

Shopper Marketing Changes

I'm delighted to welcome Packaging and Artwork to the Shopper Marketing team, with Lawrence, Fatima and Fero moving across with immediate effect. Packaging is a key communication point to shoppers at the point of purchase and we need to ensure that we offer a complete experience to the shopper and this move ensures we are joined up.

Currently, the team is busy working on:

- Winsor and Newton paper relaunch, and Water Colour sets NPD.
- LB Charbonnel redesign and 300yr gift sets animation for a digital campaign.
- Snazaroo NPD for young adults.

As well as working on a sustainable packaging strategy, to name but a few of the projects.

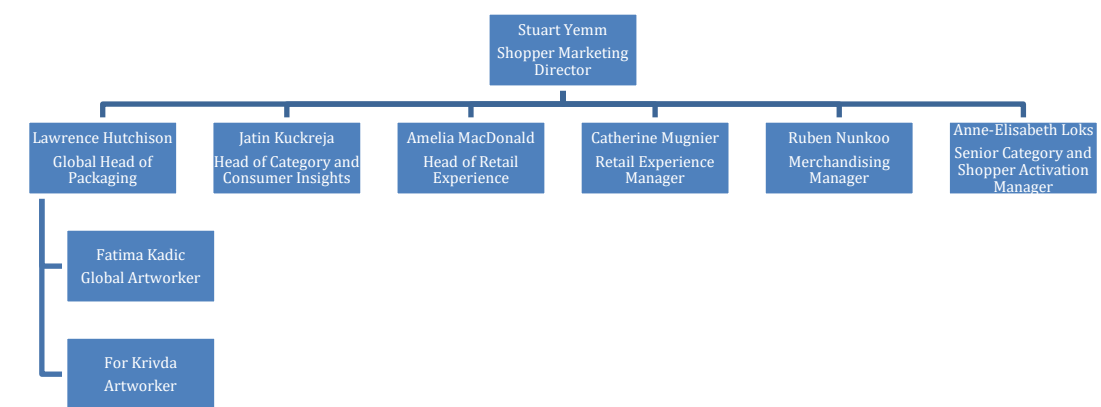
They also need to plan in time for 2021 Brand Plans NPD, and a significant regulations project that will affect 4000-5000 products as we have to abide by new EU regulations on biocides and Titanium Dioxide.

As we continue to build a point of difference v our competitors in Shopper Marketing, our capabilities now extend to:

- Merchandising
- Shopper Comms
- Retail Experience
- Packaging
- Category Management

All underpinned by Insight.

The new team structure is:



Please join me in welcoming Lawrence, Fatima and Fero to the team!

Stuart Yemm,
Shopper Marketing Director