

SPRING 2017



# Our One Enterprise Solution



*Advantage Solutions - Walmart Enterprise Team*

**In This Issue** BLITZ Digital Marketing Capabilities | Enhanced Foodservice Approach  
Understanding the Centennial Generation | More...

## letter from the CEO



# Winning in Changing Times

Earlier this year, 170 Advantage leaders gathered in Southern California for our annual company leadership meeting. It was a whirlwind week of energetic discussions and presentations focused around how we drive business for our clients. Perhaps most importantly, we introduced a wealth of new talent to our organization that will lead our company and propel your business forward.

I'm particularly excited about the capabilities of our team because I know they have the skills to successfully navigate the challenges we all face. The retail environment demands that we simultaneously reinvent ourselves and find spaces to play to fuel relevancy and success in a new retail economy. We believe that the tools required to help you grow are needed more than ever but are also changing dramatically. Whether it is the disruptor of online shopping, robotic merchandising, digital shelf tags, Amazon's new C-store, or Blue Apron type consuming, we will be with you in the face of the disruption as a relevant solution provider, never using industry changes as an excuse for why we can't grow your business.

The good news is that a willingness to innovate, outwork, and win runs deep in the culture and DNA of Advantage. You'll see this theme throughout this issue of *Inside Advantage*, particularly through the voices of leadership like Jeff Hansberry. Jeff has brought an incredible perspective to Advantage, shaped by industry and global experience, and a deep passion for brand building (see Executive Interview with Jeff Hansberry, page 10).

The world is changing in more ways than one. Just as swiftly as Millennials rose to prevalence, Centennials are right on their heels as the next generation with expansive purchase power, and they have an entirely different set of motives and wants (see Now on Deck: The Centennial Generation, page 3). We've also heard the prediction that online and digital commerce omnipresence is inevitable and that prediction is now becoming reality: according to a study by FMI and Nielsen, approximately 20% of all grocery spending is expected to come from online shoppers by 2025 and 40% of all center store and non-food purchases are projected to be filled online\*. In an omni-channel world where connected commerce requires new solutions for brands, we are reaching higher to ensure we can provide you with the talent and technology to win across an ever evolving ecosystem through companies like BLITZ, a digital marketing and strategy agency based in Los Angeles (see Puttin' on the BLITZ, page 14).

I'm excited to share the articles in this issue of *Inside Advantage* and believe that they highlight the momentum we have as an organization. I've long believed that the greatest predictor of future success is how a team tackles change and the spirit with which they execute a vision. While I believe the headwinds for this industry are real, I am equally certain that there is no team more suited to find new paths to growth for our clients. With unmatched determination, a long track record of success, and a group of leaders ready to tackle any challenge, we march forward to win together.

Winning Together,

Tanya Domier  
Chief Executive Officer, Advantage Solutions

\* [fmi.org/digital-shopper](http://fmi.org/digital-shopper)

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demographics

# Now On Deck: The Centennial Generation

The youngest generation of Americans – the Centennials – have begun to turn 19. Yes, they just voted in their first Presidential election, are eligible to serve in the U.S. Armed Forces, and now comprise 25% of the U.S. population. Their sheer size makes them larger than any other population group and their impact on the retail industry has only begun. This cohort of mobile-first, über-informed, and socially-conscious consumers are bringing a new set of rules and behaviors that will, once again, change the rules of the game.

Born between the years of 1997 and 2016, Centennials wield significant power and influence across the retail landscape. Over 70% of parents of Centennial youth report that their children are the primary influencers of household decisions regarding family meals and fashion. Add to that their own money from jobs and allowances, Kantar reports that Centennials possess a whopping \$92B in spending power. It is estimated that by the year 2020, over 40% of the population in the world's biggest markets – the United States, China, Russia, Europe, India, and Brazil – will be comprised of Centennials.

It is essential that we quickly dispel any misconceptions that Millennials and Centennials have shared behaviors: Centennial teens – the 14 – 19 year old 'CenTeens' – are Millennials on steroids. Let's take a look at what makes them so attractive to marketers today.

CenTeens are hungry for experience and instant gratification. According to a study conducted by retail marketing firm Interactions, CenTeens long for retailers to provide them, with engaging in-stores experiences, despite their constant connectivity to technology. Given the choice, 64% of these teens prefer shopping in store versus online, making it our opportunity to make moments matter to drive sales and engagement. Through effective use of interactive packaging, digital campaigns, and experiential programs, Centennial teens are seeking opportunities to interact with the brands they love. Unlike their Millennial counterparts, CenTeens are frugal in ways which go beyond price.

*Continued on next page*





They are not afraid to ask for extra services to close a deal when making a purchase: free delivery, extended warranty, and additional services or terms are all within bounds for this teen shopper. Communicating value to this savvy shopper will require marketers to ensure their price/value strategies are clear and resonate well if we expect to win this shopper's dollars.

