Appearance





Do you understand the seasons & why prices move?

- 'In season' is best...
- Don't understand HUGE price moves
- Like seasonal promotions



## Does Packaging Matter?

- **YES!! Show me the product!**
- **Gets lids that fit...!**
- **Over-packed**
- **Recyclability is important!**



What do you think about the 'industry' pack sizes?

- There is 'generally' good variety
- Why do we do what we do?
- Are Customers *OR* the industry dictating this??



What makes YOU change your buying behaviour?

• **PRICE!**

• **Buying In season**

• **PRICE!**

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# What does she want...?

Price!

*in Season!*

Taste!

*A treat!*

Freshness!

Health!

*Environment!*

Quality!



Value  
For  
Money

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And Finally....



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