Footprints AI

Why Shoppers Buy — and How Retail Media Grows Brands.

SHOPPER – AI – BRAND GROWTH CANVAS™

A shopper-first framework to plan, measure, and scale retail media that grows brands.

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Why shoppers buy.
And why your media plan rarely sees it?

Most brand plans still start the same way:

A slide with a broad target	Women 25–44
A familiar objective	Grow awareness and considerationand consideration
A media mix that has not changed in a decade	TV, digital, social, plus some re-tail media tests

It looks reasonable. It sounds professional.
And it quietly ignores how people actually shop.

Shoppers do not walk into a store or open a retailer app thinking:

> *I am a female 25–44 in FMCG, please target me.*

They show up in very specific roles and moments:

- A Young Professional grabbing something quick before a call.
- A Full Nest I parent doing the weekly stock-up on Saturday morning.
- A Single Parent Family handling a rushed midweek top-up after work.
- An Empty Nest couple planning a quiet Friday night at home.

Same person. Same income. Same category. Completely different mission, basket, mindset, and margin.

The distance between this lived reality and the way we still plan media is where most brand growth is lost. **This series is about closing that distance.** It is about using AI and retail media to align three things that almost never line up in practice:

- How shoppers actually behave.
- What your brand really needs to grow.
- Where, when and how you show up with media.

Retail media is not "just another channel".

"Retail media" has become a fashionable phrase. In many decks it appears as a line item at the bottom of the plan:

> *And we'll add some retail media with the key retailers.*

That framing is wrong. Retail media is not "some banners on an e-commerce site" or "screens in-store". Retail media is access to the **moment of truth:**

- You see real behavior: transactions, visits, baskets, journeys
- You can reach the same shopper across in-store, on-site and off-site
- You can measure what happened where it matters: in the basket

It is the first environment where:

- Audiences are built from what people actually buy and how they shop.
- Media is delivered in the real context of those decisions.
- Impact is measured in actual sales, not just clicks and views.

Used well, retail media is not a budget line. It is a **growth operating system.**

Traditional advertising wastes the majority of every impression. Eye-tracking data across 40+ categories shows that 84% of ads are either not noticed or not correctly linked to the brand. Retail media at the point of purchase **solves both problems** simultaneously:

- The shopper is in the store, in the aisle, looking at the shelf.
- There is no attribution gap between the ad and the brand. No «did they see it?» No «did they know it was us?»
- The impression and the purchase decision happen in the same physical space, often within the same few seconds.

Used poorly, it becomes:

- A collection of formats
- A set of disconnected tests
- A lot of reports nobody uses

The difference between the two is not technology. It is whether you understand – and organize around – **why shoppers buy.**

The hidden science of why shoppers buy.

Under the chaos of daily shopping, there is structure.
At Footprints AI, we use **three main lenses** to describe that structure:

Life Stages

The household context behind the basket.

Young Singles, Young Professionals, Young Couples, Full Nest I, Full Nest II, Full Nest III, Single Parent Family, Mature Singles, Empty Nest, Active Seniors, Solitary Survivor.

Life Stage answers the question:

Who is behind this basket and how does their life shape their needs?

Shopping Missions

The purpose of the trip.

Immediate / Urgency, Fill-in, Stock-up, Routine / Replenishment, Special Occasion, Discovery / Browsing, Gift Shopping.

Mission answers:

Why does this trip exist at all? What are they trying to get done?

RFM Segments

The value of the shopper to the brand over time.

Champions, Loyal, Potential Loyalists, New Customers, Promising, Need Attention, At Risk, Can't Lose Them, About to Sleep, Hibernating, Lost.

RFM answers:

How important is this person to us, now and in the future?

On their own, each lens is useful. Combined, they reveal something much more powerful: **Shopping Occasions.** It's a repeatable situation where your brand can play a specific role:

- "Streaming Night" for Young Couples on a Special Occasion mission.
- "Sweet Friday" for certain Full Nest households getting ready for the weekend.
- "Back-to-School Rescue Shop" for Young Families on a Stock-up mission.
- "Emergency Fix" for Immediate / Urgency missions late in the evening.

Each occasion has a pattern:

- Typical life stage
- Typical mission
- Typical RFM profile
- Typical day and time
- Typical basket
- Typical emotional job to be done

AI can now detect these patterns at scale, directly from anonymous transaction and behavior data. Retail media can now activate them, in real time, in the right context.

This is not just a planning convenience. It is grounded in how memory works. Romaniuk's research at the Ehrenberg-Bass Institute shows that the fewer Category Entry Points a customer links to a brand, the greater their likelihood of switching away. This relationship is significant across 16 of 17 categories studied. Shopping Occasions are how we operationalize Category Entry Points with transaction data: instead of guessing which situations trigger category purchase, the Large Shopper Model measures them from actual behavior. Each occasion your brand owns in a shopper's memory is another reason not to switch.

This book is about making that capability **usable** for brands, agencies and retailers.

From random tests to a simple system.

The industry does not suffer from a lack of data, tools or formats. It suffers from a lack of shared structure.

Teams sit on:

- Loyalty datasets and ePOS reports
- Brand trackers and category audits
- Media dashboards from multiple platforms
- Retail media reports that all look different

Everyone has fragments. Very few have a **single canvas** that aligns:

- The growth problem
- The retail media system
- The shopper reality
- The way success is measured

And there is a fifth problem that sits underneath all of them: measurement. IAB Europe's 2025 Attitudes to Retail Media report found that 62% of ad buyers cite measurement as their top challenge in retail media. The Canvas addresses this directly. Every Occasion Territory has a built-in KPI ladder (Chapter 15) that connects media exposure to basket behavior. Measurement is not an afterthought. It is part of the architecture.

When you do not have that canvas:

- × Every year starts from scratch
- × Every campaign is a test
- × Every partner (retailer, agency, platform) speaks a different language
- × Finance sees experiments, not a repeatable growth engine

The aim of this book is simple:

Give you a clear, shared system to design, run and scale retail media for brand growth, starting from how people actually shop.

That system is expressed in a practical tool:

the SHOPPER – AI – BRAND GROWTH CANVAS™.

The role of Footprints AI.

This is not a neutral, abstract content. It is written from the vantage point of Footprints AI, a company built to solve a specific problem:

How do we turn millions of daily shopping decisions into a predictable engine for brand and retailer growth?

Footprints AI sits inside retailers' infrastructures and does four things:

→ **Turn raw signals into a Large Shopper Model.**

Using transactions, visits, and behavioural data to understand Life Stages, Missions, RFM segments and Shopping Occasions.

→ **Build omnichannel audiences from that model.**

So the same shopper can be reached in-store (screens, audio, POS), on-site (app, website, search), and off-site (social, open web, CTV).

→ **Deliver and optimise retail media campaigns.**

Across in-store and online formats, using the same definitions of audiences and occasions.

→ **Measure real impact on sales and shopper value.**

Incremental sales, share uplift, new-to-brand, repeat, and other business metrics.

You do not need to be a Footprints AI client to use this book or the canvas. But it is important to be transparent about the **perspective:**

- The Life Stages, Missions and RFM segments described here are the ones used by Footprints AI.
- The examples and logic are grounded in how our platform works across retailers and markets.
- The goal is not to pitch a product, but to make a complex capability usable.

If you use another system, the ideas will still apply. If you work with Footprints AI, you will find a direct bridge between this book and what you can do in the platform.

Rewire how you think about growth.

Why shoppers buy — and why most media misses it.

Most marketing starts from the brand out, not from the shopper in.

We talk about:

- Brand purpose
- Awareness
- Differentiation
- Share of voice

Then, at the end, we ask: “Where should we put the media?”

It’s a comfortable sequence. It fits the way organizations are structured. It’s also the reason so much media spend never meets a real buying decision.

Instead of starting with:

> *Who is our target and what is our message?*

we start with:

> *Why do shoppers actually buy – or not buy – our brand, in real life?*

Until you understand that, retail media is just formats and impressions.

The old model: the myth of the "average shopper".

Most media planning still relies on the same idea:

- Define a broad segment (e.g. "Women 25–44, urban")
- Choose a channel mix (TV, digital, social, OOH, some retail media)
- Optimize for cost and reach

If you're lucky, you also layer in some category attitudes:

Health-conscious   Value seekers   Brand loyal

On paper, it looks sophisticated. In reality, it hides the real driver of behavior: **context.**

Consider **one person**, same demographic, same income:

Monday	**8:30**	Grabbing a snack before work
Wednesday	**19:00**	Rushed top-up shop on the way home
Saturday	**11:00**	Weekly family stock-up
Friday	**20:30**	Last-minute "movie night" run

Same person. Four completely different **missions:**

- Immediate / Urgency
- Routine / Replenishment
- Fill-in
- Special Occasion

If your plan only sees “Women 25–44, urban”, you miss the fact that your brand plays a **different role** in each of these trips:

- A quick fix
- A stock item
- A habit
- A treat

The old model is blind to this. It treats all impressions as equal, and all shoppers as average.

What actually drives shopping behavior.

When you look at millions of baskets and visits, a different pattern emerges. Three questions explain most of what you need to know:

→ **Who is behind the basket?**

Not just age and gender, but **Life Stage.** Is this a Young Couple, a Full Nest I family, a Single Parent Family, an Empty Nest couple, an Active Senior?

→ **Why does this trip exist at all?**

This is the **Shopping Mission.** Is it Immediate / Urgency, a Stock-up, a Routine / Replenishment, a Fill-in, a Special Occasion, Discovery / Browsing, or Gift Shopping?

→ **How valuable is this shopper to the brand over time?**

This is the **RFM segment.** Are they Champions, Loyal, Potential Loyalists, New Customers, Need Attention, At Risk, Can't Lose Them, About to Sleep, Hibernating, or Lost?

These three lenses – Life Stage, Mission, RFM – explain:

- How often people shop
- What they buy together
- How they react to price, promotion, and new products
- When they are likely to upgrade, switch, or disappear

On a spreadsheet, they look like labels. In reality, they describe **real lives** and **real constraints.**

A Full Nest I parent on a Routine / Replenishment mission behaves differently from:

× The same parent on a Special Occasion mission, or...

× The same household six years later as Full Nest II

A Champion behaves differently from someone who is About to Sleep or At Risk.

Your brand's growth depends on understanding and acting on those differences.

Why most media never touches real buying decisions.

There are three reasons most media plans miss the moment where buyers actually decide.

Targeting stops at demographics and broad interests.

Demographics are easy to brief: *"Women 25–44, ABC1, interested in cooking and wellness."*

They're also far too blunt. They tell you nothing about:

- Whether this person is the main shopper in the household
- Whether they are doing a Stock-up trip or an Immediate / Urgency mission
- Whether they are a Champion or a Lost buyer for your brand

Media gets served, but often **in the wrong context, at the wrong moment, to the wrong value tier.**

Planning is channel-first, not occasion-first.

Most plans still start like this:

- “What’s our TV plan?”
- “What’s our social plan?”
- “What’s our retail media plan?”

Each channel is treated separately. Reality doesn’t care.

Shoppers move across:

- In-store experiences
- Retailer apps and websites
- Search, social, video, messaging

They don’t wake up thinking “today I will be in the TV channel, then in the retail media channel”. They experience **one journey**, broken into **moments.**

If you plan by channel instead of by **Shopping Occasion**, you get:

- Inconsistent stories
- Duplicated exposure
- Missed opportunities in crucial moments

Success is measured on vanity metrics.

It's still common to see:

- Impressions
- View-through rates
- Click-through rates

... treated as the main measures of success.

These have their place. They help optimise media delivery. But they don't answer the question that matters:

> *Did more of the right people buy more of the right things, more often, at the right margin?*

Retail media is powerful because it can answer that.
If you choose to use it.

What changes when you start from “why they buy”.

Instead of starting with “our target is women 25–44”, imagine starting like this:

We want to grow our share of Special Occasion missions among Young Couples and Young Professionals who are currently Potential Loyalists or New Customers.

From there, you ask:

- What does a Special Occasion mission look like in this category?
- Which day and time does it peak?
- Which baskets does it appear in?
- How does behaviour differ between Champions and At Risk shoppers?
- Which retailers and store formats matter most?

Suddenly, the **planning grid changes.**

You are no longer asking:

> *Which channel should we add?*

You are asking:

> *How do we own this occasion?*

And the answers look more like:

→ **In-store** Show up on Friday 17:00–20:00 near complementary categories.

→ **On-site** Reserved placements on app homepage for shoppers with the right pattern.

→ **Off-site** Social and video retargeting for people with recent Special Occasion baskets or visits.

→ **Messaging** Speak to the emotional job of that occasion, not generic product benefits.

This is not theoretical. **AI can now:**

- Recognize these patterns at scale
- Group them into Shopping Occasions
- Estimate their value to your brand
- Tell you which Life Stages, Missions and RFM segments sit behind them

Retail media can now:

- Activate audiences defined by those patterns
- Deliver in the exact moments and contexts that matter
- Feed back sales impact, so the system keeps learning

The missing piece is not capability. It is a **simple, shared way** to think and plan around this.

From shoppers to Shopping Occasions.

The step that unlocks everything else is small but deep:

> You stop trying to "own the consumer".
> You start trying to own specific occasions in their life.

A Shopping Occasion is:

- A repeated situation
- With a predictable pattern
- Where your brand can play a clear role

For example:

→ **Streaming Night.**

Young Couples and Young Professionals, Special Occasion mission, often Friday or Saturday, baskets with snacks, drinks, ready meals.

- **Sweet Friday.**

  Certain Full Nest households preparing for a partner's return, baskets with treats, baking ingredients, drinks, small indulgences.

- **Back-to-School Rescue Shop.**

  Full Nest families, Stock-up or Fill-in mission, seasonal, high stress, many forgotten items.

- **Emergency Fix.**

  Immediate / Urgency missions later in the day, small but high-margin baskets.

Each one comes with:

- Life Stages where it's most common
- Missions it belongs to
- RFM segments that matter most for growth
- Specific days, times, and store types
- A clear emotional job (relax, treat, rescue, care, impress, fix)

When you plan media at the level of Shopping Occasions, you naturally start asking:

- Are we present when this happens?

- Do we say something that fits the moment?
- Do we show up consistently across in-store, on-site, off-site?
- Are we gaining or losing share of this occasion over time?

That's the level where AI + retail media are uniquely strong.

Retail Media
is not just another channel.

If you look at most media plans today, “retail media” appears as a small box near the end:

- TV
- Display
- Online video
- Out-of-Home
- Social
- ...and Retail Media

It’s treated like one more place to put impressions. **That’s a mistake.**

Retail media is fundamentally different from every other channel you use. Not because of the ad formats. Because of **where it lives** and **what it can see.**

We will show you why retail media is not “just another channel” and why, in a world of AI and shopper data, it should become the **core engine** of how brands grow.

Where retail media really sits.

Most channels sit outside the buying moment.

- TV drives broad reach and memory

- Social and online video drive attention and story
- Display and search help capture intent and direct traffic

All of these are important. But they mostly work **before** or **around** the actual decision.

Retail media sits **inside** the buying environment:

- In the store where the basket is built
- In the retailer app or website where the basket is built
- In the ad systems that use retailer data to reach the same shopper off-site

This matters because **three things come together** in retail media:

→ **The audience.**

Defined by what people really buy and how they shop.

→ **The context.**

The mission, time, place and basket where the decision happens.

→ **The outcome.**

What ended up in the basket and how that changed over time.

Other channels let you infer or estimate these things. Retail media lets you **see them directly.** That is why it deserves different treatment.

The three layers of retail media.

To understand retail media properly, it helps to see it as a **system with three layers**, not a list of formats.

In-store media – the physical decision layer.

This is everything that touches the shopper **inside the store:**

- Digital screens at entrance, in aisles, in key zones
- In-store audio and radio
- Messages close to the shelf or category
- Outputs on POS devices and self-checkout screens

In-store media is powerful because it lives:

- In the **Immediate / Urgency** and **Routine / Replenishment** missions
- At the exact moment of choice between brands, sizes and price points

70% of purchase decisions are made in-store. This has been confirmed independently by POPAI, Desforges and Anthony, and two decades of Shopper Marketing research. In-store media operates inside that decision window. Karen Nelson-Field's attention research adds another dimension: in-store media achieves higher active attention rates than most digital channels because the shopper is physically present and already engaged with the category.

> They are not scrolling past. They are standing in front of the shelf in direct view of the basket being formed.

It is the last place where you can influence what goes into the cart, not just whether someone thinks about you.

On-site media – the owned digital layer.

This is everything on the retailer's **owned digital properties:**

- Retailer app homepages and feed placements
- Sponsored products and banners in search results
- Category page placements
- Recommendations and "you might also like" surfaces
- Push notifications and inbox messages inside the app

This is everything on the retailer's **owned digital properties:**

- Rich behavioral data (what they browse, search, buy)
- Direct link to the basket
- **Full closed-loop measurement** of what changed

It covers many **Stock-up, Routine, Fill-in, Discovery and Gift** missions in digital form.

Off-site media – the extended reach layer.

This is where **retailer audiences travel outside the retailer's own channels:**

- Ads in social platforms using retailer audiences
- Programmatic display or video based on retailer data
- CTV or audio campaigns reaching known shopper groups

Off-site media is powerful because it:

- Extends reach to the same people when they are not on the retailer properties

- Uses audiences defined by real purchase and mission behavior
- Can still be measured in terms of **what later happened in the basket**

Used together, these three layers form a **retail media system** around the shopper:

→ Before the trip → During the trip → After the trip

Most brands do not use it that way. Yet.

What makes retail media fundamentally different.