The Centennial Teen is a digital-native. They were born into a world where technology is omnipresent, Wi-Fi is readily available, and applications interact seamlessly. Unlike their generational elders, they consider frictionless mobile commerce the table stakes of retail. As a result, they have high expectations that the brands, retailers, and sites they interact with will be loyal to them. If they feel disrespected, mistrusted, or find they must repeatedly share the same information, they will simply stop interacting and move on.

Combine that with their desire for personalization and high interactivity, modern retail must quickly adapt the ways in which we connect with and communicate to CenTeens if we want to retain them as shoppers. If we lose them, they are not likely to give us a second chance without a sincere apology and visible corrective behavior.

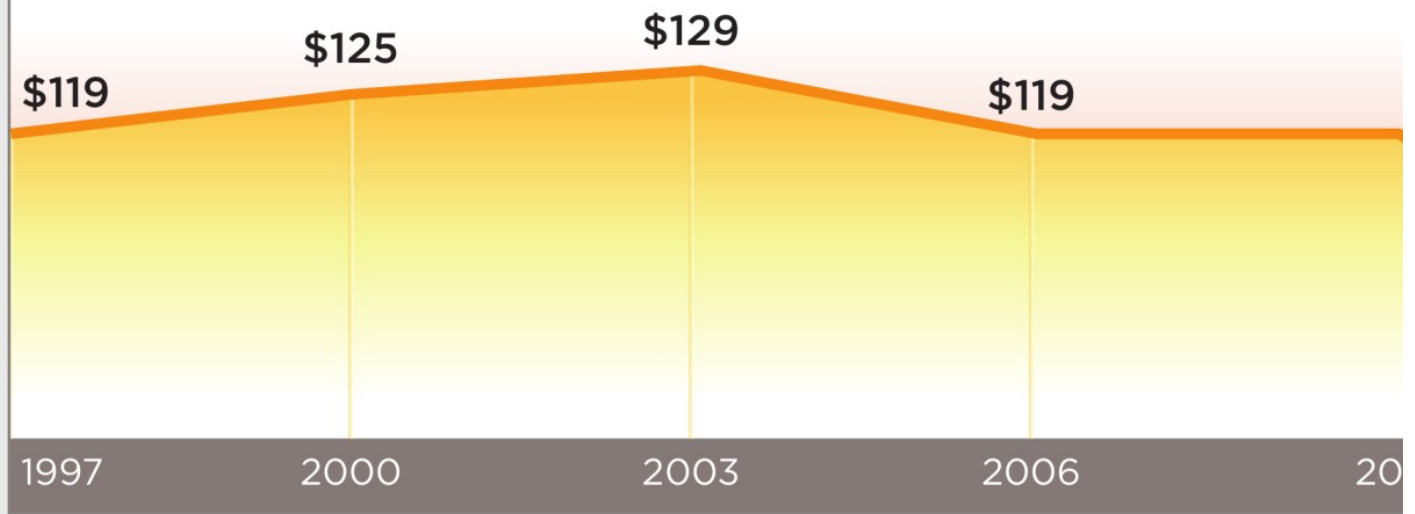
Centennials are the most ethnically diverse generation in U.S. history. When you consider the mixed-ethnicity Hispanic-White population of Centennials, they are the first minority-majority generation in America. The implications of the multiculturalism are significant: Centennials will define their cultural identity in dramatically different ways from their generational predecessors. Their poly-cultural mindset will enable them to both identify with other cultures but be proud of their own ethnic heritage. They will navigate the guardrails of their multi-

cultured backgrounds and challenge the simplistic definitions of ethnicity that brands and marketers have long relied upon.

Centennials are exposed to food and flavor, not labels. As marketers and researchers, we need to understand how these shoppers think about food. They're focused on the items they're eating with their friends around the lunch table or in the food courts - it's about great ramen, vegan tacos, and spicy jerked chicken - not Japanese, Mexican, and Caribbean food. Understanding the diversity of this population, their disdain for labels, and their love for emerging cuisine is a big key to success.

Connecting with Centennials, and CenTeens especially, requires new digital strategies. While Millennials took us to the social media frontiers of Facebook and Twitter, this is not where Centennials spend their time. If you want to connect with this generation, mastery of

## Spending of Millennials vs. Centennials





Instagram, YouTube, and SnapChat is required! Engaging advertising not only needs to be on these social platforms, but it needs to contain video content to really capture the attention of CenTeens.

