



**CONFERENCE  
REPORT**

**ENPC Conference  
10 September 2015  
Cologne**

## **ENPC Annual Conference 2015**

**How to market your brand  
effectively with ever-changing  
consumer shopping behaviour?**



# Participants



## **Introduction**

Mr Robert Anslow, ENPC President



## **Growing pains: beginnings of a new consumer age**

Erol Sukan, GFK



## **Marketing to mums on line: identifying 'global' truths**

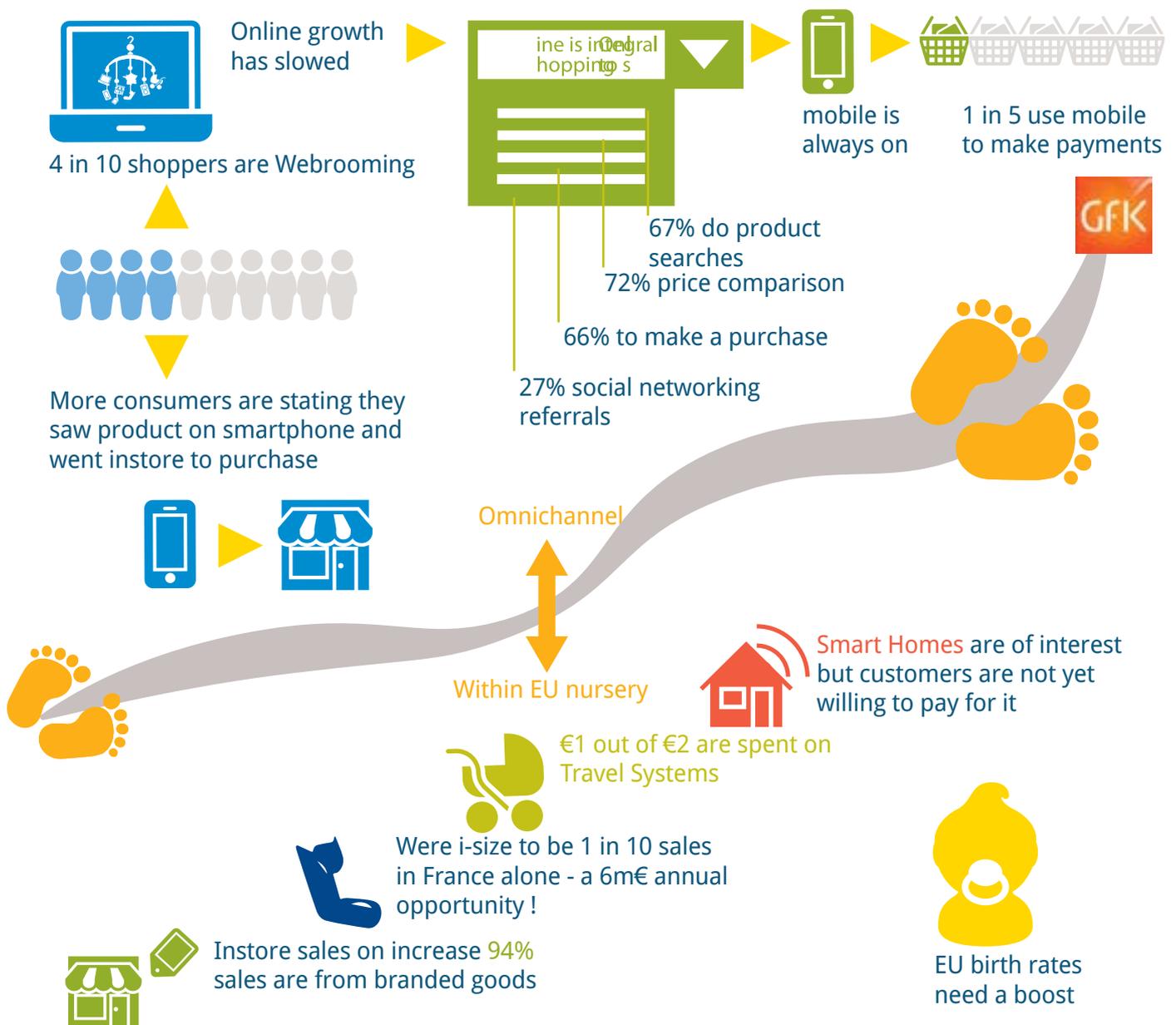
Nadia Khaldi & Claire Milner, Generation Media & iGen Insight



# Growing pains: beginnings of a new consumer age.

Erol Sukan, GfK

Erol Sukan from leading market research company GfK provided some interesting developments in European buying habits including the fact that consumers appear to be returning to stores to buy products. In 2013, 35% of consumers looked at products in store and then proceeded to purchase online. However, in 2014 this figure dropped to 25%. In fact 41% of consumers were 'webrooming' – this means they saw products that they wanted to purchase online but went to purchase in store. Interestingly, GfK reports that it is younger consumers who are increasingly reluctant to purchase products online concerned with delivery costs, preferring to see products first hand and also concern about the safety of their personal details online. Erol also discussed the very different buying trends and habits of parents around the world, providing essential information for companies exporting to new territories such as Russia.