From the outside, a retail media placement can look like a standard ad unit: a banner, a video, a tile, a sponsored product, a screen. But three things make it structurally different from media elsewhere.

Audiences are built on behavior, not assumptions.

In most traditional channels, audiences are defined like this:

- Age, gender, income
- Interests, past content consumption
- Lookalikes based on some observed signals

In retail media, audiences can be defined with **hard behavioral facts:**

- Has bought this category, but not this brand, in the last 90 days
- Is a Champion or Loyal buyer based on RFM
- Shops on Stock-up missions on weekends in hypermarkets
- Does Immediate / Urgency missions in urban convenience stores after 18:00
- Is About to Sleep or At Risk for this brand

You are no longer guessing who might be relevant. You are starting from **who actually behaves in the way that matters.**

Context is the real shopping mission, not just a content environment.

In most channels, “context” means:

- The type of content
- The topic of a page
- The genre of a program

In retail media, context can mean:

- This shopper is in a **Fill-in** mission on a Tuesday evening
- This household is doing a **Special Occasion** shop on Friday
- This is a **Routine / Replenishment** stock of staples on Saturday morning
- This is a **Discovery / Browsing** trip where people are open to trying something new.

Context is not just what’s on the screen or the page. It is **why this trip exists**, and **what role your brand can play in it.**

Outcomes are measured in sales, not proxy metrics.

Most channels optimise to:

- Impressions
- Clicks
- Reach
- Views

These are useful metrics for delivery. They are not business outcomes.

Retail media can measure:

- Incremental sales at category and brand level
- New-to-brand buyers
- Changes in basket composition (e.g. more premium items)
- Retention and reactivation of specific RFM segments
- Share shift in specific missions or occasions

Because the **exposure data and the sales data live in the same ecosystem**, you can:

→ test → learn → scale

with much tighter feedback loops.

There is a fourth difference, and it may be the most important. Retail media resolves advertising's oldest debate. Binet and Field's analysis of 996 campaigns showed that brand building and sales activation require different strategies, different creative, different timescales, and traditionally different budgets. Their famous 60/40 rule reflects this tension. Retail media is the first channel where both happen simultaneously: in-store screens build mental availability at the point of purchase, while on-site sponsored products drive immediate conversion. The brand-building impression and the activation impression can be the same impression.

This is what makes retail media the natural home of AI-driven optimisation. The machine has both the inputs (who, when, context) and the outputs (what they bought).

Why treating retail media as "one more channel" is dangerous.

When you treat retail media like a normal channel, a few bad things happen.

You fragment what should be unified.

You get:

→ A "retailer plan" separate from the "brand plan"

→ Different agencies or teams handling in-store, on-site and off-site

→ Disconnected reports with no shared structure

The result:

- You cannot answer simple questions like:

  "When we invest against Special Occasion missions for Young Couples, what happens to penetration and share?"

- You repeat work across brands and markets because there is no shared canvas.

You undervalue retail media's role in the growth model.

If retail media is a line item at the end of the deck, it is seen as:

→ tactical

→ optional

→ nice to have

It gets:

- Late briefings
- Small budgets
- Small expectations

Everyone then concludes "retail media is small", which becomes self-fulfilling.

The data on this is unambiguous. Binet and Field's Excess Share of Voice analysis shows that brands investing below their share of voice lose pricing power over time. In one case study, a brand under-invested by just 2 percentage points of ESOV while relying on trade promotions instead. Over three years, its price elasticity rose from -1.3 to -2.0. Consumers became more price-sensitive, not less. Underinvesting in retail media does not just mean fewer impressions. It means a weaker brand.

In reality, if used properly, retail media can touch:

- Almost every Shopping Occasion that matters
- Almost every Life Stage that drives value
- Almost every RFM segment at risk

It should sit **in the middle of your growth story**, not at the edge.

You lose the chance to close the loop.

If retail media reporting lives in a separate system, in a separate format, with a separate language, the loop breaks.

- × Media teams don’t see the full shopper impact
- × Shopper teams don’t see media context
- × Finance sees partial numbers and stays sceptical

The very thing that makes retail media special — closed loop between exposure and sales — is under-used.

Retail media as a growth operating system.

To unlock the real value of retail media, you need to change the question you ask.

Instead of:

> *How much budget should we give to retail media this year?*

ask:

> *Which **Shopping Occasions** do we want to grow, and how can retail media help us influence them, across in-store, on-site and off-site, in a way we can measure in sales?*

This is how retail media becomes a **growth operating system:**

→ **Define growth jobs in shopper terms.**

Penetration, frequency, trade-up, reactivation, new-to-brand — but expressed in Life Stage, Mission and RFM language.

→ **Use the shopper model to find the right occasions.**

Identify which combinations of Life Stage + Mission + RFM + time + basket form valuable Shopping Occasions.

→ **Design a retail media system around those occasions.**

In-store, on-site, off-site – working together as one system, not as separate campaigns.

→ **Measure impact and feed it back into planning.**

Use retail media's closed loop to refine which occasions to double down on, and which to drop.

Footprints AI exists to make this system workable in practice, not just in theory.

The Large Shopper Model —
Your New Growth Infrastructure.

Most companies are drowning in data and starving for answers. You have:

- Sales reports
- Campaign reports
- Loyalty dashboards
- Brand trackers

But when you ask a simple question like:

> *Where should growth really come from next year?*

...you usually get opinions, not evidence. The missing piece is not "more data". It's a **model** that makes sense of it.

What is a Large Shopper Model?

In plain language:

A Large Shopper Model is a living map of how real people shop, updated every day, across millions of trips and baskets.

It does three things:

→ **Connects signals.**

Transactions, visits, store formats, time of day, digital behaviour.

→ **Understands people.**

Through Life Stages, Shopping Missions and RFM segments.

→ **Predicts behavior.**

Who will buy what, when, how often, and in which occasions.

Think of it as a **Digital Twin of your shopper base:**

✕ Not for one campaign

✕ Not for one channel

✓ But for how they actually live, shop and change over time

The statistical backbone of the Large Shopper Model is the NBD-Dirichlet, validated over 25 years across 50+ categories and 25+ countries. It models a simple but powerful reality: buying behavior is both heterogeneous and probabilistic. Each person has a certain propensity to buy the category and a certain propensity to choose particular brands within it. This is what allows the model to predict repeat rates, penetration-frequency splits, and multi-brand buying patterns from observed transaction data, rather than from surveys or assumptions.

Without this model, retail media is a set of disconnected tactics. With it, retail media becomes a growth system.

What goes into the model.

The Large Shopper Model sits inside the retailer's environment. It doesn't work with surveys or panels. It works with **real behaviour.**

Inputs typically include:

→ **Transactions (ePOS).**
What was bought, where, when, in which basket.

→ **Store information.**
Format (hyper, supermarket, convenience), location, cluster.

→ **Visits and trips.**
How often people visit, at what times, on which days.

→ **Loyalty and CRM (where allowed).**
Anonymised patterns of how households evolve.

→ **Digital behavior.**
App/web visits, searches, clicks, add-to-cart, orders.

All of this is processed and anonymized. The model doesn't care about names. It cares about **patterns.**

From those signals, Footprints AI builds three key lenses:

- Life Stages
- Shopping Missions
- RFM Segments (value over time)

These are the building blocks you saw in the first chapters.

Lens 1 Life Stages: who is behind the basket.

Life Stage tells you:

> *What kind of household is behind this basket, and how does their life shape demand?*

Footprints AI uses 12 Life Stages, including:

- Young Singles
- Mature Singles
- Young Professionals
- Empty Nest
- Young Couples
- Active Seniors
- Full Nest I, II, III
- Solitary Survivor
- Single Parent Family

Each stage has:

- Typical trip patterns
- Typical categories and spend levels
- Typical sensitivity to price, promotion, and premiumisation

The Large Shopper Model infers these Life Stages from behaviour:

- Frequency and size of trips
- Categories bought
- Time-of-day and day-of-week patterns
- Long-term evolution of baskets

You don’t have to guess “who is our core shopper?” The model can show you **which Life Stages actually drive value.**

Lens 2 Shopping Missions: why the trip exists.

Mission tells you:

> *Why is this person here today? What job is this trip trying to get done?*

Footprints AI uses 7 Shopping Missions:

- Immediate / Urgency
- Fill-in

- Stock-up
- Routine / Replenishment
- Special Occasion
- Discovery / Browsing
- Gift Shopping

The Large Shopper Model assigns missions at **trip level**, based on things like:

- Basket composition
- Basket size and spend
- Time of day and day of week
- Store format
- Frequency of similar trips

The same person will appear in different missions across the week:

- Immediate / Urgency on Tuesday night
- Routine / Replenishment on Wednesday
- Stock-up or Special Occasion on Saturday

The model doesn't freeze them in one box. It tracks **which missions they perform, how often, and with which brands.**

Lens 3 RFM: how valuable they are over time.

RFM tells you:

> *How important is this shopper to our brand and category, now and in the future?*

Footprints AI uses 11 RFM segments:

- Champions
- Loyal
- Potential Loyalists
- New Customers
- Promising
- Need Attention
- At Risk
- Can't Lose Them
- About to Sleep
- Hibernating
- Lost

One caveat worth stating: «heavy buyer» status is partly temporary. Sharp's buyer moderation data shows that heavy buyers in one period statistically buy less in the next, while light buyers buy more. This is regression to the mean, not disloyalty. The Large Shopper Model accounts for this by reading patterns over time, not snapshots. A Champion who has maintained high frequency across multiple periods is genuinely high-value. A one-period spike is noise, and the model treats it as noise.

RFM is calculated from:

- **Recency** — how recently they bought
- **Frequency** — how often they buy
- **Monetary** — how much value they generate

The Large Shopper Model applies this to:

- ✓ Category behaviour
- ✓ Brand behaviour
- ✓ Sometimes to specific missions or occasions

This is what lets you see:

- Which shoppers are worth defending
- Which are worth reactivating
- Where new value is emerging

From labels to patterns: Shopping Occasions.

On their own, Life Stage, Mission and RFM are useful. Together, they unlock something more powerful:

Shopping Occasions — repeatable situations where your brand can play a clear role.

The Large Shopper Model looks across millions of trips and asks:

- Which Life Stages appear most often in which Missions?
- At what times and in what store types?
- With which baskets?
- From which RFM segments?

It then finds dense, recurring patterns — like:

- Young Couples + Special Occasion + Potential Loyalists on Friday evenings
- Full Nest I + Routine / Replenishment + Champions on Saturday mornings
- Young Professionals + Immediate / Urgency + Promising on weekday evenings

These clusters are what we turn into **named Shopping Occasions:**

→ Streaming Night

→ Sweet Friday

→ Back-to-School Rescue Shop

→ Emergency Fix

Each Shopping Occasion comes with:

- Life Stages that anchor it
- Missions that define its purpose
- RFM segments that drive its value
- Typical time, store format, basket

The model doesn't just describe the past. **It predicts:**

- How often these occasions will occur
- How much value they represent
- How your brand is performing in each

This is the level where media and creative should operate.

What the model changes for brand teams.

Without the Large Shopper Model, planning discussions sound like this:

× Our target is 25–54, main shopper, urban

- We think young families are important
- Retail media is interesting; let’s test with top retailers

With the model, conversations become:

- Full Nest I and Young Couples account for 60% of value in this category at Retailer X
- Our biggest growth gap is in Special Occasion and Stock-up missions among Potential Loyalists and New Customers
- There are four Shopping Occasions we underperform in, worth €X over the next 12 months. Let’s design Occasion Territories for each

Practically, the model lets you:

→ **Locate growth.**

By Life Stage, Mission, RFM, Occasion, retailer, store cluster.

→ **Prioritize.**

You don’t chase 100 patterns; you select the ones with the biggest upside.

→ **Align teams.**

Everyone sees the same picture: brand, shopper, media, retailer, agency.

→ **Move faster.**

You don’t start from zero each year; you build on what the model has already learned.

The Death of the “Average Shopper”.

Marketing loves averages:

- Average age
- Average income
- Average basket value
- Average shopper.

They look clean in charts. They make segments look big. They make forecasts look stable.

There’s only one problem: the “average shopper” does not exist.

Why the "average shopper" is a dangerous idea.

When you plan on averages, you assume:

- People are mostly the same inside a segment
- Their behavior is stable across the week
- Context doesn't change them much

Reality is the opposite. One real person can show up as:

→ A **rushed commuter** grabbing something fast

→ A **careful planner** doing a full stock-up

→ A **host** buying for guests

→ A **parent** trying to get through a chaotic evening

→ A **friend** buying a last-minute gift

Same person. Same demographic. Different **Shopping Mission**, different **basket**, different **emotional job.**

If your planning only sees:

> *Women 25-44, main shopper, urban*

...you blend all of that into an average that does not describe anyone in particular. You then optimize your media to reach this "someone who doesn't exist" and wonder why half your spend feels soft.

One person, many roles. Let's follow one person for a week.

- She's 37, lives in a city, two kids, working full time
- In your segmentation, she's "core target"

Here is what your "average shopper" actually does:

Monday. **Immediate / Urgency mission.**	Quick stop at a convenience store at 19:30. She forgot something for the kids' school project. • Small basket. • High stress, no time. • Brand choice is "whatever is available and fast".
Wednesday. **Fill-in mission.**	Short trip on the way home. • Topping up milk, bread, snacks. • Limited budget until payday. • Much more price-sensitive.
Saturday. **Stock-up mission.**	• Big trolley, full family. • Weekly plan: staples, kids' favourites, some treats. • Looking for value across the whole basket, not just price per item.
Friday. **Special Occasion mission.**	• Partner comes home early; "let's make it a nice evening". • Buying for mood: drinks, desserts, small indulgences. • Willing to trade up, more emotional decisions.

In your database she might be:

- Young Couple or Full Nest I / II by Life Stage
- A Loyal or Champion for some categories
- At Risk or About to Sleep for others

The key point:

Her role, mindset and price sensitivity change dramatically from trip to trip. There is no single “her” to plan against. There are multiple Shopping Occasions that involve her, each with different growth opportunities for your brand.

How “average thinking” breaks your planning.

When you cling to the average shopper, three things happen.

Your target is too broad to be meaningful.

Briefs sound like:

- **Core shopper:** women 25–44 with kids
- **Secondary target:** men 25–44

This tells you almost nothing practical:

- Which **missions** matter?
- Which **Life Stages** drive value?
- Which **RFM segments** are worth defending or reactivating?
- Which **occasions** you underperform in?

You end up with campaigns that speak to everyone and resonate deeply with no one.

Your media hits people in the wrong moments.

If you treat your audience as a big homogeneous block, your media plan will also behave that way.

- Same message regardless of mission
- Same formats regardless of occasion
- Same timing every week

You might reach the right person — but in the wrong context, **wrong context, on the wrong day, with the wrong ask.**

For example:

- Pushing a premium trade-up message into a distressed Immediate / Urgency mission
- Focusing on functional benefits during a highly emotional Special Occasion shop
- Sending a discount to a Champion who would happily pay full price but needs inspiration

The “average shopper” lens hides these mismatches.

Your measurement hides what’s really working.

Averages flatten your results. If you only look at total sales, total penetration and total impressions, you might miss that:

- ✓ You gained share with Young Couples in Special Occasion missions
- ✗ But lost with Single Parent Families in Routine / Replenishment
- ✗ And completely disappeared from Fill-in missions among At Risk shoppers

On average, you seem “flat”. In reality, you’re winning some **occasions,** losing others, and your future growth is being written under the surface.

From average shoppers to precise lenses.

The three lenses we use in the Footprints AI model are:

→ **Life Stages.**

Who is behind the basket?

→ **Shopping Missions.**

Why does this trip exist?

→ **RFM segments.**

How valuable is this shopper over time?

You've met these names already. Together, they let you replace the "average shopper" with **clear, human pictures.**

For example:

- Instead of "women 25–44 with kids", you get:

  Full Nest I & Full Nest II, on Routine / Replenishment and Stock-up missions, mostly Loyal and Potential Loyalists.

- Instead of "young adults", you get:

  Young Professionals and Young Couples, on Special Occasion and Discovery / Browsing missions, many in New Customers and Promising segments.

This is much more than semantics. It tells you:

- What kind of weeks they live

- What pressures they feel
- What role your brand can realistically play
- What type of retail media context makes sense

What this unlocks for creative and media.

Once you stop designing for an “average shopper”, some good things happen.

Creative becomes context-aware.

You stop asking:

> *What is our single key message to everyone?*

and start asking:

> *What does this occasion need from us?*

For example:

Full Nest I, Stock-up, Loyal:

- **Job:**
  Secure repeat purchase and defend share.

- **Message:**
  Reliability, value for the full family, efficiency.
- **Media:**
  On-site sponsored positions and in-store presence in the main shop.

Young Couples, Special Occasion, Potential Loyalists:

- **Job:**
  Trade up and deepen emotional connection.
- **Message:**
  Treat, upgrade the evening, small luxury.
- **Media:**
  Off-site teaser, on-site homepage tiles, in-store weekend screens.

Same brand. Different angle, visuals, offers – because the occasion is different.

Media becomes occasion-led.

Instead of:	✕ TV plus some social plus some retail media
you get:	✓ Three core Shopping Occasions, each with an in-store, on-site and off-site plan.

You design **Occasion Territories:**

- Each with its own shopper insight
- Growth job (penetration, frequency, trade-up, reactivation)
- Media system (when and where you show)
- and KPIs

Retail media is no longer a generic “channel”, but the **execution layer of specific occasions.**

Why AI makes the death of the average shopper inevitable.