As we continue to work to build brand value for the clients and customers we represent and support, it is essential that we understand and deliver against the distinct needs of this emerging and

increasingly powerful new shopper demographic. The buying power of the Centennial shopper is significant and their needs, habits, and behaviors will shape retail for the foreseeable future.

als

*Among 12 to 19 year olds in billions. All years adjusted to 2015 dollars. (Kantar Futures)*





cover story

# Advantage Applies Full Range of Tools in **One Enterprise** Solution

Retailers are increasingly being challenged to implement omni-channel strategies that capture shoppers across all physical and digital touchpoints along the path to purchase. This means not only ensuring optimized assortment, fully stocked shelves, and impeccable customer service, but also delivering a compelling in-store

“retail-tainment” platform, demo programs, digital shopper marketing, a comprehensive eCommerce strategy, and more.

In the traditional service provider model, managing all of these components requires numerous touchpoints across multiple agencies,

which means aligning different systems, teams, goals, and methods of communication. This approach often results in inefficient, costly, and disjointed execution. The logical solution is to have one agency partner across all sales and marketing functions at a retailer, yet most agencies lack the necessary portfolio of services and deep retailer relationships needed to provide this.





The need for a retailer-centric solution led Advantage to create the “One Enterprise” structure. This unified approach seamlessly harnesses the power of Advantage’s total enterprise services – sales, marketing, field operations, in-store retail operations, and business intelligence – under one business unit. At the helm is a dedicated Advantage senior leader who understands the complexities and nuances of the retailer’s strategies, as well as Advantage’s many service offerings. In partnership with retailer executives, this leader delivers solutions that create more efficient processes, better quality sales planning, improved speed to market, streamlined marketing programs, and enhanced senior level retailer connectivity for manufacturing partners

### WALMART PLATFORM

The Advantage Walmart Enterprise Team – led by Todd Hanus, a former Kraft executive with extensive Walmart partnership experi-

ence – seamlessly links Advantage’s shopper, digital and experiential marketing, insights, replenishment, eCommerce, category management, big data, and in-store execution services under one roof.

Amidst the industry’s tightening margin pressures and demands for profitable growth, this “one stop” approach helps manufacturers make the most of their investment at the world’s largest retailer by allowing them to select the suite of services that will deliver the largest return. For example, Advantage collaborated with a new client with a target of 10% growth in YOY comp sales. The team created an enterprise deployment plan that layered in Advantage Replenishment services to ensure sufficient inventory in the right stores at the right time. This led to 9.5% growth for the client – an 18 point swing in comps prior to Advantage involvement!

Advantage’s platform at Walmart has also delivered improvements on existing services.

For example, as the exclusive retail-tainment and demo partner for Walmart, Advantage not only performs demo execution, but also has Business Development Managers onsite at Walmart to support the activation and perform supplier ROI analysis to assess demo effectiveness and to optimize future performance.

Another example is the significant leap in service levels and growth with the consolidation of Walmart’s clip strip program under One Enterprise. Prior to Advantage becoming the exclusive execution partner, Walmart POS clip strip program sales and supplier shipments were down double digits. By merging insights, replenishment, and real time data with dynamic execution to streamline processes for the 140 clip strip locations in every store, Advantage has boosted the business +10% with a +20% swing from the previous model.

*Continued on page 9*





shopper marketing

# “Receptive Moments” Make **Location Data** a Must in the New Generation of Shopper Marketing

By Josh Pike, Executive Vice-President, Advantage Media

In the new era of shopper marketing, mobile devices are ubiquitous and consumers have many dimensions to their digital lives. Today's shoppers are always connected, creating endless data on pur-

chase history, intent, and affinities along with real-time location and store visitation. Unlocking this data and using it properly can be difficult. Across industries, businesses have struggled to operationalize big data.

## What does this mean for the future of shopper marketing?

Transforming big data into actionable insights while determining

where and when are the best moments for shopper marketers to catch the attention of consumers will make the difference between success and failure. Marketers must extend their brand's reach beyond basic demographic targeting and deliver media solutions that understand each individual shopper and predict their purchasing behavior based on shoppers' behavioral, intent, and location data. Advantage Media does just that.

Advantage Media, a division of Advantage Solutions, raises the bar for shopper marketing through the MomentAware™ DMP (Data Management Platform). MomentAware combines real-time and historical shopper location, activity, and environmental data with past purchase, behavioral, and demographic data to predict shoppers' most receptive moments. In these moments, shoppers are most open to purchase influence. Media powered by





MomentAware™ engages shoppers precisely when, where, and how they are most receptive. We leverage a multitude of data sets in an integrated, strategic approach, and identify the fleeting and valuable opportunities to influence a sale and build brand loyalty.

At one time it was enough to know what a shopper's past purchase history was. Not long after that, it was a big plus to understand something about a shopper's demographics and affinities. While these are still important, they are not enough anymore. To fuel consumer purchases and ROI, location and receptivity of the consumer will be the keys to future success. Today's forward-looking marketers need to know shoppers more personally than they ever thought possible. To compete and win, shopper marketers will need a strategy that includes real-time location data, and an intelligent approach to leverage billions of behavioral data points available to them. This combination empowers retailers and brands to find and engage with their shoppers during their most potentially high-value moments, when shoppers are most open to purchase influence. By unifying location, contextual, and temporal relevance, Advantage Media helps marketers deliver unprecedented engagement that elevates ROI and is seen as relevant to today's discerning consumer.

