While browsing Facebook, sees a post for Jif Power Ups®
Hears an ad for an event at Kroger on Pandora during her morning commute
Receives a monthly sales ad from Target in her email
Purchases a gift for nephew’s birthday on Amazon and notices banner ads for new Milk-Bone® treats, decides to try them out
Picks up a new Sahale Snacks® mix from a convenience store before driving back to work from a meeting
During evening commute hears a radio ad for new coffee shop and remembers they ran out of coffee that morning
Stops at Walmart to pick up coffee and decides to try a new roast from 1850® coffee
A DAY IN THE LIFE OF AN OMNI-CHANNEL SHOPPER
Consumers interact with brands around the clock in today’s retail environment. The brands that succeed in truly connecting with ever-busy consumers are focused on educating, engaging, and inspiring consumers when it is most convenient to them.

Being everywhere consumers want us to be is one of our core growth imperatives, but what exactly does that mean? In short: Offer what a consumer wants, when and where they want it. While some may view this as an overwhelming challenge, we are motivated by these new opportunities. We’re taking advantage of them to deliver great consumer experiences while simultaneously growing our brands.

Meeting the preferences of today’s omni-channel shopper requires a commitment to evolve so we can align with the ways consumers discover, research, and shop our brands. It is essential we meet and engage consumers in a way that is convenient and relevant across every touchpoint, and we’re well positioned to do that.

Grocery store shelves are the channel most people traditionally associate with our products, and they are still critical. Today, we work with our customers to maximize every inch of retail real estate – both physical and digital – to deliver the most convenient shopping experience. Increasingly, this requires sophisticated data analysis to identify the optimal selection of products for each retail partner. It also means providing store-by-store recommendations on how retailers can optimize their merchandising approach to best address how consumers want to shop each category – both in store and online.

Of course, being everywhere doesn’t only apply to the availability of products. We also need to tell our story in the right places, so we meet consumers wherever they seek information and inspiration. This is a critical aspect of our ecommerce experience, a strength we continue to invest in and scale aggressively. We view ecommerce not simply as a sales channel, but in terms of the relationship it allows us to have with the consumer. We are committed to making it as easy as possible for consumers to learn about our products and engage with our brands as part of their daily digital habits - to go beyond a sale and to encourage advocacy.

As we continue to grow our ecommerce efforts, we are being thoughtful about the best ways to partner with retailers while enhancing our capabilities across the board.

A unique aspect of our business and our ability to reach consumers is our North American Away From Home strategic business area. In addition to consumers trusting our products in their homes, they also have an opportunity to enjoy them in restaurants, hotels, hospitals, schools, and other venues across the country. This allows us to strengthen relationships with current consumers and create relationships with new ones.

As you would imagine, all our efforts are powered by data and market intelligence. Our use of information helps us understand consumer needs and anticipate future behavior, so we can be there waiting for them. This is reflected in everything from where and how we distribute certain products to our pack sizes to the convenience of our offerings and assortment, among countless other considerations, all based on our data-driven understanding of the consumer and our commitment to serving them daily.

Consumers don’t see that effort—and they shouldn’t have to. They see only whether we’re there when they need us, and we are committed to being there every single time.