In the past, we used averages because we had no choice.
We did not have:

- ✕ Transaction-level data at scale
- ✕ The ability to update segments in near real-time
- ✕ The computing power to see patterns across millions of trips

So we settled for:

→ Broad demographics

→ Attitudes from small samples

→ Static segmentations updated every few years

Today, AI changes that.

- It can recognize Life Stage, Mission and RFM patterns from behavior
- It can cluster trips into Shopping Occasions no human would notice
- It can update these models continuously as people change

Rubinson's 2023 research, peer-reviewed in the Journal of Advertising Research, identified what he calls «Movable Middles»: the shoppers with mid-probability of buying your brand. Not your loyal base. They will buy anyway. Not committed non-buyers. They are too far away. The middle. These are the shoppers most responsive to advertising and they deliver the highest return on ad spend. AI combined with transaction data can now identify them precisely. The «average shopper» approach buries them in the average.

Clinging to the "average shopper" was once a necessity.
Now it's a choice — and an expensive one.

The brands that move fastest will be the ones that:

→ stop talking about "everyone"

→ and start designing for the specific moments where they can matter most

The hidden science of why shoppers buy.

Life Stages —
Designing Growth Around Real Households.

Every basket has a backstory. Behind the items, there is a household:

- Starting out
- Living alone again
- Building a life together
- Navigating age and health
- Raising kids

If you ignore that story, you miss why demand looks the way it does.
Life Stages are how we bring that story into your planning.

Why Life Stages matter more than age.

Two people can be the same age and live completely different lives.
Take two 38-year-olds, both urban, both “ABC1”:

→ One lives alone, travels often, eats out, shops small baskets at odd hours

→ One has three kids, a mortgage, and a weekly trolley that must stretch until payday

Same age. Same income band.
The store sees **two completely different demand systems.**

Demographics tell you:

- ✕ "Who they roughly are" on paper

Life Stages tell you:

- ✓ What their life actually demands from the store and from your brand

That difference is crucial when you design:

- Pack sizes
- Innovation
- Price ladders
- Retail media campaigns
- Promotions

Life Stage is the **context** those decisions must fit inside.

The 12 Footprints AI Life Stages.

Footprints AI uses 12 Life Stages as standard:

- Young Singles
- Dual Income, No Kids
- Young Professionals
- Full Nest I
- Young Couples
- Full Nest II

- Full Nest III
- Empty Nest
- Single Parent Family
- Active Seniors
- Mature Singles
- Solitary Survivor

You don't ask shoppers which Life Stage they're in. The **Large Shopper Model** infers it from behavior over time:

- Trip frequency
- Basket size and mix
- Categories bought
- Day and time patterns
- Evolution of spend

Let's make these stages practical.

A quick tour through the 12 stages.

Young Singles.

Life just started.

- Small baskets, often 1–5 items

- Convenience and proximity formats
- Late hours, irregular patterns
- Snacks, drinks, quick meals, personal care

Growth angles:

→ Trial and discovery

→ Small indulgences

→ Formats that fit limited storage and equipment

Young Professionals.

More income, more structure, still relatively free.

- Mix of eating out, delivery, and “something good at home”
- Interest in quality coffee, better drinks, on-the-go options
- Often shopping for one, but hosting friends

Growth angles:

→ “Upgrade your everyday” propositions

→ Better-for-you and better-for-status

→ Convenience without feeling cheap

Young Couples.

Two lives, one household.

- More planning, more "ours" decisions
- Occasions become important: dinners, weekends, trips
- Early negotiations: which brands enter the shared home

Growth angles:

→ Become the couple's "default choice" in a category

→ Own small rituals (Friday dinner, Sunday breakfast)

→ Formats suited to two people, not families

Dual Income, No Kids (DINKs).

Two salaries, no children.

- Higher discretionary income
- Premium and experimental categories grow
- Travel, experiences, gifting, entertaining

Growth angles:

- Premiumization
- Special editions
- “Host” and “gift” occasions
- Cross-category bundles (e.g. wine + cheese, beauty sets)

Full Nest I.

Young kids, early family years.

- Strong shift to family staples
- Heavy use of promotions to manage budget
- Sensitivity to health, safety, and trust in brands

Growth angles:

- Trusted family brands
- Multi-packs and family formats
- Reassurance on quality and safety
- Time-saving solutions

Full Nest II.

Older kids, more structure, more spend.

- Larger baskets, big weekly Stock-up missions
- More category complexity: kids, teens, adults in one cart
- Growing spend on snacks, drinks, personal care, household

Growth angles:

→ One trolley, many needs” solutions

→ Bundles for family moments (movie night, game night)

→ Tiered ranges (budget + core + treat)

Full Nest III.

Teens and young adults still at home.

- Even higher consumption of certain categories
- Strong preferences and habits formed over years
- Pressure on budget versus quality and quantity

Growth angles:

→ Defending loyalty in high-volume households

→ Trading up on specific moments (celebrations, home gatherings)

→ Larger value packs that still feel aspirational

Single Parent Family.

One adult carrying the load.

- Time and money pressure are intense
- Many Immediate / Urgency and Fill-in missions
- High sensitivity to promotions and convenience

Growth angles:

→ Genuinely helpful value (not just price cuts)

→ Formats that reduce risk and waste

→ Emotional support angles: “we’ve got your back on busy days”

Mature Singles.

Alone but stable.

- Smaller baskets, focused on personal needs
- Preference for quality and familiarity
- Mix of cooking and simple solutions

Growth angles:

- Right-sized packs
- Trusted brands with minimal fuss
- Self-care and small treats

Empty Nest.

Kids moved out; couple remains.

- Shift from family volumes to couple patterns
- More interest in quality, health, and experiences
- Less stock-up, more planned smaller shops

Growth angles:

- “Reward yourselves” positioning
- Health, longevity, and comfort
- Premium but sensible options

Active Seniors.

Older, but still active and independent.

- Strong routines
- Clear brand loyalties

- Health and ease-of-use matter

Growth angles:

→ Maintaining independence

→ Clear labelling, easy-to-open, easy-to-carry

→ Respect and reassurance in tone

Solitary Survivor.

Older, alone, often on fixed income.

- Very small baskets
- Price and practicality critical
- Shopping can be both necessity and social contact

Growth angles:

→ Dignity in value offers

→ Simple, readable communication

→ Formats that avoid waste

How Life Stages shape categories and growth.

Once you see Life Stages, category patterns stop being abstract.

A few examples:

- In baby categories, **Full Nest I and Single Parent Family** dominate. Growth comes from penetration in these stages and winning early habits.

- In snacks and soft drinks, Y**oung Professionals, Young Couples, Full Nest II & III** might carry volume. Growth comes from owning specific occasions: movie night, after-school, gaming.

- In premium coffee or wine, **DINKs, Young Professionals, Empty Nest** might be over-indexed. Growth comes from premiumization and special moments.

- In basic household care, **almost all stages** buy, but for different reasons. Growth comes from tuning pack sizes, formats and value stories per Life Stage.

The real Pareto ratio is 60/20, not the mythical 80/20. Sharp's data shows that nearly half of a brand's sales come from the bottom 80% of buyers, most of whom are in Life Stages the brand might never associate with its category. Life Stage analysis often reveals that 20 to 30% of category value comes from stages that never appear in the brand's «core target» brief. Ignoring them is not focus. It is forfeiting growth.

Life Stages help you answer questions like:

- Who actually drives 60–70% of value in this category at this retailer?
- Which Life Stages are we underperforming in?
- Where is premiumization realistic, and where is it tone-deaf?
- Which stages should our innovation really be designed for?

Retail media then becomes the way you **reach those Life Stages in real trips and occasions**, not just on a slide.

Shopping Missions — Context Rewrites the Brief.

Every trip has a purpose. People don't go to a store or open a retailer app just to "be your target audience". They go to get something done.

That purpose is the Shopping Mission.

Why missions matter more than moments.

We often talk about "moments" in marketing.

- Moments of truth
- Micro-moments
- Right person, right message, right moment

But without missions, "moment" is vague. Two Friday 18:30 trips can look identical on the outside:

→ Same store → Same person → Same time

Underneath, they can be completely different:

→ One is an **Immediate / Urgency** mission.
Something was forgotten, everyone is waiting, pressure is high.

→ One is a **Special Occasion** mission.
Friends are coming over, the mood is positive, there is time to choose.

Same "moment", different **job to be done.** If your media and message ignore the mission, you get relevance by accident.

Shopping Missions are how we make that job visible.

The 7 Footprints AI Shopping Missions.

Footprints AI uses 7 standard missions:

- Immediate / Urgency
- Fill-in
- Stock-up
- Routine / Replenishment
- Special Occasion
- Discovery / Browsing
- Gift Shopping

These missions are assigned at **trip level** by the Large Shopper Model, based on:

- Basket size and composition

- Spend
- Store format
- Time of day and day of week
- Frequency and pattern of similar trips

Let’s look at each mission in simple, human terms.

Immediate / Urgency.

The “I need it now” trip.

- One or a few items
- Often later in the day
- High time pressure, high stress
- Very low tolerance for out-of-stock or complexity

Examples:

→ Forgot baby formula or diapers

→ Need medicine, hygiene products, a missing ingredient

→ Something broke, needs a quick fix

For brands:

- Availability beats everything
- Clarity and speed matter more than storytelling
- Smart retail media here helps people find the right thing fast

Fill-in.

The “top-up” trip.

- Small to medium baskets
- Between big shops
- Often after work or on the way home

Examples:

→ Running out of milk, bread, fruit, snacks

→ Realizing something will not last until the weekend

For brands:

- A chance to reinforce habits and prevent competitor trial
- Price and convenience are important

- Cross-sell can work if it feels natural (“while you’re here, don’t forget…”)

Stock-up.

The “big shop”.

- Large baskets, full trolleys
- Planned or semi-planned
- Often weekly or bi-weekly
- Usually in larger formats (supermarkets, hypermarkets)

Examples: → Weekly family shop → Monthly pantry refill

For brands:

- Core format and value propositions matter
- You are fighting for share of basket
- Promotions, multi-packs and laddered ranges play a big role

Routine / Replenishment.

The “habit loop” shop.

- Regular, predictable trips
- Often the same categories and brands
- Weekly or even more frequent

Examples:

→ The same after-work shop for staples

→ Regular pet food or specific category refills

For brands:

- The battle is about staying the default choice
- Small disruptions (price change, out-of-stock, new competitor move) can switch habits
- Retail media can secure your place on the shopping list and in the aisle

Special Occasion.

The “make it nice” shop.

- Higher spend per trip
- Emotional and social stakes
- Mix of familiar and new items
- Often clustered around weekends and calendar events

Examples:

→ Date night at home

→ Friends coming over

→ Seasonal events (Easter, Christmas, Ramadan, New Year, local holidays)

For brands:

- This is where you can trade up and build emotional equity
- Shoppers are more open to trying something new if it fits the moment
- Story, packaging, and cross-category bundles are powerful

Discovery / Browsing.

The “see what’s new” trip.

- No strict list
- Time to look around
- Open to inspiration

Examples:

→ Browsing new products in a hypermarket

→ Exploring a specific category with no rush

For brands:

- Perfect environment for innovation and premium propositions
- Visibility, education and sampling-type mechanics work well
- Retail media here should invite exploration, not pressure

Gift Shopping.

The “for someone else” trip.

- The shopper is not the end user.
- Needs guidance: what is appropriate, tasteful, safe
- Often tied to specific dates and seasons

Examples:

→ Buying a gift pack, premium food, beauty sets

→ Buying for hosts, colleagues, teachers, family members

For brands:

- Gifting is about signals: care, taste, generosity, status
- Packaging, combinations and price anchors are critical
- Retail media helps narrow options and reassure the buyer

How missions change the brief.

Same person, same category, different missions = different brief.
Take a chocolate brand.

In Immediate / Urgency	**Shopper**	Needs something quickly to fix a small emotional dip or quiet a child
	Brief	Be visible and easy to grab; simple promise; acceptable price
In Stock-up	**Shopper**	Buying for the week; balancing budget
	Brief	Secure multi-pack or family pack share; work with promotions; defend shelf

In Special Occasion	Shopper	Trying to make the evening feel special
	Brief	Encourage trade-up; highlight quality, pairing, presentation
In Gift Shopping	Shopper	Wants to look thoughtful
	Brief	Giftability; design, packaging, and social signaling; reassurance they chose well

If your message and retail media tactics are the same across all missions, you are designing for an average that doesn't exist.

Missions force you to separate:

- Where you defend
- Where you recruit
- Where you trade up
- Where you surprise

System 1/System 2 mapping per Mission.

Each mission puts the shopper in a different cognitive mode. Understanding which mode they are in determines how your creative should work:

Mission	Cognitive Mode	Creative Implication
Immediate / Urgency	System 1 (pure)	Do not inform. Do not sell. Just be visible and available. 3-second recognition.
Fill-in	System 1 dominant	Reinforce habits. Cross-sell feels natural. Do not introduce complexity.
Stock-up	System 1 + 2 mix	List-driven but open to deals. Value messaging works here.
Routine / Replenishment	System 1 (autopilot)	The battle is staying the default. Any friction triggers switching.
Special Occasion	System 2 leaning	Willing to slow down, evaluate, trade up. Story and premiumization work.
Discovery / Browsing	System 2 (open)	Most receptive to new information, education, sampling.
Gift Shopping	System 2 (anxious)	Needs reassurance, social proof, clear signals of quality and appropriateness.

System 1 missions need distinctive brand assets: color, shape, logo. Recognition, not persuasion. System 2 missions need information, narrative, and reason-to-believe. Getting this wrong creates a subtle «something is off» feeling that kills conversion without the shopper knowing why.

Regulatory Focus per Mission.

There is a second dimension that shapes creative tone: regulatory focus. Shoppers are either seeking gains (Approach) or avoiding losses (Avoidance):

Approach missions	Special Occasion («make tonight amazing»), Discovery («try something new»), Gift Shopping («impress them»). Creative should use aspirational language, possibility, and reward.
Avoidance missions	Immediate/Urgency («do not run out»), Fill-in («do not get caught short»), Routine («do not let the habit break»). Creative should use protective language, reliability, and reassurance.

Matching creative tone to regulatory focus is not a detail. Using aspirational language on an avoidance mission, or protective language on an approach mission, creates cognitive friction that lowers response rates.

RFM —

Not All Buyers Are Equal.

Not every buyer is worth the same effort.

Some:

- Buy often
- Spend a lot
- And would notice if you disappeared

Others:

- Tried you once
- Barely remember
- And wouldn't chase you if you vanished

Most media plans treat them exactly the same. This chapter is about stopping that.

We'll walk through:

- What RFM is (in plain language)
- The 11 Footprints AI RFM segments
- How RFM changes your growth strategy

What RFM really means.

RFM stands for:

- **Recency** — how recently they bought
- **Frequency** — how often they buy
- **Monetary** — how much they're worth over time

Those three signals give a simple answer to a hard question:

> *How important is this shopper to us —*
> *and what kind of relationship are we in right now?*

RFM is not a theory. It's a way to translate transactional reality into actionable segments.

Footprints AI uses 11 standard RFM segments. Let’s make them human.

The 11 Footprints AI RFM segments.

Think of these as relationship statuses between your brand and a shopper.

- Champions
- At Risk
- Loyal
- Can’t Lose Them
- Potential Loyalists
- About to Sleep
- New Customers
- Hibernating
- Promising
- Lost
- Need Attention

The Large Shopper Model assigns shoppers to these segments based on their buying patterns for your category and brand.

Here’s what they really mean.

Champions.

Your best people.

- Spend a lot
- Buy often
- Bought very recently

They:

- Choose you regularly
- Carry a big share of your value
- Are often first to try your innovations.

Strategy:

- Protect them without over-subsidizing
- Make them feel recognized
- Bring them new value (variants, formats, experiences)

Warning:

Champions are your most visible segment but often the worst place to invest incremental budget. They are already buying at high frequency. Buyer moderation data shows they are statistically likely to moderate downward regardless. The highest-ROI segments for retail media are typically Potential Loyalists (where small nudges create habits) and At Risk (where intervention prevents high-value loss). Champions need protection, not heavy investment.

Loyal.

Steady, reliable, solid.

- Buy regularly
- Good value, maybe not as high as Champions

They:

→ Give you predictable volume

→ Often choose you by habit

Strategy:

- Keep friction low (availability, visibility)
- Avoid giving them reasons to drift
- Occasionally reward, but not at heavy cost

Potential Loyalists.

They're almost yours.

- Recent buyers
- Emerging frequency
- Good potential value

They:

→ Tried you more than once

→ Show signs of forming a habit

Strategy:

- Help them cross the line into true loyalty
- Be visible in their key missions
- Use retail media to reinforce the pattern (especially in Routine / Replenishment and Stock-up)

⊕ New Customers.

First-timers.

- Just bought you for the first time
- You don’t know yet if they’ll come back

They:

→ Discovered you via promo, visibility, or occasion

→ Are fragile – easy to lose, priceless if they return

Strategy:

- Follow up in their **next missions**

- Make repeat feel natural (not forced)
- Connect the initial reason they bought you to a role in their routine

The biggest drop-off in customer lifetime value happens between purchase 1 and purchase 2. If you can get a New Customer to buy a second time within 7 to 14 days, the probability of a third purchase **roughly doubles.** This is why retail media follow-up in the same Shopping Occasion matters more than the initial conversion. Winning the first basket is only half the job. Winning the second one is where lifetime value begins.

Promising.

Early positives.