## One Enterprise Solution

*Continued from page 7*

### BJ's PLATFORM

BJ's is a regional mass retailer with a strong presence across the East Coast, particularly in New England. In addition to being the preferred headquarter sales broker, Advantage is BJ's agency of record for demo services and events, in house category management and space planning, and retail operations.

These multiple touchpoints of integration with the retailer make Advantage the first partner BJ's thinks of when they want to develop new solutions. The Advantage BJ's team is led by Nick Patterson, who has an extensive background in various management roles at P&G.

This connectivity allows manufacturers to build an effective go-to-market approach that aligns with the retailer's long-term strategy. For example, as BJ's ramps up digital efforts through Pick Up & Pay and Bjs.com, Advantage is deploying digital marketing capabilities to help manufacturers reach the BJ's consumer both in store and online. Advantage also provides manufacturers with a unique way to delight shoppers through Advantage-run roadshows and adult beverage sampling.

So is the approach working? Manufacturers partnering with Advantage at BJ's have experienced 6% growth vs. YAGO, compared to the balance of competitive market at +3%. "The Advantage team is top-notch across all functions. The investments they are making in both people and resources to support their clients and BJ's is very impressive," said Scott Klane, Daisy Brands Sales Team Leader at BJs, when asked why his company entrusts its brand to Advantage. "They have quickly established significant relationships with key BJ's merchandising and operations personnel that will pay dividends today and in the future. We are excited about our new partnership and look forward to growing our BJ's business with them."



An Advantage-run roadshow at BJ's Wholesale Club





interview

Jeff Hansberry, President & Chief Commercial Officer

## Making Brands Available, Visible, and Compelling



*Jeff Hansberry joined Advantage in March 2016 as President and Chief Commercial Officer. Jeff came to Advantage with over 30 years in the packaged goods industry, most recently at Starbucks, a company globally known for its entrepreneurial culture and great customer experience. After leading the creation of Starbucks' CPG go-to-market model and expansion to 25 countries,*

*he served as President of the China Asia Pacific Region, where he led the integration of CPG and retail channels across 15 markets. Most recently, he led the integration and international expansion of Starbucks' Evolution Fresh business.*

### **Tell us about your start in the CPG industry.**

I began my career over 30 years ago at Procter and Gamble. Since then, I've worked with over 100 brands in 30 countries on the client side of the business. I've also been fortunate enough to lead several retail operations including Starbucks Asia, Seattle's Best Coffee, and Evolution Fresh. I've had the chance to work in sales, marketing, and general management. I've stayed in the industry all these years because it's just plain fun. I've loved every minute of it.

### **What brought you to Advantage?**

Advantage is an entrepreneurial company with a drive to constantly improve. I saw that Advantage was willing to seek new and creative

ways to grow clients' businesses to keep them relevant and competitive. For example, the recent launch of our digital technology vertical demonstrates that Advantage is always seeking new ways to grow. The company is unencumbered by convention and that makes me excited for our future.

I am also excited about how we can leverage our scale for good. I believe we have an obligation to serve the communities where we operate. Together, we have a responsibility to serve almost 50,000 associates. We can make a positive impact on the well-being of their families and the communities where they live, as well as reach into those communities to develop the next generation of Advantage associates.

***Our industry has undergone many changes in recent years. How do you envision the traditional broker service model will continue to evolve given these changes?***

We are here to make brands available, visible, and compelling, wherever they are in the purchase funnel, to help our clients grow their brands and win. The end goal is always to help clients build their brand. We are sharpening our focus around that goal based on the realities of a changing world. Advantage has always been a brand development service provider grounded in service execution. But in addition to what we are doing today with sales and marketing, we are building services around capabilities like eCommerce and digital marketing, just like we did over 10 years ago by adding demo services and a shopper marketing agency. Our services will continue to evolve, but flawless execution for clients is always going to be foundational to our success.



***"I've stayed in the industry all these years because it's just plain fun. I've loved every minute of it."***



***What are some of the most important lessons you've learned over the course of your career?***

One of the things I've learned over the course of my career is that great brands are born, not built. True innovation can be very difficult to achieve, especially in large organizations. Innovation is born out of passion and vision, not out of committee meetings. Big companies often struggle to innovate. To create true innovation, companies must fully adopt a passionate, entrepreneurial mindset and break some rules.

Another thing I've learned is that great companies are built on purpose. In my experience, organizations that operate towards a higher purpose achieve more. The way people treat each other, the

way they think about their work... that all affects the way customers respond to a brand. Successful companies exhibit a high level of commitment and care towards their purpose, their people, and their product or service.

