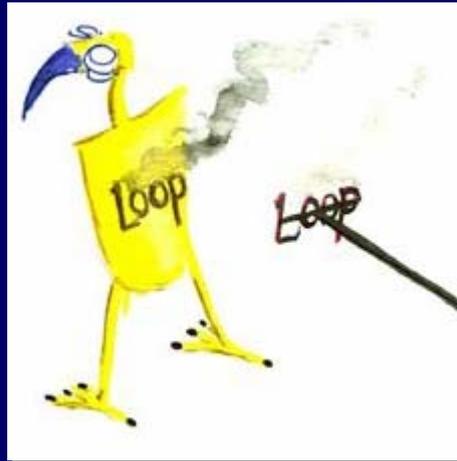


Agenda 2005



Setting the agenda

- Agenda 2005 is part of an annual series that identifies some of the key issues that will impact marketers and brands over the next twelve months.
- Further information can be found through the links at the foot of the slide.



The marketing environment

- The marketing environment is certainly becoming more challenging.
- Trends that impact on marketing are becoming less clear-cut.
- The development of a range of alternative scenarios and strategies is becoming increasingly vital to business.



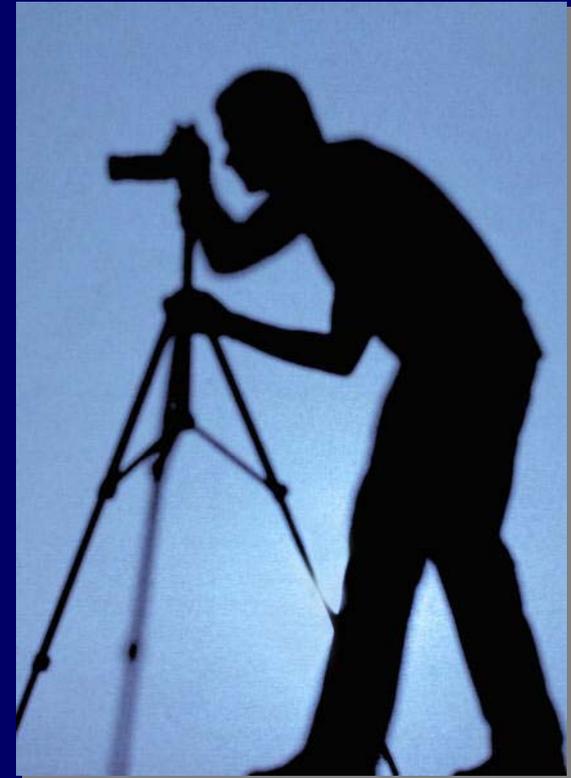
Talk about the passion

- Brand differentiation remains a major issues that faces marketers.
- A brand of passion has distinct advantages for the marketer.
 - Major contribution to word-of-mouth.
 - Brands enjoy cult status.
 - Passion leads to aspiration.
 - Passion brands can be a lifestyle badge.
- The passion brand has a level of consumer engagement far beyond what could normally be expected.



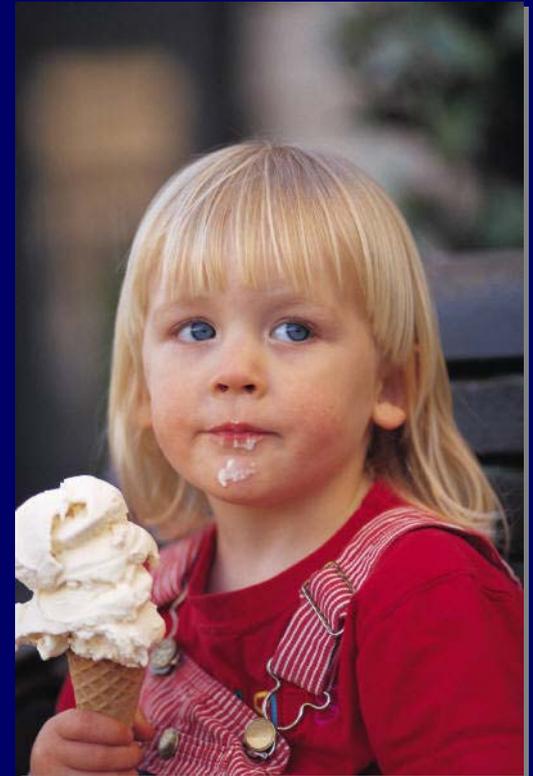
A little bit me

- Marketing communications are becoming increasingly personal.
- Individual messages are more likely to engage the consumer.
- Personalisation makes evaluation easier and more effective.
- However, personalisation and individual marketing needs to be balanced with a requirement for protecting and observing consumer privacy.



Marketing under scrutiny

- The alleged power of marketing, especially with regard to children, is being scrutinised.
- Levels of obesity are rising in general with childhood obesity a major issue.
 - Poor diet and nutrition.
 - Lack of physical activity.
 - Too many hours in front of the TV/computer.
- Manufacturers have to not only provide healthier foods and beverages but their marketing practices are under attack.



Dynamic pricing

- A market with dynamic pricing reflects the changing nature of the price value equation.
 - Dynamic pricing can change consumer behaviour.
 - Pricing can be used as a consumer reward or enticement.
- Dynamic or differential pricing is already common in some industries.
- What would the impact be of applying dynamic pricing to other categories?



Retail flexibility

- The growth of category killers and other large-format retail operations could be seen as restricting consumer choice and limiting options for manufacturers:
 - More difficult to launch new products.
 - Limited choice of products.
- Alternatives are provided through the development of more direct retailing especially on-line as well as:
 - Manufacturers selling direct.
 - More niche retailers.
- All this points to a gradual shift in the manufacturer retailer relationship.



The way forward

- Understanding current and future issues is crucial for companies and brands.
 - Developing a clear understanding?
 - Analysing the likely impact on the category, the company and the brand?
 - Development of alternative strategies that address the issue?
- Through the Loop's unique approach takes both qualitative and quantitative information from a wide and rich variety of information sources to:
 - To understand how the issue fits in the widest possible context.
 - Define possible decision-making paths for the client.

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