

Commercial Excellence Academy

by  Asbiverse Group

Optimizing Route to Shopper® Capability for Winning in Retail

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Route to Shopper®

A Strategic Framework for
Integrated Shopper-based Value
Creation in the Household Care
Industry

Route to Shopper® Framework for Household Care

A Strategic Blueprint for Commercial Excellence in Household Care

A Specialized Framework by the Commercial Excellence Academy

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The Route to Shopper® Framework incorporating GUIDE – PATHS™ for Household Care Industry



Strategic Context

What does it really take to win a shopper's consideration in a world of endless options?

The household care industry stands at a pivotal transformation point. As sustainability shifts from trend to expectation, convenience becomes non-negotiable, and premium offerings create new value tiers, commercial leaders face unprecedented complexity. The **Route to Shopper®** Framework provides the comprehensive approach needed to navigate this landscape, integrating product innovation, shopper behaviour insights, and cross-channel retail execution.

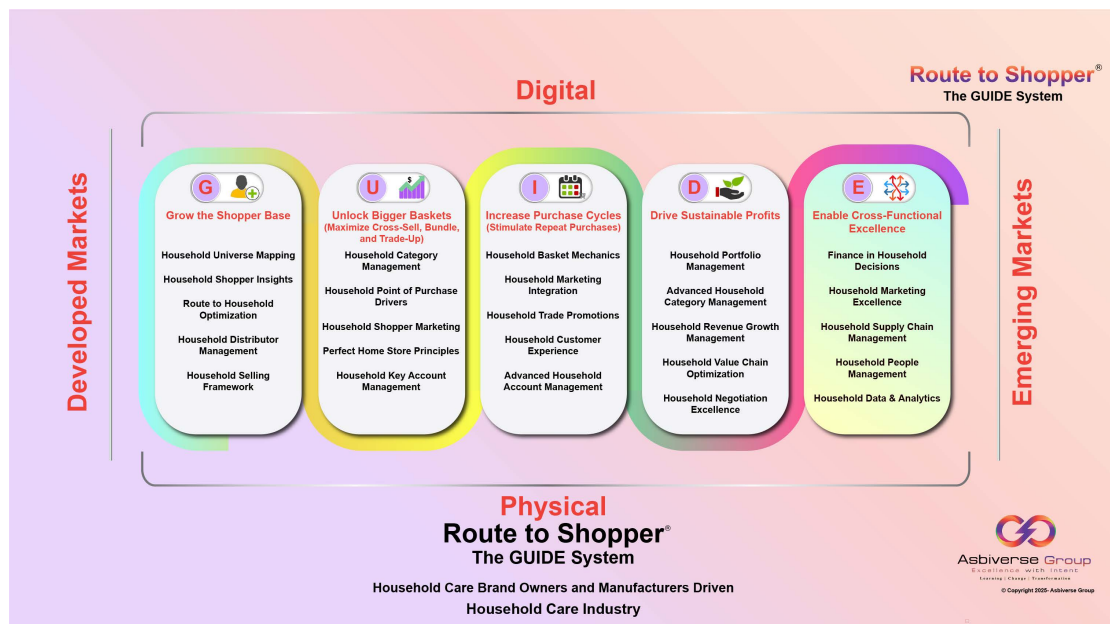
Today's household care market demands more than just functional products. Shoppers expect solutions that align with their values, simplify their lives, and deliver superior performance. Commercial leaders must orchestrate:

- **Value-driven innovation** that balances sustainability with effectiveness
- **Integrated shopper strategies** that connect digital and physical touchpoints
- **Operational excellence** that optimizes cost while elevating experience
- **Brand positioning** that resonates across diverse household segments

Route to Shopper® addresses these imperatives through its dual framework approach, enabling both manufacturers and retailers to create sustainable growth engines.

