



Why?

Because price promotion is not a way to thrive. Innovation is the path forward.

**It's Focused.**

We help you re-frame situations to create new inflection points.

**It's Inclusive.**

Our team will help your best innovators produce more test-ready ideas.

**It's Global.**

Sessions can be focused on specific growth or development issues.

Are you ready to find new ways to resonate with shoppers? It's time for an inflection point workshop.

## ShopperSparks<sup>SM</sup>

### What Is It?

A customized, expertly moderated two day workshop designed to leverage consumer culture, insights and external stimulus. Exercises are designed & presented in ways that generate concepts for brand experience, product, packaging and more!

### Where Does It Take Place?

NOT in a boring conference room. Some of it happens at retail. Most of it happens in a creative setting where we strive for the flow that allows your brains to open wider and produce innovation.

### Who Attends?

Hand selected thinkers from within your organization, We then add SPARKLERS\* - known successful innovators, behavioral anthropologists, concept writer and shoppers you want to affect.

### Who Provides the Insights/Stimulus?

Our moderators augment behavioral insights from client-provided studies with new external stimulus, building a set of exercises that help eliminate typical innovation boundaries and barriers.

### Is It Focused on the Store?

NO, not entirely. An inflection point can resonate with consumers anywhere along the path to purchase. Our goal is to develop concepts that deliver wherever we can produce shopper delight, expressed by a combined perception AND behavior change.

### How To Get Started?

Contact shopper marketing expert Anne Howe at [anne@annehoweassociates.com](mailto:anne@annehoweassociates.com) for a conversation. Project term is generally 8 weeks. All ShopperSparks<sup>SM</sup> team members are 20+ year experts in their specific disciplines with collaborative networking credentials.