***What excites you about Advantage's future?***

We are the only sales and marketing agency that is building a global footprint. I think that's really exciting because it gives our clients a chance to plug into a network that has established roots in important global markets. The companies we are acquiring have a deep understanding of their local markets, which is essential to the success of any international expansion. They also share Advantage's cultural values and

passion for excellence, providing a seamless client service experience across borders.

In terms of capability and culture, I am excited that we continue to encourage our associates to take intelligent risks and grow their ideas. I believe that this mindset will enable us and our clients to continue to succeed.

***“All great companies are built on purpose.”***



**We Grow People, Brands, and Businesses**



11



awards

# CatMan Awards

Four members of Advantage's Analytics, Insights & Intelligence (Ai2) team received 2016 Best Practice Awards from the Category Management Association, which celebrates and recognizes those who take category management to new levels.



Advantage Category Manager **Cory Bullard** and Senior Team Lead **Matt Johnson** received the Bronze award in the Customer Assortment Solutions category for their work strengthening Target's frozen bread category. This category was underperforming because assortments had not been optimized for geographical preferences and format needs. Cory and Matt worked to understand regional differences across Target's 55 markets, identified consumer alignment on predominant types of frozen bread, and analyzed brand sales and trends. This resulted in the implementation of 19 geographic segmentations for assortments and schematics, driving category sales +31% vs. prior year.



Advantage Category Manager **Chris Howe** and **Nick Sabala**, VP Sales & Marketing Integration, received the Bronze award in the Collaborative Planning category for crafting Aunt Millie's bread shelving strategy at Strack and Van Til Corporate. After discovering that shoppers were confused by the layout of the bread aisle, the team proposed a new layout that adjusted the flow of traffic, driving the Everyday Bread category using a blended average of Dollar and Unit Share. The post reset analysis showed that the category returned to year-over year growth as a result.

"I am delighted that the CMA honored both initiatives we submitted for consideration this year," said Lori Stillman, EVP Analytics, Insights & Intelligence. "Matt, Cory, Nick, Chris and their teams demonstrated tremendous dedication and analytical discipline in creating these successful collaborative solutions and it's great to see them recognized by the industry."



# Advantage Smollan European Venture



Advantage Smollan was launched in 2015 and is the first global alliance of its kind. A wholly owned holding company of Advantage Solutions and Smollan. Advantage Smollan is building a winning business offering with a broad range of innovative, outsourced sales and marketing solutions to both consumer goods businesses and retailers across Europe through a network of owned and high quality businesses.

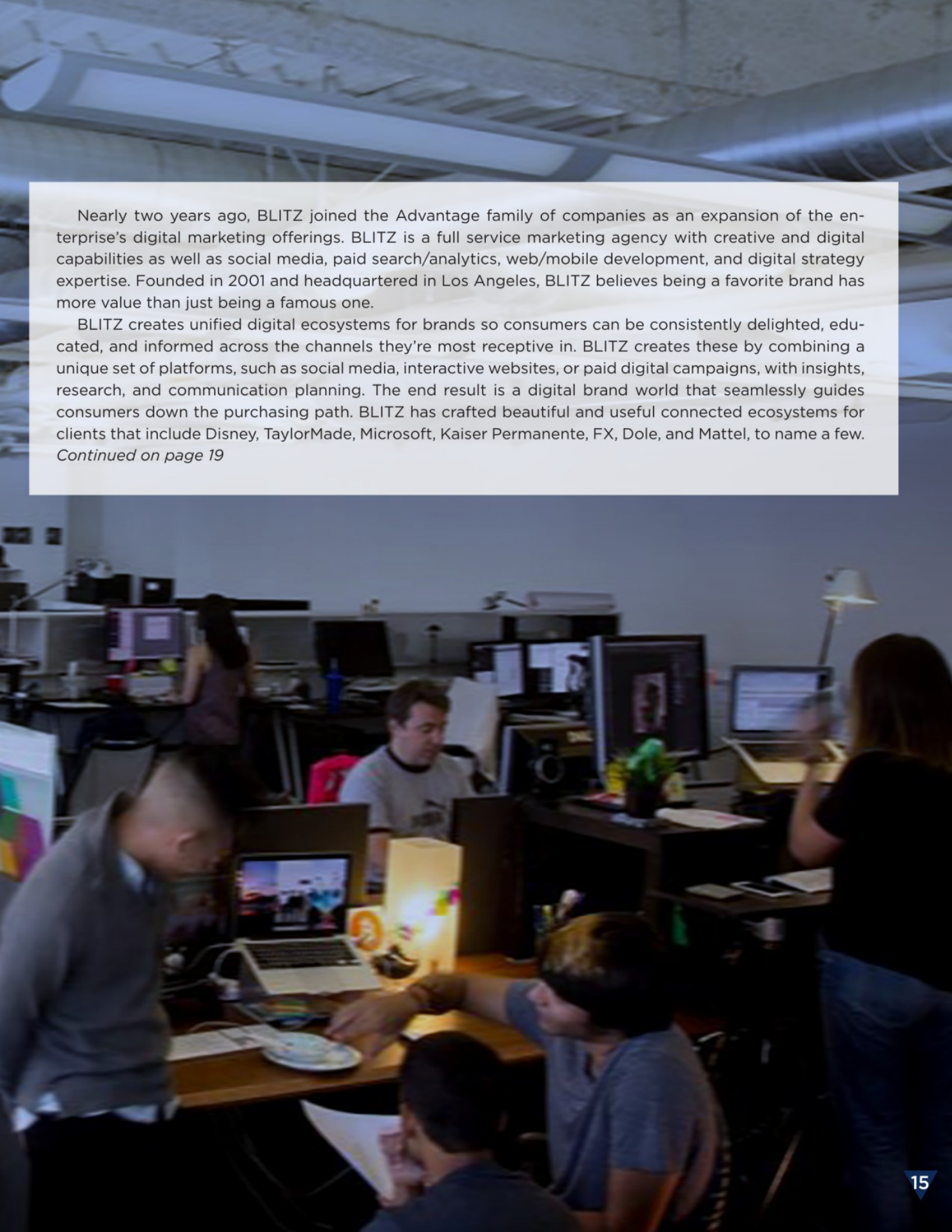
Within the U.K., Advantage Smollan is comprised of four businesses: REL Field Marketing (winner of the prestigious U.K. Field Marketing Agency award for three of the last five years), Powerforce Field Marketing, Retail Active, and Smollan UK. Advantage Smollan also has two businesses in Portugal, Selplus and Seldata. These companies work with many national and multinational blue-chip customers