GUIDE – PATHS™ Frameworks for Household Care

GUIDE Framework (Brand Owners and Manufacturers)



G: Grow the Shopper Base

Expand beyond traditional segments to capture emerging opportunities:

- Eco-conscious households seeking sustainable alternatives
- Time-pressed families requiring multipurpose solutions
- Pet owners needing specialized cleaning products
- Health-conscious consumers prioritizing chemical-free options

U: Unlock Bigger Baskets

Drive incremental sales through strategic product connections:

- Bundle multipurpose cleaners with complementary accessories
- Create cleaning "systems" that encourage complete solution purchases
- Develop product ranges that span price tiers within categories
- Design cross-category promotions that solve complete household needs

I: Increase Purchase Cycles

Transform one-time buyers into loyal customers:

- Implement subscription services for regular-use products
- Create refill programs that reduce cost and environmental impact
- Develop loyalty rewards that incentivize frequent purchases
- Design seasonal campaigns that drive timely replenishment

D: Drive Sustainable Profits

Balance value with premium opportunities:

- Innovate eco-friendly products with compelling margins
- Develop concentrated formulas that reduce shipping costs
- Create premium cleaning solutions for specific household needs
- Optimize portfolio mix across value, mainstream, and premium tiers

E: Enable Cross-functional Excellence

Break down silos to deliver cohesive experiences:

- Align R&D, marketing, and sales around shopper-centric innovation
- Coordinate supply chain with demand patterns and promotional calendars
- Integrate digital and physical channel strategies
- Foster collaboration between category and brand teams

PATHS Framework (Retailers and Distributors)



P: Presentation Excellence

Create compelling shopping environments that educate and inspire:

- Design store layouts that facilitate solution-based shopping
- Develop digital experiences that highlight product benefits
- Implement merchandising that communicates sustainability credentials
- Create demos and trials that prove product effectiveness

A: Assortment Optimization

Curate product ranges that meet diverse shopper needs:

- Balance everyday essentials with specialty solutions
- Include eco-friendly options across price points
- Offer size variations that match different household types
- Rotate seasonal products based on cleaning needs

T: Team Engagement

Empower associates to become product advocates:

- Train staff on ingredient benefits and sustainability features
- Equip teams with cross-selling techniques for complementary products
- Develop digital tools that provide instant product information
- Create incentives for solution-based selling approaches

H: Holistic Supplier Integration

Build collaborative partnerships that create mutual value:

- Develop joint business plans focused on category growth
- Create exclusive product ranges that differentiate retailers
- Coordinate promotional calendars and in-store activations
- Share insights to drive innovation and improve execution

S: Shopper Insight Application

Transform data into actionable strategies:

- Analyse purchase patterns to optimize product placement
- Use demographic insights to tailor assortments by location
- Create targeted promotions based on household characteristics
- Monitor trends to anticipate emerging cleaning needs

Shopper vs. Consumer Distinction

Understanding the nuanced relationship between shoppers and consumers is critical in household care:

Shopper Characteristics:

- Makes purchase decisions based on value, convenience, and brand trust
- Influenced by sustainability claims, packaging efficiency, and multipurpose functionality
- Seeks solutions that simplify household management
- Responds to promotions, loyalty programs, and bulk-buying opportunities

Consumer Characteristics:

- Uses products with specific performance expectations
- Values effectiveness, safety, and sensory experience (fragrance, texture)
- May have specific needs (allergies, pets, children)
- Provides feedback that influences future purchase decisions

Route to Shopper® bridges this distinction by developing strategies that address both shopper decision drivers and consumer usage requirements, ensuring products meet expectations at both purchase and consumption moments.

Hypothetical Examples

Example 1: Eco-friendly Cleaning Solutions

Challenge: A manufacturer wants to expand its eco-friendly range while maintaining profitability.

Route to Shopper® Application:

- **GUIDE grows shopper base (G)** by identifying eco-conscious households through purchase data analysis and developing targeted marketing campaigns emphasizing environmental benefits
- **GUIDE drives sustainable profits (D)** through refillable systems that reduce packaging costs while commanding premium pricing
- **PATHS optimizes assortment (A)** by creating dedicated eco-sections with clear sustainability credentials
- **PATHS enhances presentation (P)** with educational displays showing environmental impact reduction

Example 2: Laundry Detergent Subscription Model

Challenge: A brand seeks to increase purchase frequency and customer lifetime value.