- Bought recently
- Not huge spend yet
- Some frequency, but not stable

They:

→ Might be leaning your way in specific missions or occasions

→ Are still forming opinions

Strategy:

- Understand where they use you (which missions, which Life Stages)

- Strengthen those contexts
- Don’t push too hard on frequency if the role is naturally occasional

Need Attention.

Something is off.

- They used to buy more, more often, or more recently
- Now behavior is slowing

They:

→ Are sending early warning signals

→ Might be trying competitors, trading down, or dropping the category

Strategy:

- Identify which **mission** or **Life Stage** changed
- Correct friction (price, availability, pack, relevance)
- Use retail media surgically to check-in, not blast

At Risk.

Alarm bells should ring.

- They significantly dropped frequency or spend
- Recency is getting worrying

They:

→ Are close to drifting away

→ Still have a memory of your brand

Strategy:

- Decide if they're worth fighting for (value vs cost)
- If they are: act fast, in the missions where they used to buy you
- Fix the underlying problem (not just throw discounts)

Can't Lose Them.

High value, now threatened.

- Historically very valuable
- Recent behavior signals a real drop

They:

→ Have a disproportionate impact on your revenue

→ Are starting to behave like At Risk, but from a higher base

Strategy:

- High priority for diagnosis and action
- Understand whether the issue is price, life change, competitor attack, or mission shift
- Coordinate across channels and retailers to retain them

About to Sleep.

Slipping away quietly.

- Haven't bought in a while
- Were never huge, but enough to matter at scale

They:

→ Are drifting into non-usage or competitor usage

Strategy:

- Decide if it's cheaper to reawaken them or acquire new customers

- If reawakening makes sense: consider occasion-led pushes or specific seasonal triggers

Hibernating.

Long time no see.

- Last purchase was a long time ago
- Very low recent value

They:

→ Might have aged out of the Life Stage you serve

→ Might have changed circumstances entirely

Strategy:

- Often **not a priority** in short-term budgets
- More relevant for category reactivation or long-term brand plays

Lost.

The relationship, for now, is over.

- No recent activity
- Very low probability of return without major intervention

Strategy:

- Accept reality
- Focus spend on more responsive segments
- Use them mainly as a learning group (“where did they go, and why?”)

Why this matters more than a “one-size-fits-all” target.

Most plans still speak about “the consumer” as if all buyers are equal. They’re not.

The same action – “get one extra purchase” – means very different things:

- One extra purchase from a **Champion** may be incremental, but small relative to base

- One extra purchase from a **New Customer** might be the difference between trial and habit
- One extra purchase from an **At Risk** shopper may be the last chance to keep them

RFM lets you:

- Focus budget on segments where behavior change matters most
- Tune your **goal** per segment (defend, grow, rescue, let go)
- Speak differently to each group in retail media and beyond

Fader's research at Wharton found that acquisition explains 78% of profit variance across brands. Unusual defection, losing customers you should not have lost, explains 22%. This does not mean retention is unimportant. It means that for most brands, the bigger lever is always bringing in new buyers. RFM helps you see both opportunities clearly: where to acquire (New Customers, Promising) and where to defend (At Risk, Can't Lose Them).

Shopping Occasions — Turning Hidden Patterns into Growth Territories.

By now you have three lenses:

- **Life Stages** — who is behind the basket
- **Shopping Missions** — why the trip exists
- **RFM segments** — how valuable that shopper is over time

When you layer these with **time, place** and **basket,** you get the most important unit in this whole system:

Shopping Occasions —
the retail expression of Category Entry Points.

This is where "why shoppers buy" becomes something you can actually target and measure with retail media.

Category Entry Points vs Shopping Occasions.

Two levels. Don't mix them.

Category Entry Points (CEPs) live in people's lives:

- Friday movie night at home
- Kids' lunchbox for tomorrow
- After-school snack in the car
- Post-practice treat for the kid
- Quick weeknight dinner when everyone is tired

These are **consumption / usage situations.** They explain **when the category becomes mentally relevant.**

Shopping Occasions live in the retailer's world:

- A specific **trip**
- In a specific **store or app**
- At a specific **time**
- With a specific **basket**

They are the **observable footprint** of those life moments when they actually produce a shop. So:

- CEP = the **life moment** ("movie night")
- Shopping Occasion = the **trip + basket pattern** that prepares for or reacts to that moment ("Friday evening supermarket basket with snacks + drinks + easy mains")

Footprints AI connects the two:

Shopping Occasions are the data footprint of Category Entry Points. Retail media is how you act on them at the moment of shopping.

What a Shopping Occasion looks like.

A Shopping Occasion is not a persona. It is a pattern:

People (Life Stages)	Young Couples, Full Nest I, Single Parent Family, DINKs, Empty Nest, etc.
Purpose (Shopping Mission)	Immediate / Urgency, Fill-in, Stock-up, Routine / Replenishment, Special Occasion, Discovery / Browsing, Gift Shopping.
Value (RFM)	Champions, Loyal, Potential Loyalists, At Risk, New Customers, etc.
Context	Day, time, store format, channel (in-store, app, web).
Basket	Typical categories, combinations, spend.
Job	**Functional:** what they're trying to get done. **Emotional:** what the moment means.

When you see the same pattern again and again, you name it. Let's make this real.

Each Shopping Occasion carries a psychological signature. Adding the shopper's primary motivation and regulatory focus turns the occasion from a targeting segment into a creative brief:

Occasion Example	Primary Motivation	Regulatory Focus
Streaming Night In	Esteem («we deserve this»)	Approach
Dad & Cart	Nurturance («keep the family running»)	Avoidance

Occasion Example	Primary Motivation	Regulatory Focus
Dinner Top-Up	Security («get tonight under control»)	Avoidance
After Practice Delight	Nurturance + Esteem («you earned it»)	Approach
Sweet Friday	Belonging («welcome home, together»)	Approach
Pantry Reset	Autonomy («we are in control»)	Avoidance
Back-to-School Rescue	Security («do not be unprepared»)	Avoidance

A creative team reading this table immediately knows the tone, imagery, and language style. The motivation tells them what to say. The regulatory focus tells them how to say it.

Examples of Shopping Occasions.

These names are shorthand for very specific patterns in the data.

Streaming Night In.

CEP (life)	Friday or Saturday night movie / series at home
Life Stages	Young Couples, Young Professionals, DINKs
Missions	Special Occasion, sometimes Fill-in
RFM focus	New Customers, Potential Loyalists, Promising
When/where	Fri–Sat 17:30–20:30, supermarkets + retailer app
Basket	Snacks, soft drinks or beer, easy mains, desserts
Job	**Functional:** make staying in feel like an event **Emotional:** “We deserve something better than a normal evening”

This is a textbook Category Entry Point where beverages, snacks, frozen, desserts, streaming partners and more can play together.

Dad & Cart.

CEP (life)	One parent (often dad) doing the store run with one or more kids
Life Stages	Full Nest I & II, Single Parent Family
Missions	Stock-up or Routine / Replenishment
RFM focus	Champions, Loyal, Potential Loyalists
When/where	Weekends late morning / early afternoon; hypermarkets and large supermarkets
Basket	Big mix of staples + kids’ favourites + unplanned treats

Job	**Functional:** cover the week's needs **Emotional:** "Let's make this less painful and give the kids something nice"

Retail media here can:

- Secure family staples
- Drive incremental kids' treats
- Shape brand preferences for the next generation

Dinner Top-Up.

CEP (life)	Realizing late afternoon that dinner plans are incomplete
Life Stages	Full Nest I & II, Young Couples, Single Parent Family
Missions	Fill-in, sometimes Immediate / Urgency
RFM focus	Loyal, Need Attention, At Risk
When/where	Weekdays 17:00–20:00, convenience and supermarkets close to home or work
Basket	Missing ingredients, salad bags, sauces, bread, quick proteins, sometimes dessert
Job	**Functional:** complete the meal fast **Emotional:** "I want dinner to feel 'proper' without lots of work"

This is a high-potential moment for ready meals, sauces, fresh, bakery, drinks, desserts.

After Practice Delight.

CEP (life)	Parent picking up child(ren) from sports / after-school activities and stopping at a store
Life Stages	Full Nest I & II, Single Parent Family
Missions	Immediate / Urgency or Fill-in
RFM focus	Promising, Potential Loyalists, Champions
When/where	Weekdays 18:00–20:30 near residential areas or sports zones
Basket	Drinks, snacks, sometimes quick dinner elements
Job	**Functional:** rehydrate and refill energy **Emotional:** “You did great today; you’ve earned a small reward”

Brands in snacks, beverages, dairy, chilled desserts, and even better-for-you treats can anchor this occasion.

Sweet Friday.

CEP (life)	End-of-week “welcome home” or “we made it” ritual
Life Stages	Full Nest I & II, Single Parent Family
Missions	Routine / Replenishment, Fill-in

RFM focus	Loyal, Need Attention
When/where	Friday 11:00–14:00; supermarkets near residential areas
Basket	Baking ingredients, sugar, flour, treats, sometimes wine and small indulgences
Job	**Functional:** stock up on ingredients for weekend treats **Emotional:** care, reward, reconnect after a hard week

This is a classic cross-category territory: baking, confectionery, wine, dairy, toppings, etc.

Back-to-School Rescue Shop.

CEP (life)	Realizing school is about to start or re-start, and things are missing
Life Stages	Full Nest I & II, Single Parent Family
Missions	Stock-up, Immediate / Urgency
RFM focus	New Customers, Promising, At Risk
When/where	Late August / early September peaks, across formats
Basket	Breakfast items, lunchbox snacks, stationery, cleaning, sometimes clothes.
Job	**Functional:** avoid embarrassment and chaos at school **Emotional:** “We’re starting the year right; we’re not the unprepared parents”

Back-to-school is a massive seasonal occasion where many brands could coordinate.

You can easily imagine others:

- "Sunday Morning Reset" (Empty Nest + Active Seniors, Routine / Replenishment)
- "Office Snack Run" (Young Professionals, Fill-in)
- "Holiday Hosting" (multiple Life Stages, Special Occasion, Gift Shopping)

The important part: each of these is a real pattern — not an invented persona.

Why Shopping Occasions beat generic "segments".

Traditional segmentation stops at:

→ Busy Families → Young Explorers → Value Hunters

That's not enough for retail media because it ignores:

- **When** they shop
- **Why** they shop

- **How** the basket is built

Shopping Occasions are better because they:

- Are **behaviour-based:** built from trips and baskets
- Have a **clear value:** you can size each occasion
- Are **targetable:** Life Stage + Mission + RFM + time + store/app → audience
- Are **measurable:** you can track your occasion share and incremental uplift
- Are **easy to brief:** everyone understands "After Practice Delight" or "Dinner Top-Up"

For Footprints AI, this is the level at which AI, retail media and sales data line up perfectly.

Romaniuk's Category Entry Point research provides the evidence: the number of entry points linked to a brand predicts switching. The fewer links, the higher the defection probability. This was significant in 16 of 17 categories studied. Shopping Occasions are measurable, targetable Category Entry Points. Each Occasion Territory your brand owns is another link in the shopper's memory. The more occasions your brand is linked to, the harder you are to replace.

Each Shopping Occasion can be sized in terms of trips, baskets, and value. Your brand's share of that occasion is «Occasion Share,» and it is a more actionable metric than overall market share. You can have

15% market share and 3% of Streaming Night In. That gap is the growth opportunity. It tells you exactly where to invest, and exactly how to measure whether it worked.

The Store
as an Intent Engine.

Most people still see the store as:

→ Shelves that hold products

→ A place where promotions live

→ A distribution cost on a P&L

That view is outdated.

A modern store – physical and digital – is something else entirely: an intent engine.

It continuously generates **live signals** about what people need, why they are here, and how close they are to making a decision. Retail media + AI is what allows you to read those signals and act on them.

This chapter is about changing how you look at a store:

✕ Not as “distribution with some visibility”

✓ But as a machine that turns occasions and missions into observable, targetable intent.

What “intent engine” really means.

Think of three layers:

Life & consumption	Category Entry Points — “movie night”, “after practice”, “dinner top-up”
Shopping	Shopping Occasions — actual trips and baskets triggered by those moments
Store	The environment where intent becomes visible through behavior

The store – physical or digital – is where:

- People reveal their intent by how they move, what they search, what they pick up, what they put back
- Retailers and brands can respond in real time with media, offers and experiences
- The outcome is recorded as a basket and a transaction

That combination is what makes the store an intent engine:

It turns invisible needs into visible behavior, and creates chances to influence that behavior right before the decision.

Physical stores: intent written in movement and baskets.

Inside a physical store, intent shows up in patterns.

Underhill's decades of shopper tracking reveal that the first 5 to 15 feet inside a store entrance is a dead zone. Shoppers are adjusting to light, temperature, and pace. They see nothing. Signs, displays, and screens placed here are invisible. The first meaningful touchpoint must be after the transition zone. For convenience formats (100 to 200 square meters), this means 2 to 3 meters in. For hypermarkets, 5 to 8 meters. Placing media in the transition zone is paying for impressions that do not exist.

Underhill's fundamental finding: the amount of time a shopper spends in a store is perhaps the single most important factor in determining how much they buy. In-store retail media designed around Shopping Occasions does not just advertise. It increases dwell time by making the trip feel more relevant and engaging. More time in store means more unplanned purchases means bigger baskets. This is a value proposition beyond impressions.

In-store is the only advertising environment that engages multiple senses simultaneously. Screens create visual engagement at point of purchase. Audio creates atmospheric and emotional context. The product itself can be touched, smelled, tasted. No digital channel replicates this. Underhill's research shows that touching a product increases purchase probability dramatically. In-store retail media operates in this multisensory space, and that is an advantage no other channel can claim.

Signals the store sees.

Even without names, a retailer (and Footprints AI inside it) can see:

→ **Entry patterns.**

When people come in, by day, hour, weather, paydays.

→ **Store formats and zones.**

Hypermarket vs convenience; front-of-store vs back-of-store; fresh vs ambient.

→ **Dwell and flow.**

Where people slow down, where they pass fast, where they never go.

→ **Visit frequency and mission shape.**

Small basket after work vs big trolley weekend vs emergency late-night run.

→ **Response to media.**

How traffic and sales react when specific screens, audio, POS messages or layouts change.

→ **Basket composition.**

Which categories and SKUs appear together in which missions and occasions.

Taken together, this is not "footfall". It is **structured intent.**

For example:

Friday 18:10, repeat Young Couples, heading straight to drinks + snacks + frozen, then out in under 25 minutes	Clear Streaming Night In Shopping Occasion
Tuesday 19:40, Single Parent profiles, small baskets, front-of-store only, staples + one treat	Dinner Top-Up or small Rescue & Fix occasion

What this changes for brands.

In a classic view, you fight for:

- End caps
- Eye-level shelf space
- Promo slots

In an intent-engine view, you ask:

- Which **Shopping Occasions** pass through this store, at which hours?
- Which of them are **under-monetized** for my category?
- Which **screens, zones, and touchpoints** intersect those journeys?
- What can I say there that actually helps, given the mission?

An in-store screen in a hypermarket is not “a screen”.

- At 10:00 on a Tuesday, it might mostly see Pantry Reset and Routine missions
- At 18:30 on a Friday, it might mostly see Streaming Night In and Treat & Reward missions

Same hardware. Completely different **intent states** passing in front of it.

An intent engine view says:

> *Treat that screen as two completely different surfaces across the day.*

Digital stores: intent written in clicks and scroll.

Retailer apps and websites are also stores – just with different signals.

Signals the digital store sees.

A digital store sees:

→ **Search terms.**
What people say they are looking for. Direct intent.

→ **Browse paths.**
Which categories they explore, in what order.

→ **Filters and sorting.**
When people choose “price low to high”, “premium”, “new”, etc.

→ **Add-to-cart sequences.**
Which items trigger more browsing, which end the session.

→ **Abandoned baskets.**
Where intent was high but friction or context blocked the purchase.

→ **Cross-device behavior.**
Search on mobile, complete on desktop, or pick up in store.

All of this can be linked back to:

- Life Stages
- Shopping Missions
- RFM segments
- Shopping Occasions

For example:

Frequent searches for "easy dinner", "10 minutes", "kids", around 17:00–19:00	Dinner Top-Up and Rescue & Fix occasions online
Weekend "inspiration" browsing in wine, cheese, and desserts	Special Occasion occasions like Hosting Friends

What this changes for brands.

In the old view, on-site retail media is:

- Banners
- Sponsored product tiles
- Search ads

In an intent-engine view, you ask:

- What is this search or browse pattern really telling me about the **mission?**
- Which **Shopping Occasion** does this session likely belong to?

- What role can my brand play in that specific mission, for that specific Life Stage and RFM segment?

A generic banner that ignores intent is a waste. A placement that recognizes:

> *This is a Full Nest I parent, in Dinner Top-Up mission, At Risk for my brand.*

can do something surgical:

- ✓ Recommend the right format
- ✓ Remove friction
- ✓ Secure a place in the evening

One engine, two faces: physical and digital.

For shoppers, there is only one journey:

01 See something

02 Think about something

03 Plan a little

04 Shop somewhere

05 Consume and evaluate

Whether they are in-store, in-app, on-site, or seeing off-site ads, they are in **one continuous intent stream.**

Retailers that run Footprints AI effectively treat:

- The physical store
- The digital store

as **two interfaces of the same intent engine.**

For a given Shopping Occasion:

- Part of the intent might show up online first
- Part of it in-store later
- Part of the learning feeds back into future sessions

For example, Streaming Night In:

→ **Off-site.**
Video ad on Thursday evening gives people the idea.

→ **On-site.**
Homepage tile on Friday afternoon as they open the app.

→ **In-store.**
Screen message in snacks & drinks zone after work.