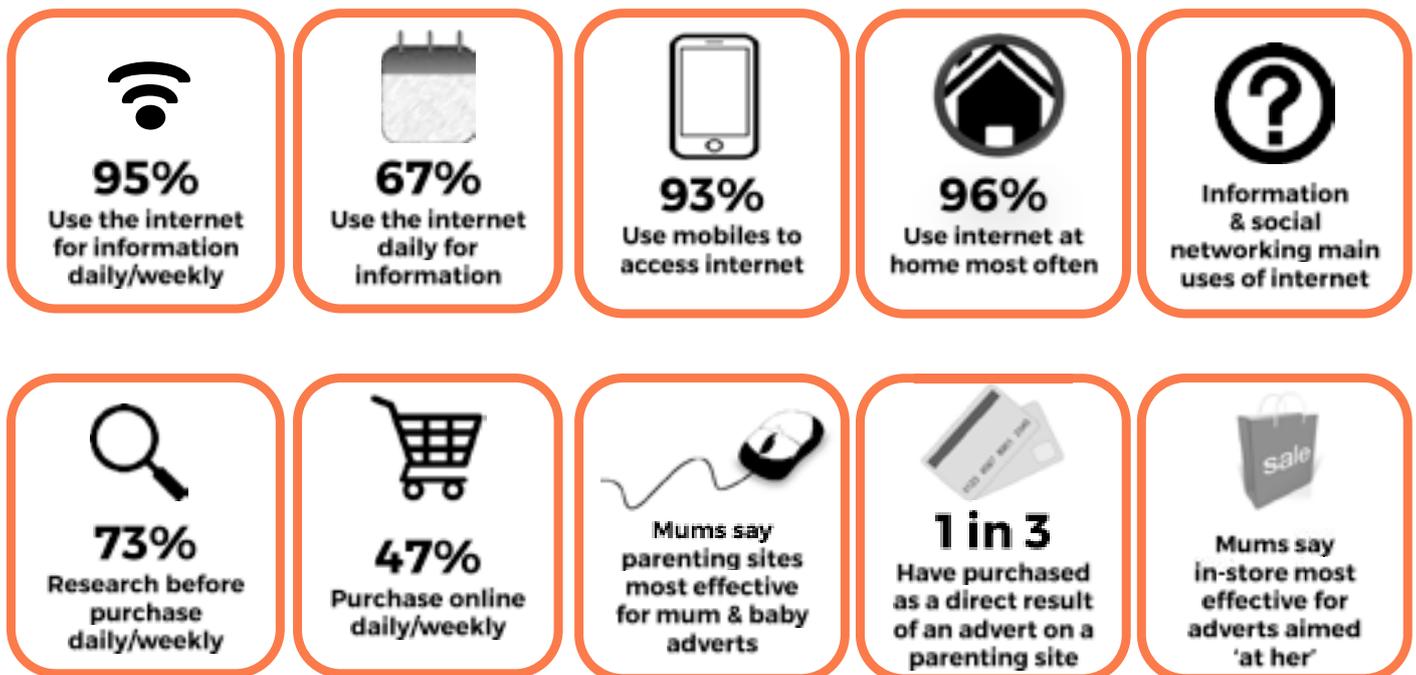


# Marketing to mums on line: identifying 'global' truths.

Nadia Khaldi & Claire Milner, Generation Media & iGen Insight

Also presenting for the ENPC conference were Nadia Khaldi of Generation Media and Claire Milner of iGen Insight which have recently completed a study of expectant mothers' behaviour and how best to communicate brand awareness. Interestingly, 95 per cent of pregnant mums source information from the internet with 93 per cent preferring to access this information via their mobile phone. Mums from the UK are more likely to use the internet for information than any other European mums and are less likely to read printed consumer magazines.

