

Shopper Marketing Re-Structure Reflecting an Insight Led Approach

In 2019 we started the Insight function with a team that consisted only of Jatin. Our idea by that time was to create a function to make more informed decisions. We undertook three different projects to focus on brand understanding through a brand preference study and consumer panel and spent c£90k.

Since then, our insight needs have multiplied as we seek to deeply understand our consumers, professionalise our brand health tracking, and be insights and data led as a business.

In 2021 we are scheduled to complete 12 projects. This includes tactical projects to understand specific issues such as the size of the art market potential, to more significant further horizon projects such as Mural Arts and engaging more emotionally with our consumers. In these projects, we will spend over £400k. However, at the moment, the Insights team still consists of just Jatin!

To reflect this, we are re-structuring the insight function within Shopper Marketing.

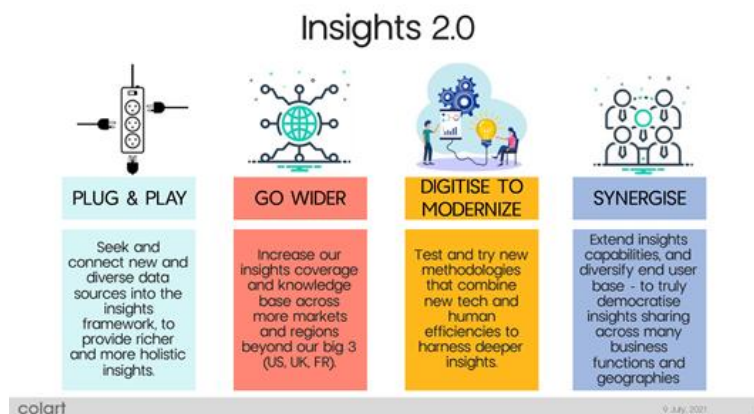
Firstly, we will be re-naming the department to **Shopper Marketing and Insight** so that it reflects all the things that we do:

- Insight
- Retail Experience
- Merchandising
- Packaging and Artwork Development

Secondly, we are recruiting an Insight Manager to support Jatin as we take on more and larger projects.

Thirdly, I am delighted to announce that we would like to recognise **Jatin Kuckreja as the Global Insight Director**, effectively immediately to reflect the growth in his role and responsibility and relevance to the business of the ambition for Insight in the future. Please join me in celebrating Jatin's more prominent role in the business.

The new Insight function will have four key pillars. Jatin will be responsible for building our insight capabilities to remain the leading consumer-led Fine Art business.



Stuart Yemm,
Shopper Marketing Director.