Route to Shopper® Application:

- **GUIDE increases purchase cycles (I)** through algorithm-based subscription services that predict household usage patterns
- **GUIDE unlocks bigger baskets (U)** by bundling detergent with fabric softeners and stain removers

- **PATHS applies shopper insights (S)** to customize delivery frequencies based on family size and laundry habits
- **PATHS enables team engagement (T)** by training associates to enrol customers in subscription programs

Example 3: Premium Air Fresheners for Luxury Homes

Challenge: A retailer aims to capture higher margins in the air care category.

Route to Shopper® Application:

- **GUIDE drives sustainable profits (D)** by developing sophisticated fragrance collections with luxury packaging
- **GUIDE unlocks bigger baskets (U)** through curated gift sets combining air fresheners with premium cleaning products
- **PATHS ensures presentation excellence (P)** with boutique-style displays emphasizing craftsmanship and quality
- **PATHS optimizes assortment (A)** by selecting exclusive scents not available in mass channels

Potential Outcomes from Route to Shopper® Deployment

Organizations implementing the **Route to Shopper®** Framework may achieve:

- **15-25% increase** in eco-friendly category market share through targeted shopper base expansion
- **30% higher basket size** via strategic cross-product promotions and solution selling
- **40% improvement** in purchase frequency through subscription and refill programs
- **20% margin enhancement** from premium product mix optimization
- **35% stronger retailer collaboration** through integrated planning and execution

AI & Digital Enablement in Household Care Execution

Route to Shopper® leverages advanced technologies to enhance execution:

Predictive Analytics:

- Weather-based demand forecasting for seasonal products
- Household composition analysis for personalized recommendations
- Purchase pattern recognition for replenishment timing

Digital Engagement Tools:

- Mobile apps providing cleaning tips and usage instructions
- AR experiences demonstrating product effectiveness
- Digital loyalty programs with gamified rewards
- Smart home integration for automated reordering

AI-powered Optimization:

- Dynamic pricing based on competitive intelligence
- Personalized promotion targeting
- Inventory optimization across channels
- Chatbot assistance for product selection

Data-driven Decision Making:

- Real-time sales performance dashboards
- Category trend analysis
- Shopper behaviour segmentation
- Promotional effectiveness measurement

Role of the Commercial Excellence Academy

The Commercial Excellence Academy serves as a strategic enabler through:

Capability Building Programs:

- **Route to Shopper®** certification tailored to household care
- Digital excellence workshops for omnichannel execution
- Sustainability-focused innovation training
- Cross-functional collaboration masterclasses

Strategic Consulting Services:

- Commercial strategy development
- Organizational design optimization
- Performance diagnostics and benchmarking
- Change management support

Industry-specific Resources:

- Household care playbooks and toolkits
- Best practice case studies
- Research reports on emerging trends

- Implementation guides for sustainable practices

Call to Action

To thrive in the household care landscape, commercial leaders should:

1. **Adopt the Route to Shopper® Framework** to create integrated strategies that connect product innovation with shopper needs and retail execution
2. **Invest in capability building** across teams to ensure consistent application of shopper-centric principles throughout the organization
3. **Leverage technology** to enhance decision-making, personalize experiences, and optimize execution across channels
4. **Foster collaboration** between functions and partners to deliver seamless experiences that drive sustainable growth
5. **Commit to continuous learning** through Commercial Excellence Academy programs to stay ahead of market evolution

The future of household care belongs to organizations that can balance functional excellence with emotional connection, sustainability with profitability, and innovation with execution. **Route to Shopper®** provides the strategic blueprint to achieve this balance and build enduring commercial advantage.

Contact

To begin a strategic dialogue on implementing the **Route to Shopper®** Framework in your organization, please contact:

Strategic Partnerships Team

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