and clients including Mondelez, Unilever, Sainsbury's, Dell, Molson Coors, Red Bull, and Danone.

Advantage Smollan recently announced its pending acquisition of Combera Group GmbH, a specialist in outsourced sales, merchandising, auditing, activation, and engagement with operations in 13 European countries and a partnership network that extends to many more.

*Continued on page 18*





Nearly two years ago, BLITZ joined the Advantage family of companies as an expansion of the enterprise's digital marketing offerings. BLITZ is a full service marketing agency with creative and digital capabilities as well as social media, paid search/analytics, web/mobile development, and digital strategy expertise. Founded in 2001 and headquartered in Los Angeles, BLITZ believes being a favorite brand has more value than just being a famous one.

BLITZ creates unified digital ecosystems for brands so consumers can be consistently delighted, educated, and informed across the channels they're most receptive in. BLITZ creates these by combining a unique set of platforms, such as social media, interactive websites, or paid digital campaigns, with insights, research, and communication planning. The end result is a digital brand world that seamlessly guides consumers down the purchasing path. BLITZ has crafted beautiful and useful connected ecosystems for clients that include Disney, TaylorMade, Microsoft, Kaiser Permanente, FX, Dole, and Mattel, to name a few.

*Continued on page 19*



foodservice

# Analytical Thinking: The Future of Foodservice

*This article is part one of a two part series featuring Food IQ's capabilities in foodservice intelligence and innovation. Part one focuses on the intelligence discipline, which uses data coupled with advanced analytics to develop rich category insights and activation strategies in the foodservice channel. Part two will explore Food IQ's culinary innovation capabilities.*

After 30 years of growth through rapid consolidation, the foodservice industry is realizing a new normal state of slower growth, brought on by the slow recovery following the recession (see sidebar). In light of this deceleration, foodservice manufacturers must begin to make smarter, data-driven decisions about how to target the operators that will drive the most business. Traditionally, the foodservice industry has been relatively data-poor, but new data sources are available that can unlock amazing potential. However, it's not enough to just have the data available. To succeed, foodservice manufacturers must apply that data through analytics to efficiently and effectively identify and target operators, optimize portfolios, and deliver highly customized sales and marketing offerings.

Food IQ Intelligence, a firm new to the Advantage family in 2016, helps foodservice companies build a competitive advantage by outsourcing analytical resources and providing licenses to Food IQ's analytics technologies. Food IQ's Comprehensive Category Assessment is driven by a robust set of analytical tools to evaluate the "5Cs": Company performance, performance versus Competitors, Customer characteristics, Core assortment composition, and Calendar seasonality. Whether companies insource or outsource with Food IQ, there are many benefits from the vast library of proprietary tools and frameworks.



Food IQ's analytics repeatedly break down foodservice myths with data-driven conclusions and heuristics. One such example is an insight referred to as the "10 and two-thirds" theory. This insight, found repeatedly across markets, predicts that 10% of any market's operators account for roughly two-thirds of that market's total volume. Armed with this insight, manufacturers and their partners can drive highly targeted execution against their most valuable operators and biggest opportunities.

