

TSI Category Story Sheet®

How to convert strategic Marketing guidelines into impactful actions at the touchpoint

In our Shopsumer Activation Strategy®, we apply the CATEGORY STORY SHEET® as one of our fundamental tools to gradually design both a profitable Marketing Plan as well as meaningful and holistic interactions with the Shopsumer to make sure your company wins the battle for his maximum engagement against all competitors.

The basic version of the CATEGORY STORY SHEET® is divided into two main sets of variables, which reflect all the media we can activate to stimulate the Shopsumer at the various touchpoints of his path-to-purchase. The first 7 variables are referring to the direct interaction with the Shopsumer ("Shopsumer touchpoint"), while the second 7 variables are referring to the indirect interaction with the Shopsumer ("retail customer") through certain commercial activity towards the retailer. The final sheet is elaborated in 3 steps:

OUR UNIQUE POSITIONING			
Our value at the Shopsumer touchpoint		Our value for retail customers	
Assortment	<input type="text"/>	Product	<input type="text"/>
Placement	<input type="text"/>	Conditions	<input type="text"/>
Price	<input type="text"/>	Customer Service	<input type="text"/>
Promotion	<input type="text"/>	Logistics	<input type="text"/>
POS-Material	<input type="text"/>	In-store activation	<input type="text"/>
New Product Launch	<input type="text"/>	Training	<input type="text"/>
Web 2.0 / Social nets	<input type="text"/>	Digital Communication	<input type="text"/>

- 1) Selection of the key variables:** by contrasting the company's behaviour in the category with that of their competitors, the main variables to differentiate your activation approach from them are selected or highlighted (+/0/-).
- 2) Defining the activation objective:** for each of the selected variables, a specific objective and KPI is defined as to how it contributes to Shopsumer satisfaction, at which touchpoints in the path-to-purchase it will be used and what message needs to be submitted.
- 3) Detailing the action plan:** concrete actions by client, brand, product and time period are defined (=> see Step 5 in the Shopsumer Activation Strategy®).

The basic version of the CATEGORY STORY SHEET® can be adapted to the specific company needs according to the relevance of certain touchpoints in the path-to-purchase in your specific category or business sector, for example the relevance of influencers or the impact of more product- or advertising-specific factors at the touchpoint (e.g. packaging design or pack sizes, key messages on POS material and in TV commercial etc.).

The CATEGORY STORY SHEET® is the comprehensive explanation of your full Marketing plan and ensures full alignment across all commercial functions!