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## this week in Shopper Marketing

...Monday, June 29, 2009

### She Now Buys PL, Shops at Dollar Stores

In our July issue of *Shopper Marketing*, mailing tomorrow, we feature two in-depth category reports, one on private label and another on dollar stores. Both are finding success in this tough economy, and a major reason is the middle- and upper-class mom is buying more private brands and shopping more in dollar chains.

In the dollar report, Thom Blischok of IRI says it best, "The dollar channel used to be for low-income folks. The dollar channel is now for all-income folks." What's more, Nielsen reported that high-income shoppers, earning more than \$100,000 a year, spent 18% more at dollar stores in the second half of 2008. Read the story [here](#).

In private label, John Learish, vice president of marketing at Rite Aid, says that more shoppers are trading down because of the economy, and adds, "For every private-label item in our stores, we'll be signing very aggressively to call out the savings to the customer." The flip side: PLMA says 40% of supermarket chains still don't aggressively market their private brands, and others interviewed believe private label won't grow to the levels it is in Western Europe. Read the complete story [here](#), or look at both reports in the [digital edition](#).



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### Loyalty Lost

A new study from the CMO Council and the Pointer Media Network (powered by Catalina Marketing) learned that loyal shoppers aren't so loyal in a recession.

Analyzing nearly 700 brands and using loyalty card data, the groups found that 52% of loyal shoppers brand switched from '07 to '08. The study, titled "Losing Loyalty: The Consumer Defection Dilemma," classified loyal shoppers as

**52%**  
**BRAND SWITCHED**

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those who made 70% or more purchases from one brand. The report said that in 2008, the average brand lost a third of its loyal shoppers. Request a free copy of the report [here](#).

[Ad Age](#) reported on the study, calling out how some brands performed. [The Financial Times](#) wrote more of an overview.

## Get Charitable

The P-O-P pink party is back in Chicago and looking for volunteers and benefactors. The annual Women in P-O-P Benefit to Fight Breast Cancer will once again close out the 2009 In-Store Marketing Expo, Oct. 7-8, at Chicago's Navy Pier. Go [here](#) for more details on how you can be a corporate benefactor, serve as an event host or join the advisory committee. And, [here](#) are your 2009 co-chairs for the event.



Look for the July issue this week, and keep sending me feedback,



**[Dan Ochwat](#)**  
Editor  
*Shopper Marketing*

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POP DESIGN

Guide



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