Food IQ recently worked with a large foodservice manufacturer who put this insight to good use. Using one of the Food IQ segmentation models, the manufac-

turer was able to target only their most valuable 300 operators (out of 20,000) that met conditions of both the highest volume and the highest loyalty.

Through the use of Food IQ's mapping technology, it was also uncovered that the key operators on which the brand most heavily relied were not evenly distributed across the country. Rather, there were large pockets in the Midwest and the Northeast where the brand was not as strong as desired. To address this, the brand executed a highly targeted operator retention campaign against the markets where loyalty was lowest, and with only operators who had a high amount of competitive volume.



As leveraging big data becomes a requirement to win in foodservice, Food IQ Intelligence strives to be the leading firm in this capacity. With their rich set of category strategy, execution planning, and activation solution capabilities, Food IQ applies data and insight in broad and ambitious ways to help companies beat the market in the new normal of the foodservice industry.

## Foodservice Growth Trends

The 1980s were a good time for foodservice. Driven by a mix of factors including a strong shift

from manufacturing to service jobs, growth in the size of the working-age population, and more women working, the foodservice industry consistently grew close to 3% annually in real terms. After the recession of the early 1990s, the industry rebounded and grew for

more than 15 years until the Great Recession of 2008. Since that time, the foodservice industry has been slower to rebound than after prior recessions, never reaching the same growth peaks as before and creating a new normal of slower growth for the industry.







retail technology

## Mobilize Your Merchandising Workforce with Touch LT

This year, Advantage is introducing Touch LT (pronounced “Touch Lite”), an expansion of Advantage’s Stay in Front retail execution technology. The platform, designed for a smartphone, is built on the same software used by Advantage’s continuity retail sales teams, giving project and surge teams the ability to track distribution, answer surveys, and capture photos. This unified system will reduce the technology divide between continuity and project/surge teams and eliminate reporting delays and duplicate entries. More information about the official roll-out of this platform is coming soon.

Touch LT is a great fit for these business needs:

- Large scale but short term blitz projects that might otherwise disrupt normal coverage
- Extra coverage requests for holiday, seasonal, or special events

Features supported by Touch LT:

- Surveys, priorities, and tasks
- Contacts and notes
- Merchandising and orders
- Distribution and problems screen
- Photo capture
- Scanning function (coming soon!)



## Advantage Smollan *Continued from page 13*

With the completion of the Combera acquisition, Advantage Smollan now has operations in 15 European countries, including the United Kingdom, Germany, Austria, Poland, Portugal, and Russia.

Advantage Smollan is headed by Laurence Clube, Chief Operating Officer. Clube has 30 years of experience in various sales, marketing, buying, and general management roles in companies like Dulux paints, Guinness, Diageo, and Sainsbury’s. Most recently he was CEO of The Blueprint Group, which consisted of multiple, international businesses offering similar services to Advantage Smollan.

Andrew Snowden has been named Chief Financial Officer for Advantage Smollan. Snowden began his career at KPMG and has 20 years of experience leading finance functions at companies such as TNT, Capgemini, BSI, and Verizon Business.



Laurence Clube



# BLITZ Agency *Continued from page 15*

BLITZ uses its comprehensive set of tools to merge the physical and digital worlds, capturing the consumer online and leading them to purchase. BLITZ did just this for Vizio, consumer electronics. Vizio had expanded its product offerings to compete with more mainstream brands, but needed to reposition itself to compete with market leaders. BLITZ took Vizio's basic e-Commerce website and upgraded it to an interactive platform that worked across desktop and mobile. Using SEO, social media, CRM, and paid media support, BLITZ repurposed content, extended the campaign, and told the brand's story consistently and effectively across all mediums. The seamless integration allowed Vizio to showcase its product innovation and position it as a lifestyle brand for consumers. The revamp also helped facilitate the purchase journey across retailer websites. As a result, e-Commerce sales almost