→ **On-site again.**
Retargeting after the weekend to turn it into a routine.

Same occasion, multiple intent signals, one underlying model.

Why this matters for retail media.

If the store is an intent engine, retail media is not just “inventory”.

It is the control panel of that engine for brands and retailers.

Three key shifts follow.

From reach to “captured intent”.

You stop asking:

> *How many impressions did we deliver?*

and start asking:

> *How many* **Streaming Night In** *occasions did we intersect this week?*
>
> *How many* **Dinner Top-Up** *trips did we meaningfully influence?*
>
> *What % of* **Dad & Cart** *occasions now include our brand?*

Reach still matters. But **reach with which intent?** becomes the sharper metric.

From static plans to dynamic surfaces.

Screens, tiles, placements, audio spots — all can change by:

→ Time of day

→ Day of week

→ Store type

→ Audience profile → Shopping Occasion

The same digital asset should not behave the same way:

- Monday morning vs Friday night
- Pantry Reset vs After Practice Delight missions
- Champions vs New Customers

Seeing the store as an intent engine forces you to design retail media as a **dynamic system,** not a static checklist.

From "channel" thinking to "Occasion Territory" thinking.

Instead of:

> *Our in-store plan is X, our on-site plan is Y, our off-site plan is Z*

you move to:

> *For Streaming Night In:*
> - *off-site does A*
> - *on-site does B*
> - *in-store does C*
> - *all working together against one growth job and one KPI set*

The store – in both forms – is the **environment** where that territory lives.

Building your Shopper – AI – Brand Growth Canvas™

Step 1 —

Define the Growth Problem.

Before you talk about media, occasions or AI, you need to answer one hard question:

What, exactly, needs to grow — and how?

If this is vague, everything that follows will be fuzzy:

- × Your use of data
- × Your KPIs
- × Your choice of Shopping Occasions
- × your retail media plan

This chapter is about getting brutal clarity on the **growth problem** before you touch the canvas.

Why the growth problem comes first.

Most plans start like this:

We want to grow share.
We want more awareness.
We want to win with younger shoppers.

These are wishes, not problems. A **growth problem** is different. It is:

- **Specific** — it describes where the gap is
- **Behavioral** — it describes what shoppers are not doing yet
- **Bounded** — it sits in a defined retailer, time frame and category
- **Measurable** — it can be tracked in sales and shopper behavior

What a growth problem really is.

In simple terms:

A growth problem is a precise description of:

- which shopper behavior needs to change
- in which context
- to deliver which financial outcome

Three parts:

Outcome	**What do we need financially?** Incremental revenue, margin, category value, profit.
Behavior	**What must change in shopper behavior?** More buyers, more often, bigger baskets, more premium, less leakage.

Context

Where and for whom?
Which retailer, which Life Stages, which Missions, which RFM segments, which Shopping Occasions.

If any of these three are fuzzy, you don't have a growth problem — you have a hope.

The main types of growth problems.

Almost every brand brief you see falls into a small number of patterns. The Large Shopper Model just makes them visible in data.

You can think in five buckets.

Penetration — "Not enough people buy us".

- Too few households buy you at all
- Or too few buy you at **this retailer, in these occasions**

Examples:

- We under-index among Young Couples in Special Occasion missions at Retailer X
- Our presence is weak in Streaming Night In and After Practice Delight occasions

Behavior change:

More people buying you at least once in the right contexts.

Sharp's data across 50+ categories shows that when brands grow, 85 to 90% of the growth comes from more buyers, not more purchases per buyer. Frequency barely moves. If your growth problem is «we need more volume,» the answer is almost always penetration, not loyalty campaigns.

Frequency — "They buy us, but not often enough".

- Buyers exist, but they don't show up often in your brand data
- They might be buying the category frequently, but you only sometimes

Examples:

- Full Nest I & II buy the category weekly, but choose us only in 1 out of 4 Pantry Reset trips

Behavior change:

Move occasional users into more regular usage in specific missions and occasions.

Value per trip — “They buy us, but not enough per basket.

- Shoppers choose you, but small packs, small roles, low margin
- You’re the “cheap add-on”, not the hero

Examples:

- Champions and Loyal buyers rarely pick our premium SKUs in Treat & Reward occasions

Behavior change:

Upsizing, trading up, adding complementary products in defined occasions.

Mix / portfolio — “We’re strong in the wrong places”.

- Over-dependent on one SKU, one format or one mission
- Vulnerable to promo pressure and competitor copycats

Examples:

- We are almost only present in Stock-up; we are invisible in Dinner Top-Up and Dinner Fix missions

Behavior change:

Rebalance across missions and occasions, build relevance beyond one usage pattern.

Leakage & churn — “We are silently losing value”.

- Champions and Loyal are starting to slip into Need Attention and At Risk
- People are drifting to competitors or dropping the category

Examples:

- Single Parent Family and Full Nest I, At Risk segment, are walking away from us in Immediate / Urgency missions

Behavior change:

Stop the leak in specific occasions and missions that are driving the drop.

Many brands respond to leakage with deeper promotions. The evidence is clear: price promotions mainly attract existing infrequent buyers who take the cheap deal and resume their normal behavior. They create volume spikes with margin erosion and train shoppers to wait for deals. A 45% discount eliminates virtually all contribution margin. Retail media is the alternative: presence at full price, building the brand instead of training people to wait.

Most brands have a **mix of these problems,** but for one canvas and one cycle, you must pick **one primary growth problem** (and at most one secondary).

Expressing the growth problem in shopper language.

Bad growth problem statements are brand-centric:

- ✕ Grow brand equity
- ✕ Increase loyalty
- ✕ Win Gen Z

Good growth problem statements are shopper-centric and contextual:

> *We need to grow penetration among **Young Couples** and **Young Professionals** in **Streaming Night In** and **Dinner Top-Up** occasions at **Retailer X,** over the next **12 months,** by converting **New Customers + Promising** into **Potential Loyalists.***

Or:

> *We need to stop volume leakage from **Champions and Loyal** in **Full Nest I & II** households, who are drifting away in **Immediate / Urgency** and **Fill-in** missions, in **convenience formats,** at **Retailer Y,** and bring them back into our brand at similar or better margin.*

Notice the structure:

- **Who —** Life Stages, RFM segments
- **Where & when —** retailer, formats, rough timing
- **In what situations —** Shopping Missions and Shopping Occasions
- **What needs to change —** penetration, frequency, value, mix, leakage
- **By when —** a concrete time window

How Footprints AI helps you choose the right problem.

You don't need to guess the growth problem if you have data. The Large Shopper Model can show, by brand and category:

- Where value is currently concentrated (Life Stages, Missions, RFM)
- Which Shopping Occasions are growing or declining

- Where you over- and under-index versus the category
- Where RFM movement is positive or negative

This lets you see patterns like:

Occasions A and B are big and growing, but our share is small	Penetration problem
Occasion C is big, our share is good, but average spend per trip is low	Trade-up / value per trip problem
Our biggest value sits in Champions and Loyal, but they are starting to fall back in these missions	Leakage problem

You still need to **decide** which problem matters most. AI doesn't choose your strategy. It shows you where the real strategic trade-offs are.

Step 2 —

Select Life Stages, Missions and RFM Segments.

In Step 1 you answered one question:

> *What exactly needs to grow, and where is the problem?*

Step 2 answers the next:

> *Inside the whole shopper universe, where are we going to play to solve it?*

Not “everyone in the category”. Not “our broad target”. You now choose:

- The **Life Stages** you care about
- The **Shopping Missions** you care about
- The **RFM segments** you care about

Everything else becomes background. If Step 1 is about **clarity,** Step 2 is about **focus.**

Why you must choose, not just describe.

Most strategies try to be inclusive:

- Our target is adults 25–54
- We are relevant in all missions
- We care about loyalty and new buyers

All true. All useless for retail media. AI and retail media give you precision:

- You can see where value comes from

- You can act differently by mission, life stage and RFM

- You can measure impact at that level

If you don't make choices, that precision turns into scattered activity. So Step 2 is a filter:

From all missions	→	A few that matter most for this problem
From all life stages	→	A few that matter most
From all RFM segments	→	A few that matter most

You are not denying reality. You are deciding **where to put energy and money for this specific growth job.**

Start from the growth problem, not from the model.

Always begin by reading your Step 1 statement:

> *We need to grow penetration among Young Couples and Young Professionals around Streaming Night In and Dinner Top-Up–type contexts at Retailer X, over the next 12 months, by converting New Customers and Promising into Potential Loyalists.*

That single paragraph already points to:

- **Life Stages —** Young Couples, Young Professionals

- **Missions** — Special Occasion, Fill-in / Dinner Top-Up
- **RFM** — New Customers, Promising, Potential Loyalists

Step 2 is about:

- Stress-testing those intuitions against data
- Cutting away everything that does not help solve this problem now

Selecting Shopping Missions — "In which trips will we win?"

Shopping Missions answer:

> *Why is this trip happening?*

Footprints AI uses seven:

- Immediate / Urgency
- Routine / Replenishment
- Fill-in
- Special Occasion
- Stock-up
- Discovery / Browsing

- Gift Shopping

Your brand may show up in all of them. Your **growth problem** won't. The logic is simple:

→ If your problem is about **emotional usage and premiumization,** missions like **Special Occasion** and **Discovery / Browsing** move to the front.

→ If it's about **family volume and leakage,** missions like **Stock-up, Routine / Replenishment,** and some **Immediate / Urgency** matter more.

→ If it's about **capturing unplanned, urban trips, Fill-in** and **Immediate / Urgency** become central.

You don't start by listing every mission you touch. You start by asking:

- In which missions is this problem visible today?

- In which missions is change feasible and material for the business?

Then you pick a handful. A good Step 2 decision sounds like:

> *For this growth problem, we will focus on **Special Occasion** and **Fill-in** missions. Routine / Replenishment will play a secondary role.*

That one sentence already gives your media and creative teams guardrails.

Selecting Life Stages — “Whose life are we designing for?”

Life Stages answer:

> *What kind of household is behind this basket?*

Footprints AI uses 12 stages, from **Young Singles** to **Active Seniors.**

The question is not:

> *Who can buy the category?*

The question is:

> *Whose behavior, if changed, would actually solve our growth problem?*

A few patterns:

If your problem is **family staples and weekly volume**	→	Focus on **Full Nest I, Full Nest II, Full Nest III, Single Parent Family**
If it’s **trading up and special treats**	→	Focus on **Young Couples, Young Professionals, DINKs, Empty Nest**
If it’s **relevance with ageing shoppers**	→	focus on **Empty Nest, Active Seniors, Solitary Survivor**

Life Stages let you move from “women 25–44” to:

- Full Nest I & II parents doing Stock-up and Dinner Top-Up trips
- Or Young Couples building weekend rituals around Streaming Night In

Selecting Life Stages is not a theoretical exercise. It is a trade-off:

- You decide which households you are **designing for now**
- And which ones you are **not designing for in this cycle**

A sharp decision sounds like:

> *We design primarily for **Young Couples** and **Young Professionals**, with **Full Nest I** as a secondary life stage where we want to stay visible but not over-optimize.*

That clarity becomes the lens for everything that follows.

Sharp's Natural Monopoly law is worth knowing here: larger brands attract a disproportionate share of light category buyers. Smaller brands are more dependent on heavier buyers. If your brand is small, your Life Stage selection should skew toward the stages where the category's light buyers live. That is where your biggest penetration gap is, and where in-store retail media has its greatest advantage: reaching light buyers that digital targeting misses.

Selecting RFM segments — "Which relationships matter most now?"

RFM segments answer:

> *What is the current relationship between this shopper and our brand?*

The 11 segments range from **New Customers** to **Champions** to **Lost.**

Here, Step 1 almost tells you what to do:

Penetration problem	→	Focus on **New Customers, Promising, Potential Loyalists**
Frequency problem	→	Focus on **Potential Loyalists, Loyal**
Premiumization problem	→	Focus on **Champions, Loyal, Potential Loyalists**
Leakage problem	→	Focus on **Need Attention, At Risk, Can’t Lose Them**

The key question is:

Whose behavior shift will generate the growth we need, at acceptable cost?

Examples:

- If you need more buyers, you don’t design everything around Champions
- If you are losing your base, you don’t spend most of your energy on occasional New Customers who barely know you
- If you want higher value per trip, it’s often cheaper to move existing Loyal up one notch than to convert Lost shoppers back

A clear RFM focus might sound like:

> *For this canvas, we focus on **New Customers and Promising** — they are the fuel for penetration, and we want to turn them into **Potential Loyalists** in the right Shopping Occasions.*

or:

> *Our priority is **Need Attention** and **At Risk** among high-value families — leakage here is the main threat to our targets.*

Once again, you are not claiming other segments are unimportant. You're deciding who this specific plan is built around.

The power is in the intersection.

Life Stages, Missions and RFM segments are not three separate lists. Their power sits in the **intersection.**

When you make choices in Step 2, you are implicitly defining combinations like:

Young Couples

- Special Occasion
- New Customers / Promising

Full Nest II

- Stock-up / Routine
- Champions / Loyal

Single Parent Family

- Immediate / Urgency
- At Risk

Those intersections are where Shopping Occasions live:

- Streaming Night In
- Dinner Top-Up
- After Practice Delight
- Dad & Cart
- Sweet Friday
- Pantry Reset
- Back-to-School Rescue Shop

Step 2 is the moment when you decide **which parts of this 3D space you care about.**

Step 3 —

Define Shopping Occasions.

In Step 2 you chose your **playing field:**

- A few **Shopping Missions**
- A few **Life Stages**
- A few **RFM segments**

Step 3 turns that grid into something human and usable:

Shopping Occasions — real, repeatable situations where your brand can grow.

This is the point where "the model" becomes **real life:**

- A Friday evening shop
- A rushed stop after work
- A weekend trolley with kids
- A back-to-school panic run

If Step 2 is about focus, Step 3 is about **giving that focus a face, a moment and a basket.**

What a Shopping Occasion really is.

Let's keep the layers clear:

Category Entry Point (CEP) —
a life moment

- Movie night at home
- Kids just finished practice
- We're out of something for dinner

Shopping Occasion —
a shopping pattern created by that moment

- A specific **trip,** at a specific **time,** in a specific **store or app,** with a specific **basket.**

You can think of it as:

A Shopping Occasion is the retail, observable expression of a Category Entry Point. It's the point where life's needs hit the store.

It is always defined by a combination of:

- **Life Stage —** who is shopping
- **Mission —** why this trip exists
- **RFM —** what the relationship with your brand looks like
- **Time & place —** when and where it happens

- **Basket** — what tends to be bought together
- **Job** — what they are trying to achieve (functional + emotional)

When that combination repeats strongly, you give it a name. That's a Shopping Occasion.

From model to occasions: the logic.

Step 3 connects Step 2 to real life in four moves:

- Start from the **selected Missions, Life Stages and RFM segments**
- Look at how they behave in **time, place and basket**
- Cluster repeated patterns into **coherent "situations"**
- Give each situation a **simple, memorable name**

You're not inventing personas. You're **naming patterns that are already there.**

How Footprints AI detects Shopping Occasions.

In practice, the Large Shopper Model will surface patterns like these inside your chosen slices:

→ **Who**	Young Couples, Young Professionals
→ **Mission**	Special Occasion
→ **RFM**	New Customers, Promising
→ **When**	Friday–Saturday, 17:30–20:30
→ **Where**	Urban supermarkets + app orders
→ **Basket**	Snacks, soft drinks or beer, easy mains, desserts

That becomes:

> Streaming Night In — the Shopping Occasion linked to the “movie night at home” CEP.

Another pattern:

→ **Who**	Full Nest I & II, Single Parent Family
→ **Mission**	Fill-in / Routine
→ **RFM**	Loyal, Need Attention
→ **When**	Friday late morning / early afternoon
→ **Where**	Supermarkets in residential areas
→ **Basket**	Flour, sugar, oil, baking items, kids’ treats, sometimes wine

That becomes:

Sweet Friday — the Shopping Occasion linked to “end-of-week treat / welcome home” CEP.

And another:

→ **Who**	Full Nest I & II
→ **Mission**	Immediate / Urgency or Fill-in
→ **RFM**	Loyal, At Risk
→ **When**	Weekdays 17:00–20:00
→ **Where**	Convenience + supermarkets near home/work
→ **Basket**	Missing meal ingredients, salad bags, bread, sauces

That becomes:

Dinner Top-Up — the Shopping Occasion linked to “we’re missing something for dinner”

This is the pattern: **the model finds the cluster, you give it a human name.**

Good Shopping Occasions have 6 elements.

To keep them sharp and usable, each Shopping Occasion should clearly answer:

Who?	The main **Life Stages** driving this occasion
Why this trip?	The main **Shopping Mission**
Value profile?	The key **RFM segments** you care about here
When and where?	Typical **days, hours, store formats, channel** (in-store, app, web)
What's in the basket?	Key **categories and spend range** that define the occasion
What job is being done?	• **Functional:** what they must achieve • **Emotional:** what this moment means to them

If you can't answer these six points, the occasion is probably too vague.

Classic Shopping Occasion examples.

Here are a few archetypes you'll see often, built from those six elements.

Streaming Night In.

Who	Young Couples, Young Professionals, DINKs

Mission	Special Occasion
RFM focus	New Customers, Promising, Potential Loyalists
When/where	Fri–Sat evenings; supermarkets + app
Basket	Snacks, drinks, easy mains, desserts
Job	**Functional** — prepare a simple but complete “night in” **Emotional** — “make staying in feel better than going out”

Dad & Cart.