## There is a 'global' mum with strong commonalities across all markets



Source: iGen Insight, Kind & Jugend 2015. Base: 1,800 (UK, USA, Spain, Germany).  
Expectant women & mums of pre-school children aged 0-3 years. Sampled from BabyCentre website visitors.

# ..but there also differences at market level which may impact marketing strategies...



Highest propensity to purchase online (daily/weekly basis)

Highest tendency to search for information & research products

Highest tablet ownership

Parenting websites and in-store most effective for advertising



US & Spanish mums most likely to be in full time employment

Lowest tendency to search for healthcare information

Least likely to say TV advertising effective

In-store most effective for advertising



Lowest daily usage of the internet

Lowest usage of social networking (daily/weekly basis)

Least likely to be in full-time employment

TV most effective for advertising



Highest tendency to read parenting magazines (daily/weekly basis)

Lowest tendency to purchase online on daily/weekly basis

Highest daily usage of internet

In-store most effective for advertising



  
65%

  
43%

  
57%

  
74%

  
57%

  
40%

  
46%

  
56%

  
49%

  
38%

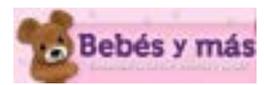
  
39%

  
27%

  
43%

  
22%

  
37%

  
17%

# So, what does this mean for advertising?

**Online should be our lead communication tool**



**A mobile first approach should be adopted, prioritising formats and approaches that perform on mobile (including apps)**



**Meet consumer requirement for social interaction and friend/family/peer recommendations**

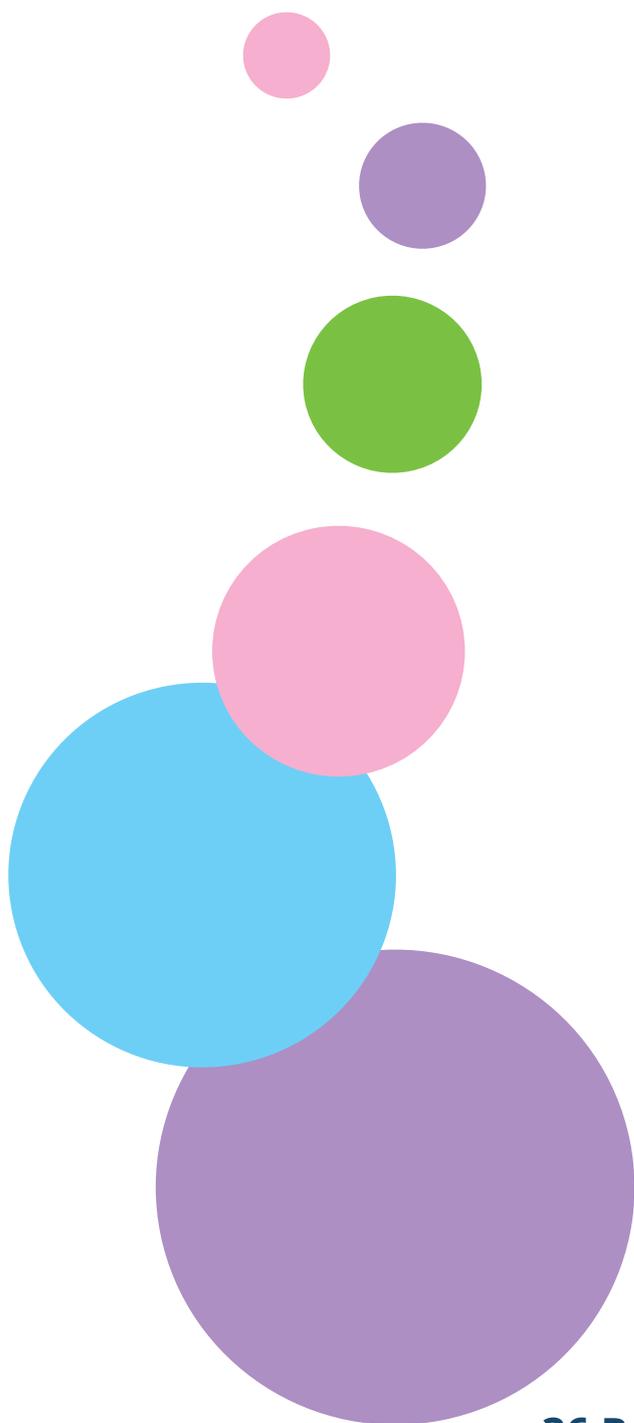


**Forge partnerships with key parenting sites/magazines to maximise investment within relevant editorial/social/email/competitions**



**Invest with Google/Adexchanges: Targeted Display Media, PPC and Remarketing**





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