

Nerds-Eye View of 2021

Catalina's Nerd Squad predicts the pandemic and economic uncertainty will continue to prompt new shopper attitudes and behaviors. They are calling for retailers and CPG brands to approach the New Year with more flexibility and more sophisticated approaches to measurement. **Use their insights to uncover new solutions and create your 2021 marketing roadmap.**

Media



Buyer Beware

TV buying is becoming more complex, but the people who traditionally buy network TV aren't the same as those buying HULU. Connecting worlds to orchestrate media buys holistically will be a big challenge.



Tipping Point

Traditional media planning and buying has reached a tipping point. Advertisers aren't locking up dollars in upfronts. They will continue to want more flexibility to respond to the growing fragmentation of TV.



Tag, You're It

Companies that supply content are investing in tagging it with more specificity. As quality improves, so will demand for it. Expect marketers to seek out this data to reach consumers through contextual targeting.

Measurement



Hit the 'Not So Easy' Button

Cutting-edge CPG brands will be more open to pulling data from multiple sources and integrating it. The smart, but not-so-easy thing to do is continue using the marketing mix model but integrate consumer-level data into it.



Use Your Outside Voice

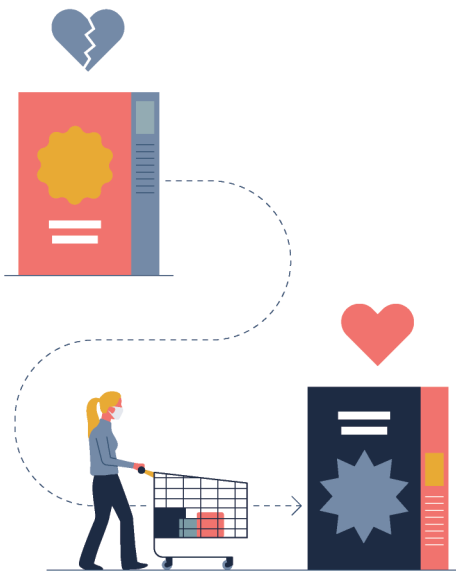
Out of Home is going through a digital transformation with big potential if you're managing multiple brands. A big focus will be on how to properly measure OOH media.



Adapt, Or Else

To drive growth, marketers and retailers will rely more on Adaptive Modeling using Machine Learning, Artificial Intelligence, or other Mathematical Modeling techniques. They will be able to use real-time data and measurement to see two-to-three buys ahead and optimize their media spend to their most relevant audiences.

Shoppers



Brand Promiscuity

75% of shoppers changed brands during the pandemic. Earning loyalty will be tougher.



Value-Focused

Tangible value matters more. 53% of consumers see savings as the most important factor in their grocery shopping decisions. The economic outlook is still bumpy.



\$8K and rising

Shoppers are expected to spend \$8.7K a year on groceries in 2021, up 3.3% from last year. The pandemic increased in-home consumption in 2020 — this will continue well into the new year.



Grab and Go Culture

Shopper sophistication with online ordering for everyday needs will grow as will their preference for quick pick-up and delivery.



Health Scale Tips

Shoppers are evolving their definition of what it means to live a healthy lifestyle. Expect this to be a lasting trend. Look for more focus on the nutrition and health benefits of individual products.

In-store



Flip Flop

Share of fresh foods — those at the perimeter of the store — was growing in 2019, but that flip flopped during the pandemic. Focus will be on stopping the backslide that's already happened with Private Brands.



App-datapalooza

App data is going to explode. Time spent on them is growing exponentially and the urgency to understand this data is high.



Aisle Go There

People will be eager to get back in-store. Be the place where people who are starved for experiences can go safely.

Visit www.catalina.com or email results@catalina.com to learn how our Nerd Squad can help power your 2021 marketing roadmap.