Who	Full Nest I & II, Single Parent Family (often one adult with kids)
Mission	Stock-up / Routine / Replenishment
RFM focus	Champions, Loyal, Potential Loyalists
When/where	Weekends late morning / early afternoon; hypermarkets
Basket	Big trolley, staples + kids’ favorites + some unplanned treats
Job	**Functional** — cover the week’s needs **Emotional** — “keep the family running and make the trip bearable for the kids”

After Practice Delight.

Who	Full Nest I & II, Single Parent Family
Mission	Immediate / Urgency, sometimes Fill-in
RFM focus	Promising, Potential Loyalists, Champions
When/where	Weekdays early evening, near sports/education hubs
Basket	Drinks, snacks, sometimes quick dinner items
Job	**Functional** — re-energize kids after practice **Emotional** — “you did great; here’s a small reward”

Dinner Top-Up.

Who	Young Couples, Full Nest I & II, Single Parent Family
Mission	Fill-in / Immediate / Urgency
RFM focus	Loyal, Need Attention, At Risk
When/where	Weekdays 17:00–20:00; convenience + supermarkets

Basket	Missing ingredients, fresh sides, bread, sauces, perhaps dessert
Job	**Functional** — complete dinner quickly **Emotional** — ““get tonight back under control without a big effort”

Pantry Reset.

Who	Full Nest II & III, some DINKs, some Empty Nest
Mission	Stock-up
RFM focus	Champions, Loyal
When/where	Weekend mornings; hypermarkets + large supermarkets
Basket	Large cross-category baskets – base foods, household, personal care
Job	**Functional** — reset the home for the week/month **Emotional** — “feel prepared and in control”

Back-to-School Rescue Shop.

Who	Full Nest I & II, Single Parent Family

Mission	Stock-up / Immediate / Urgency
RFM focus	New Customers, Promising, At Risk
When/where	Seasonal peaks (end of holidays), across formats
Basket	Breakfast items, lunchbox snacks, stationery, cleaning, clothes
Job	**Functional** — avoid chaos and missing essentials **Emotional** — “we’re not the unprepared family”

The exact list varies by country, retailer and category. The structure stays the same.

How many Shopping Occasions do you need?

For a single brand + retailer + time frame, you do not need 15 occasions. You need a **short list you can actually design around.**

As a rule of thumb:

3–5 Shopping Occasions that are:

→ big enough to matter financially

→ clearly linked to your growth problem

→ distinct enough that they need different treatment

If you can’t explain the difference between two occasions in simple language, merge them. You can always add nuance later when you build detailed plans.

How to prioritize occasions.

When Footprints AI surfaces a long list of potential occasions in your focus area, you prioritise using three simple questions:

Size and momentum.

- How big is this occasion today (value, trips)?
- Is it growing, stable, or declining?

Brand vs category gap.

Does the category over-perform here while your brand under-performs?	→	Penetration opportunity
Are you strong but under-monetized?	→	Trade-up / value per trip opportunity
Are you leaking share in a big, stable occasion?	→	Defense / churn problem

Strategic relevance.

- Does this occasion support the role you want for the brand?
- Can you realistically serve it better than others?

The best Shopping Occasions for this step are those where:

- The occasion is **material**
- Your **growth problem is visible** in that occasion
- And you can imagine how retail media **could realistically change behavior** there

Avoid these common mistakes.

Three traps to stay away from:

Occasions that are just segments in disguise.

- “Busy Families” is not an occasion
- “Friday 18:00 Dinner Top-Up for Full Nest I & II” is

Occasions that are just channels.

- “E-commerce trip” is not an occasion
- “Sunday Night Online Pantry Reset” is

Occasions that are just campaign names.

- “Summer of Joy” tells you nothing about trips or baskets
- “Weekend BBQ Stock-Up for Young Families” does

If you can’t see the time, place and basket, it’s not a Shopping Occasion yet.

Step 4 —

Build Occasion Territories & Media System.

By now you have:

- A **clear growth problem** (Step 1)
- **Where you'll play** in the shopper universe — Life Stages, Missions, RFM (Step 2)

- A **short list of Shopping Occasions** — concrete situations in real life (Step 3)

Step 4 is where this becomes a true strategy:

You choose a few Occasion Territories and design the media system that will win there.

This is the step most brands skip. They jump from “insights” straight into “assets”.

You’re going to do something different:

- Pick your battles
- Define the job for each
- Architect how in-store, on-site and off-site work together

What is an Occasion Territory?

Start with a clean definition. A **Shopping Occasion** is a pattern:

- Who (Life Stage)
- Why (Mission)
- Value (RFM)
- What (basket)

- When/where (time, place, channel)
- Job (functional + emotional)

An **Occasion Territory** is one level higher:

An Occasion Territory is a Shopping Occasion that your brand deliberately decides to own, with a clear growth job and a designed media system.

It is:

- **More than an insight** — it has objectives and KPIs
- **More than a campaign** — it is an ongoing platform
- **Smaller than "the whole category"** — it is a focused piece of the market

You can think of it as:

→ a **lane** your brand will run in

→ across in-store, on-site and off-site

→ every time that occasion happens

Sharp's research on advertising decay shows that continuous low-level presence outperforms heavy bursts followed by dark periods. Memory decays during dark periods, wasting the investment made during bursts. Occasion Territories should maintain some always-on presence between campaign flights: even a minimal in-app display or email banner prevents memory decay and keeps the brand-occasion link alive between activations.

You can't own everything — how to choose your territories.

From Step 3 you might have 3–5 Shopping Occasions.

You will not turn all of them into full Occasion Territories at once. That would dilute budget, complexity and learning.

You typically choose:

- **1–2 core Occasion Territories** for a brand in a cycle
- Plus maybe **1 secondary** to test or nurture

How do you choose? Use five filters.

Size and momentum.

- How big is this occasion today in value and trips?
- Is it growing, stable or declining?

You don't need only the biggest. But you want occasions that are **material.**

Brand–category gap.

Does the category over-perform here while you under-perform?	→	Penetration play
Are you strong but under-monetised?	→	Trade-up / value per trip
Are you losing share in a big, stable occasion?	→	Leakage / defence

The best territories are where:

- The category has proven demand
- Your brand has something meaningful to fix or unlock

Strategic fit.

- Does this occasion match the role you want for the brand?
- Does it fit the brand’s product reality (formats, price ladders, claims)?
- Will winning here help your long-term brand story?

If it feels “off brand”, the system will fight itself.

Retailer fit.

- Is this occasion important to the retailer's strategy?
- Does it align with format strengths (e.g. hypermarket vs convenience vs app)?
- Will they want to co-invest and co-create?

Retail media only scales if the retailer also cares about the territory.

Operational feasibility.

- Can you execute this across **in-store, on-site, off-site** without chaos?
- Can you sustain assets and stock for more than one burst?
- Can you measure it cleanly?

A territory that looks elegant on a slide but impossible to operate is not a good territory.

Define the growth job for each Occasion Territory.

Once you've chosen 1–2 Occasions to elevate into Territories, you must define:

> *What exactly is this Territory for?*

This is the **growth job.**

Everything else – media, creative, KPIs – must ladder into it. At this point you combine:

- Your **growth problem** (Step 1)
- Your chosen **RFM segments** (Step 2)
- And the specific **occasion mechanics** (Step 3)

Typical growth jobs:

→ **Penetration in a specific occasion.**

Get more households to buy us at least once in Streaming Night In.

→ **Frequency within an occasion.**

Turn Streaming Night In from monthly to fortnightly for our brand buyers.

→ **Value per trip / premiumization.**

Shift 20% of Pantry Reset buyers from core to premium SKU mix.

→ **Mix shift / role expansion.**

Move from ‘add-on treat’ to ‘central hero’ in After Practice Delight.

→ **Leakage fix / defense.**

Stop At Risk families downgrading to private label in Dinner Top-Up.

A good growth job is:

- Concrete
- Tied to specific RFM segments
- And clearly measurable over 6–12 months

Example:

Occasion Territory	Streaming Night In
Growth job	Increase penetration among **Young Couples & Young Professionals** by converting **New Customers + Promising** into **Potential Loyalists** in Streaming Night In occasions at Retailer X, adding €X in incremental RSV over 12 months.

This is specific enough to guide design. And specific enough to judge success.

From "media plan" to media system.

Now the core part:

How should in-store, on-site and off-site work together for this Territory?

This is where you stop thinking in channels and start thinking in **systems.**

Think in three layers. For each Occasion Territory, you look at three broad stages:

Trigger & remind (mostly off-site + top of on-site).

- Put the occasion in people's heads
- Tie your brand to that situation
- Nudge them toward the retailer

Plan & choose (on-site + some off-site).

- Shape lists, recommendations, bundles

- Make your role in the occasion obvious and easy

Decide & add to basket (in-store + on-site).

- Capture the final decision
- Cross-sell or trade up
- Remove friction

Your media surfaces are levers across these three stages. For each Territory, you assign them a **role,** not just a booking.

Example: Streaming Night In — full Occasion Territory.

Let's walk one through.

Brand	Beverage + snacks combination (or just one of them)
Retailer	National supermarket
Occasion Territory	Streaming Night In
Growth job	Grow penetration among Young Couples & Young Professionals by converting New Customers + Promising into Potential Loyalists in Streaming Night In occasions at Retailer X, over the next 12 months

Key signals (from previous steps)	
Life Stages	Young Couples, Young Professionals, DINKs
Missions	Special Occasion, Fill-in
RFM focus	New Customers, Promising, Potential Loyalists
When/where	Fri–Sat 17:30–21:00, supermarkets + app
Basket	Drinks + snacks + easy mains/desserts

Now we design the media system.

Trigger & remind – off-site + top-of-site.

Objective: make your brand the default for “Friday night in” at this retailer.

→ **Off-site retail media**

Audience: Young Couples & Young Professionals with history of Streaming Night In or similar occasions.

Timing: Wed–Fri, late afternoon and evening.

Message: simple link between “night in” and your brand at this retailer.

Call to action: “Add to your Streaming Night basket at Retailer X.

→ **On-site homepage / app entry (Fri after 14:00)**

Streaming Night “strip” or hero module:

- “Tonight in?”

- Pre-built baskets or bundles; your brand anchored in them.

Here, you're not hard-selling product features. You're hard-wiring the **Category Entry Point** to **this retailer and your brand.**

Plan & choose – on-site.

Objective: shape what goes into the Streaming Night basket.

→	**Category pages (snacks, beverages, frozen, chilled)**	Re-order and promote SKUs most relevant for this territory. Curate "perfect pairings" — e.g. your drink + specific snacks.
→	**Recommendations / bundles**	If someone adds one part (e.g. your drink), prompt the other (e.g. snacks). Make it a Streaming Night combo.
→	**Occasion filters**	"Streaming Night" tag that reorganizes search results around this use case.

Here, retail media is less about "awareness" and more about **basket architecture.**

Decide & add – in-store + on-site.

Objective: win the last meter and the last decision.

→ **In-store screens (evenings, Fri–Sat, near snacks + drinks).**

Time-conditioned creatives:

- Early evening: "Planning a Streaming Night? Don't forget [brand]."

- Later: “Last chance – Streaming Night starts here.”

→ **Audio messages (short, not intrusive, timed to occasion peak).**

Occasional prompts linking time of day and Streaming Night.

→ **Point-of-sale and shelf.**

Simple occasion-based navigation:

- Make tonight a Streaming Night – start here.

Price architecture that encourages bundle or premium choice.

If the trip is app-first with in-store pickup:

→ **Ensure the same Territory logic appears in pickup communication:**

Emails, notifications, on bag stickers, digital receipts.

Across all three layers, three things stay constant:

- The **occasion** (Streaming Night In)
- Your **role** in that occasion
- The **growth job** you set at the start

That combination is the Occasion Territory’s media system.

Second example: Dinner Top-Up — high-pressure Territory.

A different flavour — more “rescue” than “ritual”.

Brand	Sauces / ready meals / quick meal helpers
Occasion Territory	Dinner Top-Up
Growth job	Reduce leakage and grow value among Full Nest I & II and Single Parent Families in Dinner Top-Up missions, by keeping Need Attention + At Risk shoppers in our franchise, at similar or better margin
Key signals	
Life Stages	Full Nest I & II, Single Parent Family
Missions	Fill-in, Immediate / Urgency
RFM focus	Need Attention, At Risk
When/where	Weekdays 17:00–20:00, convenience + supermarkets
Basket	Missing ingredients, sides, sauces, bread, quick mains

Media system shape:

→ **Off-site**

Lighter, more contextual, end-of-workday windows.

Tonight, fix dinner fast with [brand] at Retailer X.

→ **On-site**

Search + category results tuned for “fix it fast”.

If someone searches “pasta”, “chicken”, “quick dinner”:

- Show your SKUs with simple, clear benefit: “Dinner in 10 minutes”.

→ **In-store**

Orientation and reassurance.

End-of-day audio and screens in store zones that matter:

- Need to fix dinner fast? Look for [brand] in aisle X

Clear shelf cues:

- cooking time
- number of portions
- simple recipes on pack or digital

This Territory’s tone is different:

- Streaming Night In: elevate the evening
- Dinner Top-Up: rescue the evening

The media system must reflect that.

Occasion Territory ≠ One-off campaign.

Important distinction:

A campaign is a burst

- specific flight dates
- specific budget
- specific creatives

An Occasion Territory is a platform

- a defined shopper space
- a stable growth job
- a repeatable media system you plug campaigns into

You might run:

- A Streaming Night In push in Q1 with new creative
- Another in Q3 for a seasonal flavor

Both using the **same Territory logic:**

- Same Life Stages and Missions
- Same surfaces and roles
- Same KPIs and measurement frame

This is how you build learning instead of starting from zero every time.

Step 5 –
Connect Occasion Territories to Campaign Types.

You now have:

- A clear **growth problem** (Step 1)
- The **shoppers and missions** that matter (Step 2)
- A few concrete **Shopping Occasions** (Step 3)

- And 1–2 **Occasion Territories** with a defined growth job and media system (Step 4)

Step 5 makes this operational:

You decide which campaign types you'll actually run for each Occasion Territory — and why.

This is the bridge between strategy and insertion orders.

The four Footprints AI campaign types.

From now on, every retail media plan is built from four standard products:

Drive Awareness — Basic.

→ Purpose: build **reach and mental availability** in specific contexts

→ Used when the main job is **penetration** or **creating / reframing an Occasion**

Binet and Field's data shows fame campaigns are 4.7 times more efficient per unit of share of voice than standard awareness campaigns. Drive Awareness in an Occasion Territory should not just build reach. It should aim to make the occasion itself culturally resonant. «Sweet Friday» as a thing people talk about. «Streaming Night In» as a phrase that enters vocabulary. When the occasion becomes famous, the brand linked to it rides the wave.

Generate Leads — Advanced.

→ Purpose: **capture people and permission** — sign-ups, trials, app installs, registrations

→ Used mainly for **non-endemic brands** or endemic brands with strong CRM / D2C

Boost Sales — Premium.

→ Purpose: **drive incremental sales now**, with SKU- and Occasion-level attribution

→ Used when the focus is **volume, basket value or mix** in clearly defined Occasions

Grow Loyalty — Ultra.

→ Purpose: **increase customer lifetime value** — repeat, retention, depth of relationship

→ Used to move **RFM segments** upwards (Need Attention → Loyal → Champions)

Every Occasion Territory should have:

- One **primary campaign type** (the engine)
- One **supporting type** where needed

Binet and Field's 60/40 rule applies at the portfolio level. Across your Occasion Territories, roughly 60% of investment should build the brand-occasion link (Drive Awareness + Grow Loyalty) and 40% should activate immediate behavior (Boost Sales + Generate Leads). The exact ratio varies. New brands in new occasions skew more toward awareness: 70/30. Established brands defending territory skew toward activation: 50/50. But any portfolio that is 100% Boost Sales is optimizing for this quarter at the expense of next year.

Always start from the growth job.

Before choosing campaign types, go back to the Occasion Territory statement:

- What is the **growth job?**
- Over what **time period?**
- In which **Life Stages, Missions and RFM segments?**

Then ask three questions:

- Is this job mainly about **more people, more often, more value per trip, less leakage, or deeper relationships?**
- Do we need people to **remember us later**, **act now**, or **stay with us longer?**
- Where in the **intent engine** (off-site, on-site, in-store) is the biggest lever?

Your answers point directly to the primary campaign type.

How growth jobs map to campaign types.

Penetration in an Occasion.

Example growth job:

> *Get more Young Couples and Young Professionals to buy us in* ***Streaming Night In*** *at Retailer X.*

Primary **Drive Awareness — Basic**

→ Build the mental link between the Occasion and your brand at this retailer

→ Use off-site plus high-visibility on-site and in-store to frame:

- Streaming Night In → this retailer → this brand

Support **Boost Sales — Premium**

→ Capture the decision when the shopper is already in the store or app

→ Use decision-point placements and in-store prompts during Streaming Night peaks

Rule of thumb:

If the main job is penetration in a defined Occasion, Drive Awareness leads, Boost Sales converts that awareness into baskets.

Stop leakage / defend value.

Example growth job:

> *Keep At Risk and Need Attention families in our franchise during **Dinner Top-Up** missions.*

Primary	**Boost Sales — Premium**
→	Operate in moments of high intent and time pressure
→	Use on-site search and category interception plus in-store messaging at early evening peaks
Support	**Drive Awareness — Basic**
→	Provide light, context-specific reminders around end-of-day so people recognise your solution

Rule of thumb:

> If the main job is defense / leakage in high-intent missions, Boost Sales is the engine, Drive Awareness plays a minimal supporting role.

Trade-up and value per trip.