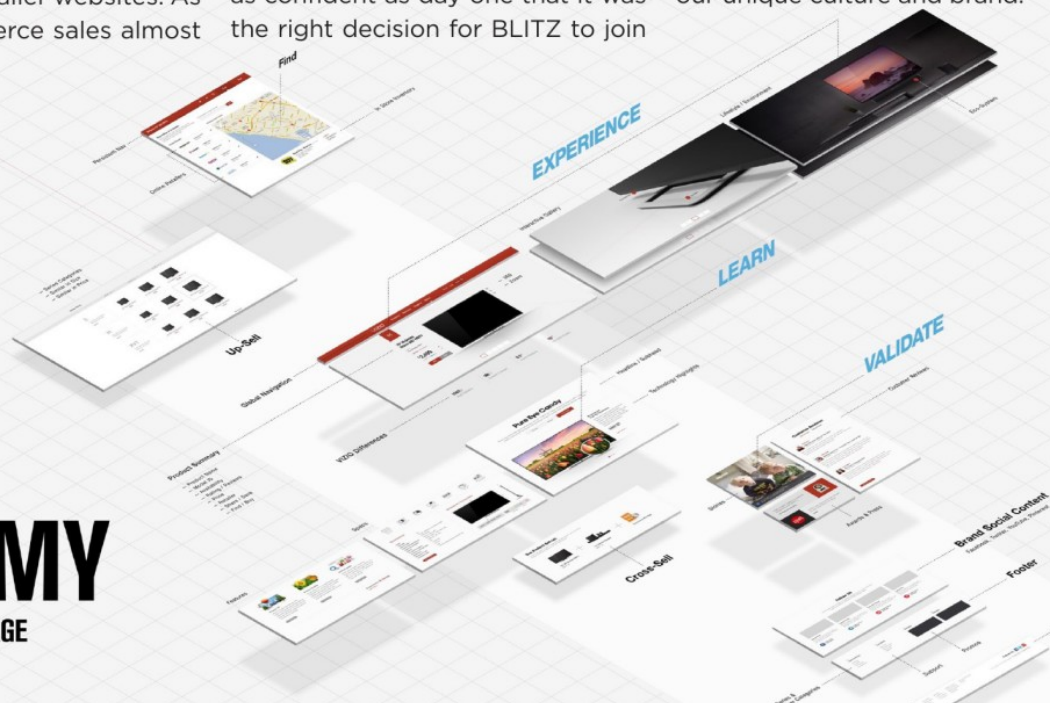
tripled (+193%), search prominence soared (+10%), and referral site traffic to retailer partners dramatically increased (+50%).

The 2015 BLITZ acquisition represented another building block in Advantage's comprehensive set of digital marketing services. "We are as confident as day one that it was the right decision for BLITZ to join

Advantage. Every day we find ourselves in the company of the most talented people in the industry and have felt incredibly well supported as we've grown," said Ivan Todorov, BLITZ CEO. "We are grateful to be a part of this phenomenal organization while being able to maintain our unique culture and brand."

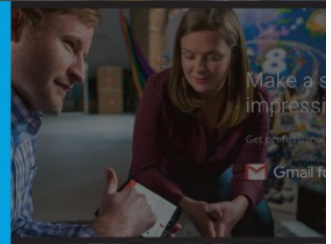
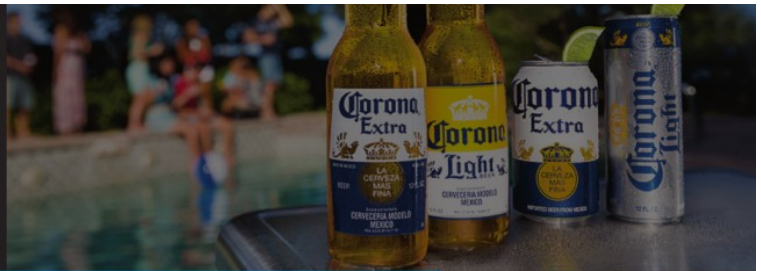
VIZIO

## THE ANATOMY OF A VIZIO PRODUCT PAGE



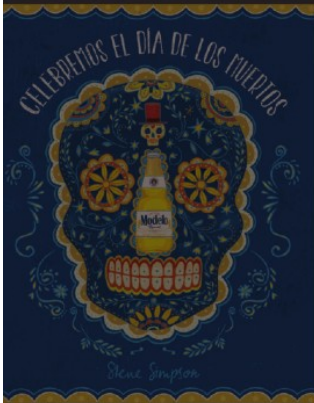
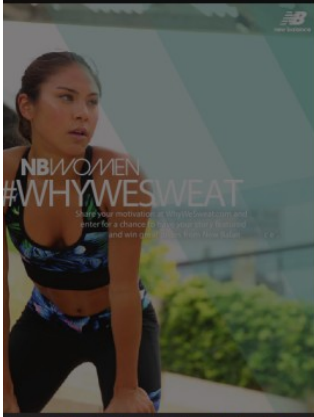


the groables project



# HELLO.

We're **UPSHOT**, the seamless marketing agency and new to the Advantage family. We are a highly strategic and creative shop, focused on engaging consumers across **traditional, digital, social, mobile and retail environments**. We've been around since 1994, headquartered in **CHICAGO** and proud to provide our services for a host of world-class clients including **Corona, Google and Starbucks**, to name a few. We love what we do and we have fun doing it, which shows in both the culture and industry recognition. **Excited to be here. Let us know if we can help.**



UPSHOT AGENCY

TOTAL BRAND ENGAGEMENT  
BRAND INITIATIVES  
SHOPPER MARKETING

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