

## **Media release: For Immediate Release**

# **New ideation product helps brands to innovate in response to shopper behavior**

*Anne Howe Associates launches ShopperSparks<sup>SM</sup> Innovation*

*Beverly Hills, MI, April 11, 2011*—Shopper marketing consultant and innovation change strategist Anne Howe announces the debut of ShopperSparks<sup>SM</sup>, a turn-key solution to assist brand and shopper marketers. ShopperSparks<sup>SM</sup> provides marketers and their agency resources with moderated ideation that leverages shopper behavior insights as routes to growth in the increasingly complex retail marketplace. Customized sessions provide insight-based stimulus and moderated innovation exercises at every target shopper engagement point across the path to purchase.

“Radical and permanent change in both shopper behavior and the retail marketplace requires that manufacturers step back and re-frame their problems, and think differently,” Howe explains. The dramatic rise of consumer driven digital/social behaviors has resulted in shoppers who largely ignoring push marketing. Brands are experiencing loss of market share as they struggle to wholly engage in developing full-scope shopper solutions This is especially problematic when they are charged with building their brands with specific retail partners.

Howe continues, “Understanding what the shopper is doing where and why on the path to purchase is critical to developing new stimuli to fuel effective solutions that can inspire and change shopper behavior. The ShopperSparks<sup>SM</sup> session output allows the brand to test concepts and then fluidly integrate activities with shoppers across channels or specific retailers, and ultimately grow more profitable market share.”

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**About:** Anne Howe is one of a limited breed of marketers: those with decades of executive leadership experience in the shopper marketing industry. Her category background includes food, snacks, household goods, as well as apparel, home décor, home hardware, consumer electronics and appliances. She’s an enthusiastic, seasoned innovator, with acuity for developing integrated, shopper-focused marketing strategies. Howe works in collaboration with other industry consultant to design custom sessions.

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