Example growth job:

> *Shift 20% of Pantry Reset buyers from core to premium SKUs.*

Primary	**Boost Sales — Premium**
→	Change the mix within the Occasion
→	Use on-site tiles, comparisons and bundles plus in-store emphasis for premium lines during Pantry Reset windows
Support	**Drive Awareness — Basic**
→	Explain why premium matters in this context (taste, health, convenience, status)
→	Use off-site and top-of-site creative tied to Pantry Reset

Rule of thumb:

> If the job is more value per trip inside an established Occasion, Boost Sales does the heavy lifting, Drive Awareness makes the upgrade feel justified.

Build or reframe an Occasion.

Example growth job:

> *Create a strong* ***After Practice Delight*** *role for our brand.*

Primary	**Drive Awareness — Basic**
→	Attach the brand to this life moment and to the retailer
→	Tell the story: kids after practice, small reward, where to find the solution

Support **Boost Sales — Premium**

→ Once the Occasion shows up in data

→ Target early evening stores and related baskets to prove uplift

Rule of thumb:

If the job is to build a new Occasion or reshape one, start with Drive Awareness, layer in Boost Sales once behavior starts to form.

Generate qualified leads (especially for non-endemic brands).

Example growth job:

> *Acquire high-value leads for a telco / bank / insurer in* ***Dad & Cart*** *or* ***Pantry Reset.***

Primary **Generate Leads — Advanced**

→ Optimize for data capture, not impressions

→ Use on-site/app tools (calculators, check-your-savings flows) and co-branded forms, with off-site driving into them

Support **Drive Awareness — Basic**

→ Frame why this makes sense in that Occasion ("While shopping for the family, check if you can save on X")

Rule of thumb:

For non-endemic brands, retail media is often best used as a Generate Leads engine, anchored in specific Shopping Occasions where mindset and service match.

Deepen relationships and LTV.

Example growth job:

> *Move Loyal and Potential Loyalists into **Champions** in **Sweet Friday** and **Pantry Reset.***

Primary **Grow Loyalty — Ultra**

→ Design always-on journeys tied to RFM changes

→ Reward repeat behavior in key Occasions via loyalty IDs and CRM

Support **Boost Sales — Premium**

→ Make sure loyalty work shows up as visible Occasion-level sales

→ Use short bursts to test incentives or bundles for Champions vs Loyal

Rule of thumb:

If the job is repeat, retention and lifetime value, Grow Loyalty is the backbone, Boost Sales adds tactical pushes within the same Occasions.

Example: Streaming Night In — from Territory to campaign mix.

Occasion Territory	Streaming Night In
Growth job	Penetrate Young Couples & Young Professionals (New + Promising → Potential Loyalists)

Campaign types.

Primary — Drive Awareness — Basic

→ **Off-site:** seed “Streaming Night In with [brand] at Retailer X” from mid-week onwards

→ **On-site:** Streaming Night In modules on homepage / app on Fri–Sat

→ **In-store:** evening screens positioning the Occasion and giving your brand the lead role

Support — Boost Sales — Premium

→ **On-site:** cross-sell prompts (“complete your Streaming Night basket”)

→ **In-store:** aisle prompts and bundles to secure your SKUs

Later, once a sizable base exists in this Occasion, you can:

Add Grow Loyalty — Ultra

→ To reward repeated Streaming Nights with this brand and retailer

→ And move people up the RFM ladder over time

Generate Leads – Advanced only comes in if a service partner (e.g. a streaming platform, telco) wants to ride on this Occasion.

Example: Dinner Top-Up — focused on defense.

Occasion Territory	Dinner Top-Up
Growth job	Stop At Risk and Need Attention families downgrading or switching

Campaign types.

Primary — **Boost Sales — Premium**

→ **On-site:** intercept "quick dinner" intent in search and category views

→ **In-store:** early evening prompts to guide shoppers to your solution quickly

Support — **Grow Loyalty — Ultra**

→ Always-on rewards or routines for high-value households who often appear in Dinner Top-Up missions

Drive Awareness plays a light, contextual role; Generate Leads is optional unless a partner service is also in focus.

Example: Non-endemic brand in Dad & Cart.

Occasion Territory	Dad & Cart
Growth job	Acquire qualified leads for a service brand

Campaign types.

Primary — **Generate Leads — Advanced**

→ Co-branded tools in app or on-site (“Check how much you could save on X”)

→ In-store prompts to scan and start the journey

Support — **Drive Awareness — Basic**

→ Simple framing on in-store screens and off-site: “While you’re shopping for the family, it’s a good time to fix X”

Boost Sales and Grow Loyalty are only relevant if an endemic product or long-term programme is part of the same partnership.

Guardrails — what this step prevents.

Step 5 exists to stop three patterns:

→ **Occasion Territories with random campaign choices.**

- Penetration problems run only as tight in-aisle promos
- Loyalty ambitions run only as one-shot awareness bursts

→ **Product-first planning.**

- “We need to sell more Boost Sales this quarter”

instead of

- “We need Boost Sales in Dinner Top-Up to fix leakage”

→ **One-size-fits-all evaluation.**

- Judging every campaign only on ROAS or only on reach
- Regardless of type and growth job

When you explicitly connect Occasion Territories to campaign types, you lock alignment between:

Growth job → Territory → Campaign type → Measurement.

Prove it and scale it.

What to Measure First — a Simple KPI Ladder.

When you invest in retail media, you're doing it for one reason:

Change shopper behavior in and around the store in a way that grows your brand.

To know if that's happening, you don't need fifty dashboards. You need one simple structure:

Every campaign climbs the same KPI ladder.
You measure in sequence. You don't skip steps.

The KPI ladder — four levels.

For every campaign, in every Shopping Occasion, you work through four levels:

→ **Exposure**	Did we reach the right shoppers, in the right environments, in the right moments?
→ **Engagement / Response**	Did they react at all to what we showed?
→ **Behaviour / Sales**	Did their shopping actually change in those Occasions?

→ **Value & Progression** — Did this create durable value for the brand?

You move up. You don't debate Level 4 if Level 1 is unclear.

Level 1 — Exposure.

> *Did we reach the right intent?*

For a brand using Footprints AI, exposure is not just "impressions". It is:

→ **Right people** — Shoppers that match the **Life Stages** and **RFM segments** you selected in your strategy.

→ **Right context** — In the **Shopping Missions** and **Shopping Occasions** you chose to play in (e.g. Streaming Night In, Dinner Top-Up, After Practice Delight, Dad & Cart).

→ **Right environments** — **In-store:** people physically present in the zones where your screens, audio or POS messages run, at the right hours.

Online: people exposed to on-site / app / off-site assets that were built for those same Occasions.

The questions you want answered are simple:

- How many shoppers did we reach **inside our chosen Occasions,** not just in total?)
- What share of total brand spend actually landed on those **priority Life Stages and Missions?**

- How many of those shoppers saw the message both **in-store** and **online?**

If this layer is fuzzy, everything above it will be debatable.

For credibility with agencies and cross-media comparison, exposure metrics should align with IAB/MRC Retail Media Measurement Guidelines (January 2024). Display viewability: 50% of pixels visible for 1+ continuous second. Video viewability: 50% visible for 2+ seconds. In-store: zone-based measurement. These are the standards buyers expect and benchmark against.

Level 2 — Engagement / Response.

> *Did people notice and respond?*

Once you know you reached the right intent, you check whether the surfaces worked.

In-store.

Here, "engagement" is physical and behavioral, not a click:

- Did we see more **movement or dwell** around the zones linked to our Occasion?
- Did more shoppers **visit the category aisles** that belong in that Occasion basket during active times?

- Did featured bundles or hero SKUs get **picked up more often** while media was running?

You won't always have perfect sensor data. That's fine. What matters is a consistent view of:

- Before vs after
- With vs without media

for the same stores and times.

Online (on-site, app, off-site).

Digital engagement is still useful — as support:

- Interaction with **Occasion modules** (e.g. "Streaming Night In" strips, "Fix dinner in 10 minutes" blocks)
- Clicks, scroll, video completions, tool usage
- Always segmented by **Occasion audience** (your chosen Life Stages, Missions, RFM), not by "all users"

If Level 2 is weak, your first question is:

- Are we framing the Occasion clearly enough?
- Are assets placed where real trips and baskets start?

You fix that before you draw conclusions about the strategy.

Level 3 —
Behavior / Sales.

> *Did shopping change in the Occasions we care about?*

This is where the value of retail media becomes visible for a brand:

In the Shopping Occasions we targeted, did people shop differently when they saw us?

You don't look at total monthly brand sales first. You look at **Occasion-level performance.**

For each Occasion Territory (e.g. Streaming Night In, Dinner Top-Up, Sweet Friday):

→ **Occasion penetration for your brand**
- % of Occasion baskets that contain your brand
- Comparing exposed vs non-exposed groups

→ **Occasion basket value**
- Average spend when your brand is present vs when it isn't, within that Occasion

→ **Units and mix**
- Units per Occasion basket
- Share of premium vs core SKUs in that Occasion
- Role of the brand (hero vs add-on)

This is the core layer for:

- **Boost Sales — Premium** campaigns
- And a key proof point for **Drive Awareness — Basic** campaigns over time

Online, you apply the same lens:

- Occasions tagged in on-site / app journeys (e.g. “Streaming Night” orders)
- Exposed vs control shoppers
- Behavior differences in those specific journeys

At this level you can already answer:

> *Did we win more Streaming Night baskets?*
> *Did we hold more Dinner Top-Up missions?*
> *Did we upgrade more Pantry Reset trips into premium?*

Level 4 — Value & Progression.

> *Is this building our brand’s shopper base and value?*

The final level is where you connect Occasion work to brand growth:

→ **Financial value in the Occasion Territories**	Incremental revenue and, where you can see it, incremental margin within your chosen Occasions, across a defined period
→ **Share of Occasion**	Change in your **share of value** within that specific Occasion (e.g. your brand's share of all Streaming Night In baskets in that network)
→ **RFM progression**	Movement **up the RFM ladder** in your target segments: • New → Promising → Potential Loyalists → Loyal → Champions Stabilization or recovery of **Need Attention / At Risk** segments in Occasions where you were losing ground
→ **Mix of growth**	How much of the gain came from: • more buyers in the Occasion (penetration) • more Occasions per buyer (frequency) • more value per Occasion (premiumization, larger role in the basket)

This is the core layer for:

- These 2–3 Occasion Territories are now structural drivers of our brand's growth
- These others are tactical; we can use them, but they're not long-term engines

How this links to the four campaign types.

Each Footprints AI campaign type uses the same ladder, but emphasizes different levels:

Drive Awareness — Basic.

→ **Anchor: Levels 1–2**
Did we reach the right Occasions and get noticed?

→ **Plus: Level 3 over time**
Are we seeing penetration lift in those Occasions?

Boost Sales — Premium.

→ **Anchor: Level 3**
Incremental units, value and mix at Occasion level

→ **Plus: Level 4**
Contribution to brand revenue in those Occasions

Generate Leads — Advanced.

→ **Anchor:**
Level 2 (lead volume and quality) and Level 3 (lead-to-buyer conversion where trackable)

→ **Plus:**
Level 4 for the partner brand’s long-term value

Grow Loyalty — Ultra.

→ **Anchor: Level 3**
RFM movement and repeat behavior in specific Occasions among existing buyers

→ **Plus: Level 4**
Uplift in customer lifetime value for your loyal base

You still watch all four levels where possible, but you are clear which one is **the primary judge** for each type.

Incrementality and Uplift — Making the Case to Finance.

At some point, finance will ask a simple question:

> *How do we know this money created extra value, not just paid for what would have happened anyway?*

Incrementality is not a buzzword. It is the difference between:

- We saw sales go up

and

- This campaign caused this uplift, with this return

What incrementality actually means.

In this framework, **incrementality** is:

The extra change in behavior or sales caused by a campaign, compared to what similar shoppers would have done without it.

Two numbers matter:

- **Baseline** — what would have happened anyway in that Shopping Occasion

- **Observed** — what actually happened with the campaign

The gap between them is your **uplift.**You never see the baseline directly. You estimate it using a **control group**.

Any campaign measurement confounds three effects: the actual ad effect, the strategic campaign presence effect (the brand being «in market» at all), and the user selection effect (the targeting engine selects people already more likely to buy). Failure to separate these inflates apparent effectiveness. This is why clean test/control design matters more than attribution models.

IAB recommends attribution windows matched to purchase cycles: 3 days for impulse FMCG, 7 days for weekly shopping cycles, 14 days for biweekly categories, and 28 to 30 days for monthly or non-endemic categories. Choose based on the Shopping Occasion's natural frequency, not on what makes the numbers look best.

The single most common measurement error in retail media: counting baseline growth as campaign uplift. If the category grew 5% during your campaign, you do not get credit for that 5%. Only the incremental lift above what the control group experienced counts. This sounds obvious. It is violated in the majority of retail media reports.

The basic idea: exposed vs comparable non-exposed.

For each Occasion Territory (e.g. Streaming Night In, Dinner Top-Up):

→ **You define a test group**

- Shoppers, baskets, stores or time windows **exposed** to the campaign.

- **You define a control group**
  - Similar shoppers, baskets, stores or time windows **not exposed**
  - With similar history **before** the campaign
- **You compare**
  - Change in key KPIs in **test**
  - Minus change in the same KPIs in **control**

That gap is your **incremental effect.** Formally, it is a simple "difference in differences":

Uplift = (Test after – Test before) – (Control after – Control before)

You do this at **Occasion level,** not just at total brand level.

Choose the right unit for comparison.

There are three practical ways to set this up. You can combine them over time as your programme matures.

Store-level tests.

- **Test stores** — Where the Occasion Territory runs at full strength
- **Control stores** — Similar stores (format, region, shopper mix) where it does not run

You compare, within the Shopping Occasion:

- Occasion penetration
- Occasion basket value
- Units and mix

This is often the simplest starting point for **Boost Sales — Premium** and **Drive Awareness — Basic** when you're working with a new retailer.

Time-based tests.

When you must use the same stores:

→ **Control period**	A clean reference period before the campaign
→ **Test period**	The campaign period

If possible, avoid heavy promotional noise or seasonality differences between them, or adjust for them.

You then use the same formula:

(Campaign period – Baseline period) in exposed Occasions and stores.

Time-based designs work well when you have:

- Stable behavior in the Occasion
- And full coverage across many stores

Audience / basket-level tests.

For more advanced setups:

→ **Test shoppers or baskets**

- Life Stages + RFM segments you targeted and exposed

→ **Control shoppers or baskets**

- Matched profiles that were not exposed
- Or exposed later

This is powerful for:

- **Grow Loyalty — Ultra** (RFM movement vs similar non-exposed shoppers)
- **Generate Leads — Advanced** (lead vs non-lead cohorts)
- And for refining Occasions where behavior is more about the person than the store

Link incrementality to campaign type.

Each Footprints AI campaign type answers a slightly different question. You should be explicit about which question you're asking.

Drive Awareness — Basic.

Question:

> *Versus similar shoppers, did the people who saw this Occasion framing buy our brand more often in that Occasion?*

You measure:

- Incremental **Occasion penetration** in exposed vs control groups
- Sometimes over a longer window

Boost Sales — Premium.

Question:

> *Versus similar stores / shoppers, did this campaign create extra units and value in this Occasion, in this period?*

You measure:

- Incremental units, value and mix in campaign stores vs control
- For defined Shopping Occasions

This is often the **clearest story for finance** in the first 6–12 months.

Boost Sales — Premium.

Two stages:

→ **Leads vs non-leads** — Are captured leads more likely to buy, or to buy more, than similar non-leads?

→ **Exposed vs non-exposed** — Among similar shoppers, does running this lead programme change eventual take-up or revenue?

You measure:

- Incremental qualified leads
- Incremental buyers and value from those **leads** vs matched non-leads

Grow Loyalty — Ultra.

Question:

> *Versus similar shoppers, did our loyalty activity move people up the RFM ladder and increase value in target Occasions?*

You measure:

- Incremental movement from **Need Attention / At Risk** to **Loyal**
- Incremental growth from **Loyal** to **Champions**
- And the value associated with those moves vs control groups

From uplift to numbers finance cares about.

Once you have an incremental effect, you convert it into a simple financial story. For a given campaign in one Occasion Territory:

→ **Incremental revenue.**

- Uplift in sales per store / shopper / basket
- × number of stores / shoppers / baskets in scope

→ **Incremental margin (when margin data is available).**

- Incremental revenue
- × average margin rate for the mix of SKUs that grew

→ **Investment.**

- Total media + production + fees for that campaign

→ **Return metrics.**

At minimum:

- Return on media investment = incremental revenue ÷ media cost
- Incremental ROAS (iROAS) = incremental revenue ÷ total campaign cost

If you run multiple waves in the same Occasion Territory, you can also show:

- **Stability** of results
- **Improvement** as you refine targeting and creative

- And **learning curves** (e.g. better uplift after aligning more tightly with Shopping Occasions)

This combination is exactly what finance looks for:

- A transparent method
- A clear uplift
- And a simple return calculation

Common traps (and how to avoid them).

Three pitfalls undermine credibility fast:

→ **Counting natural growth as uplift**

If category is growing anyway, you must compare to control stores / periods that also see that growth, not just to zero.

→ **Mixing promotions and media**

Heavy price promotions can create uplift on their own.

Be explicit:

- what is driven by media
- what is driven by price
- what is driven by both

→ **Looking only at totals, not at Occasions**

A campaign can improve Streaming Night In and still be invisible in monthly brand totals.

Measure at the level where the strategy lives: **Occasion Territories.**

If you acknowledge these openly and design around them, your case becomes much stronger.

The story you want to be able to tell.

For each Occasion Territory and each campaign type, your finance story should compress to something like this:

> *We targeted this **Shopping Occasion** with **this growth job.***
>
> *We compared **exposed vs comparable non-exposed** shoppers / stores / periods.*
>
> *We saw **X% uplift** in [penetration / units / basket value / RFM movement] in that Occasion.*
>
> *This translated into **€X incremental revenue** and **€Y incremental margin.***
>
> *For each €1 invested, we created **€Z** in incremental sales.*
>
> *We repeated this approach in [N] waves and the pattern is consistent (or improving).*

If you can say that, with clean numbers behind it, retail media stops being “interesting inventory” and becomes a **proven growth lever** in the brand P&L.

That is the purpose of incrementality:

> Not statistical perfection, but a disciplined, credible bridge between Occasion-based planning and financial decisions.

From Dashboards to Decisions — Turning Insights into Playbooks.

Dashboards tell you **what happened.** They don't tell you **what to do next.**

This is about one thing:

> Turn campaign results into simple rules you can reuse every time you plan retail media.

We'll call those rules **Occasion Playbooks.**

What is a Playbook?

A Playbook is **one page** for **one Occasion Territory** that answers five questions:

Where do we play?	Which Shopping Occasion. Which Life Stages and RFM segments.
What are we trying to change?	Penetration, frequency, value per trip, leakage, loyalty or leads?
Which Footprints AI campaign types do we use?	Drive Awareness, Boost Sales, Generate Leads, Grow Loyalty. And in what mix?
What usually works here?	Key surfaces and timings (in-store, on-site, off-site). Core creative angle (what the idea must do, not the slogan).
What does "good" look like?	**Expected ranges on the KPI ladder:** • exposure in the right Occasion • typical uplift in behavior / sales • when we consider the result strong vs weak

If you can't fit it on one page, it's not a playbook. It's a report.

From dashboards to rules in three steps.

After every campaign in an Occasion Territory, do this:

Step 1 **Start with the intent, not the charts.**

Write down, in one line:

- **Occasion:** which Shopping Occasion and Territory?
- **Growth job:** what did we want to change?
- **Campaign types:** which of the four products did we use?

Example:

> *Streaming Night In – penetration with Young Couples & Young Professionals using Drive Awareness + Boost Sales.*

This becomes the filter for reading the data.

Step 2 **Walk the KPI ladder quickly.**

Use the ladder from Chapter 15, but keep it sharp:

→ **Exposure** Did we reach enough of the right shoppers in this Occasion?

→ **Behavior / Sales** Did their baskets change in this Occasion?

→ **Value** Was the uplift meaningful for the brand?

If the answer is “no” at Level 1, don’t analyse Level 3. Fix targeting, stores, and timing first.

If Level 1 is fine but Level 3 is weak, look at:

- The **role** you gave the brand in that Occasion
- The **SKUs** you pushed
- The **creative and surfaces** you used

Step 3 Turn findings into one rule.

Every campaign must leave you with exactly **one new rule** for the Occasion Playbook. Not a 40-page report. One rule. For example:

> *Streaming Night In converts better with Wednesday media start than Friday.*
>
> *Dinner Top-Up needs shorter, more direct creative – ‘Dinner in 10 minutes’ outperforms generic brand copy.*
>
> *Grow Loyalty has the strongest effect when we target Champions in Sweet Friday, not in Pantry Reset.*

If you cannot state the rule in one sentence, the campaign was not measured properly.

Write the rule into the playbook. Next time, you start from that rule instead of from zero.

The Occasion Playbook template.

For each key Occasion Territory, build a simple, reusable structure:

Occasion snapshot	• Name + one-line description • Core Life Stages, Missions, RFM segments
Growth job	• What this Occasion is supposed to deliver for the brand
Recommended setup	• Campaign types to use (primary + supporting) • Priority surfaces and timing
Benchmarks	• Typical exposure quality (who, where, when) • Usual uplift range in behavior / sales
Decision rules	• When to repeat as-is • When to adjust (and what to adjust first) • When to stop and rethink the Territory

This becomes a **standard input** for briefs and plans.

Make it a habit, not a project.

To keep this alive:

→ **After each campaign wave**

Update the relevant Occasion Playbook with the one or two rules you learned

→ **Every quarter**

Review all Playbooks and decide:

- which Occasions are core
- which are still experimental
- which you will drop.

The discipline is simple:

Data is “done” only when it becomes a clear rule in a Playbook or a decision to stop.

From Pilot to Always-On — Operationalizing the Canvas.

Pilots prove that the **SHOPPER – AI – BRAND GROWTH CANVAS™** works.

Always-on makes it pay. This is about how to move from a few smart tests to a **stable, repeatable system** that runs all year.

Keep it simple. You don't need a new process; you need a clear path.

What a pilot is really for.

A pilot is not "a small campaign". A pilot has three jobs:

- → **Prove the Occasion Territory** — Does this Shopping Occasion (e.g. Streaming Night In, Dinner Top-Up, Sweet Friday) with these Life Stages and RFM segments actually move the needle?
- → **Prove the campaign mix** — Do the chosen Footprints AI campaign types (Drive Awareness, Boost Sales, Generate Leads, Grow Loyalty) do the job you designed for this Occasion?
- → **Create the first Playbook** — What worked, what didn't, and what "good" looks like for this Territory

If a pilot doesn't answer these three, it's just activity.

The journey: from test to system.

You can think of the journey in **four steps**:

- **Test** — run focused pilots to learn
- **Prove** — repeat with adjustments to confirm uplift
- **Scale** — expand coverage and occasions, keep the rules
- **Systematize** — build these territories into your brand's always-on engine

You move through them at different speeds by market, but the logic stays the same.

Step 1 Test: design pilots to answer specific questions.

For each chosen Occasion Territory, write a very sharp pilot brief:

Occasion & audience	e.g. "Streaming Night In – Young Couples & Young Professionals – New + Promising"
Growth job	e.g. "Increase penetration in Streaming Night In baskets"
Campaign mix	e.g. Drive Awareness (primary) + Boost Sales (support)
Hypotheses	e.g. "If we frame Streaming Night In from Wednesday and support it at shelf Fri–Sat, we expect +3–5% uplift in Occasion penetration vs control"

Design	• Clear exposed vs control (stores / periods / audiences) • KPI ladder defined up front (Chapter 15) • Incrementality method agreed (Chapter 16)

For each chosen Occasion Territory, write a very sharp pilot brief:

> *This Occasion Territory is promising and worth refining.*

or

> *This is not the right Occasion / audience / job for this brand.*

Both are useful outcomes.

Step 2 Prove: repeat and refine, don't restart.

One wave is signal. Two or three waves, refined with intent, become proof.

In the **Prove** step you:

→ Keep the **Occasion Territory** and **growth job** constant

→ Keep the **main campaign types** constant

→ Change only what you're testing:

- timing
- surfaces
- creative angle
- SKU lineup
- budget split across in-store / on-site / off-site

You read each wave through:

- The KPI ladder
- Exposed vs control
- And the **Occasion Playbook** you're building

At the end of this phase, you want to be able to say:

> *When we run this Territory in the recommended way, we usually see about this range of uplift in these KPIs.*

That is your green light to scale.

Each wave in an Occasion Territory should be cheaper per unit of uplift than the last. If it is not, something is wrong. The learning curve is the economic argument for always-on: the first wave teaches you the rules, the second proves them, the third scales at lower cost per incremental sale. This compounding is what transforms retail media from a line item into a growth engine.

Step 3 **Scale: bigger, but still precise.**

Scaling is not "do more of everything". It is **extend what works, carefully.**

For a proven Occasion Territory, scaling usually means:

→ **More stores / locations**	From a subset of sites to most sites where this Occasion is relevant.
→ **More time**	From one period to multiple windows across the year (e.g. every weekend, every back-to-school, every big event period).
→ **More brands / variants**	Apply the same Occasion logic to other SKUs or sub-brands.

	Keeping the same role in the basket.
→ **More markets**	When the Occasion exists in other countries. Adjust for local missions and life stages, but keep the **spine** of the playbook.

What must not change when you scale:

- ✕ The definition of the **Occasion**
- ✕ The **growth job**
- ✕ The choice of **primary campaign types**
- ✕ The core **KPI expectations**

Those are the anchor points. Everything else is flexibility.

Step 4 Systematize: make Occasion Territories part of how you run the brand.

An Occasion Territory becomes "always-on" when it has three things:

A Playbook	One page with: Occasion, audience, growth job, campaign mix, benchmarks, and decision rules
A cadence	Clear pattern of when it runs across the year: • permanent presence (e.g. Dinner Top-Up, Sweet Friday) • or recurring moments (e.g. Streaming Night In waves, Back-to-School bursts)

A place in the brand plan	Occasion Territories are written into: • annual brand strategy • media and activation plans • and budget discussions

In practice, that looks like:

→ Planning decks that list **Occasion Territories** alongside channels, audiences and spend

→ Briefs that start with:

- "We are activating **this Playbook** in Q2"
- not "We want some in-store and digital activity in Q2"

→ Quarterly reviews that summarize, per Territory:

- what ran
- what uplift we saw
- what rule was added or updated in the Playbook

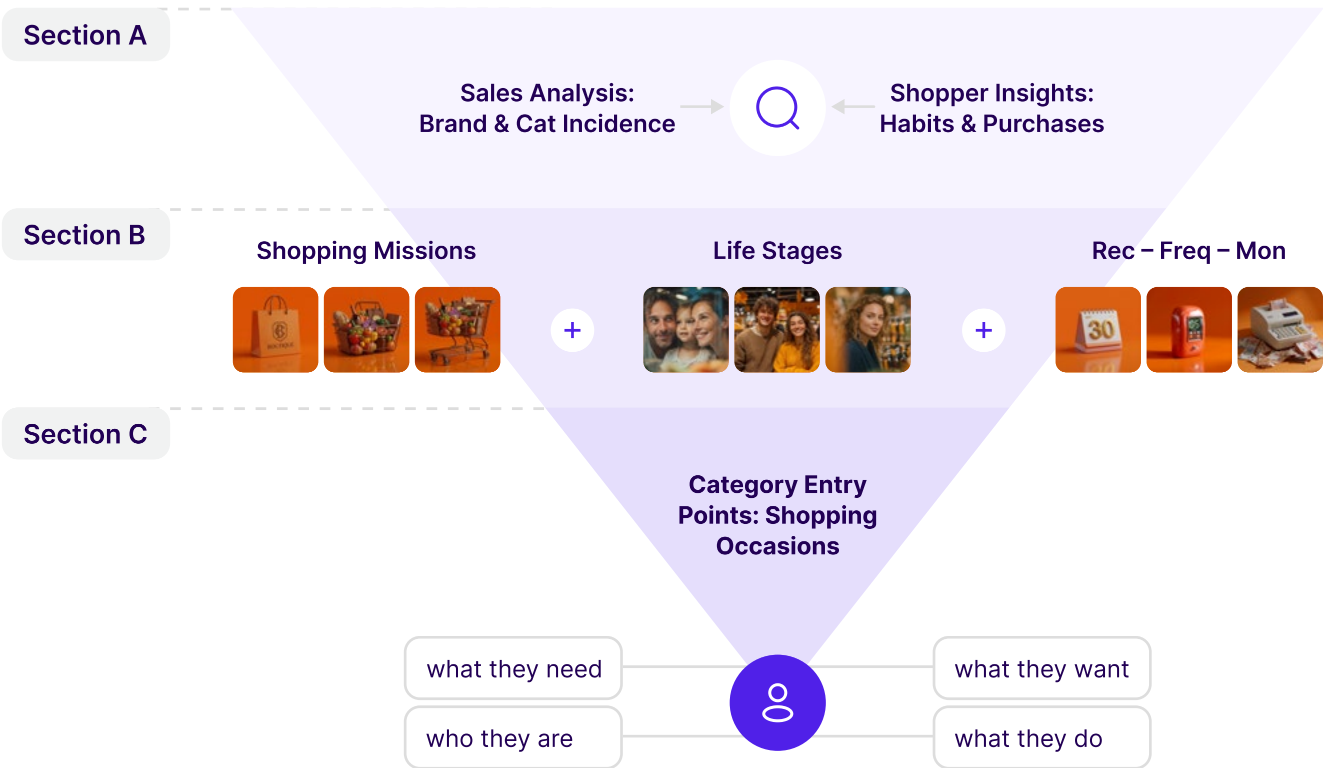
At that point, the Shopper–AI–Brand Growth Canvas is no longer a framework. It is how you run retail media.

Footprints AI

Toolkit.

SHOPPER-AI-BRAND GROWTH CANVAS in 10 Steps.

This canvas helps you turn overlooked shopping occasions into territories your brand can own and grow, using retail media powered by Footprints AI.



Section A —
Brand & Growth objective.

A1 Category & Brand Performance.

Category: ____________________

Market / Retailer: ____________________

Last 12 months – Category trend (% value / volume): ____________________

____

Brand vs Category (over / under-performance): ____________________

Key competitors / disruptors: ____________________

____

____

____

A2 Growth Objective (select maximum 2).

- ☐ Increase penetration (more buyers)
- ☐ Increase frequency (more trips)
- ☐ Grow basket size (more items / higher value)
- ☐ Trade up to premium
- ☐ Reactivate lapsers / win back
- ☐ Win from competitors (switching)

A3 Scope.

Retailer / Banner(s): ______________________________

Store clusters (e.g. urban / rural / convenience / hyper): ______________________________

____

Time horizon (months): ______________________________

Section B — Shopper model.

B1 Shopping Missions.

For each mission, capture share, trend, and opportunity.

Immediate / Urgency

Share of category value: ______ %

Trend vs last year: ______ %

Note / Opportunity: ______

______

Fill-in

Share of category value: ______ %

Trend vs last year: ______ %

Note / Opportunity: ______

______

Special Occasion

Share of category value: ______ %

Trend vs last year: ______ %

Note / Opportunity: ______

______

Stock-up

Share of category value: ____________ %

Trend vs last year: ____________ %

Note / Opportunity: ____________

Discovery / Browsing

Share of category value: ____________ %

Trend vs last year: ____________ %

Note / Opportunity: ____________

Gift Shopping

Share of category value: ____________ %

Trend vs last year: ____________ %

Note / Opportunity: ____________

Routine / Replenishment

Share of category value: ____________ %

Trend vs last year: ____________ %

Note / Opportunity: ____________

B2 Life Stages.

Select the life stages that matter most for this category and brand.

- [ ] **Single Parent Family.**

Role in category / brand: ______________________________

- [ ] **Young Professionals.**

Role in category / brand: ______________________________

- [ ] **Dual Income, No Kids (DINKs).**

Role in category / brand: ______________________________

- [ ] **Mature Singles.**

Role in category / brand: ______________________________

- [ ] **Full Nest II.**

Role in category / brand: ______________________________

- [ ] **Empty Nest.**

Role in category / brand: ______________________________

Active Seniors.

Role in category / brand: ______________________________

____

Young Singles.

Role in category / brand: ______________________________

____

Young Couples.

Role in category / brand: ______________________________

____

Full Nest III.

Role in category / brand: ______________________________

____

Solitary Survivor.

Role in category / brand: ______________________________

____

Full Nest I.

Role in category / brand: ______________________________

____

B3 RFM Segments.

Select the RFM segments to prioritize.

☐ **Champions**

Definition: ______

Share of buyers: ______ %

Share of value: ______ %

☐ **Loyal**

Definition: ______

Share of buyers: ______ %

Share of value: ______ %

☐ **Potential Loyalists**

Definition: ______

Share of buyers: ______ %

Share of value: ______ %

☐ **New Customers**

Definition: ______

Share of buyers: %

Share of value: %

Promising

Definition:

Share of buyers: %

Share of value: %

Need Attention

Definition:

Share of buyers: %

Share of value: %

At Risk

Definition:

Share of buyers: %

Share of value: %

Can’t Lose Them

Definition:

Share of buyers: %

Share of value: %

About to Sleep

Definition: ______________________________

____

Share of buyers: ______________________________ %

Share of value: ______________________________ %

Hibernating

Definition: ______________________________

____

Share of buyers: ______________________________ %

Share of value: ______________________________ %

Lost

Definition: ______________________________

____

Share of buyers: ______________________________ %

Share of value: ______________________________ %

B4 Category Entry Points — Shopping Occasions.

Use the selected Life Stages, Missions, and RFM segments to define Shopping Occasions.

For each occasion:

Occasion name: ____________________

Life Stage(s): ____________________

Shopping Mission: ____________________

RFM segment(s): ____________________

Typical day / time (e.g. Friday 11:00–14:00): ____________________

Typical basket (key categories / SKUs): ____________________

____

____

Functional need (what they are trying to get done): ____________________

____

____

Emotional job (how they want to feel / what this means to them): ____________________

____

____

Shopper cognitive mode:

- [ ] System 1
- [ ] System 2
- [ ] Mixed

Regulatory focus:

- ☐ Approach (gain-seeking)
- ☐ Avoidance (loss-preventing)

Primary motivation (select one):

☐ Achievement	☐ Autonomy	☐ Belonging
☐ Competence	☐ Empowerment	☐ Engagement
☐ Esteem	☐ Nurturance	☐ Security

Section C — Occasion Territories & Retail Media Plan.

For each priority Shopping Occasion, fill one row.

Occasion Territory 1.

Occasion Territory Name: ____________________

Footprints AI Occasion ID (if applicable): OCC- ____________________

1. **Shopper Insight — Why they buy in this occasion:** ____________________

____

____

2. **Growth Job — What we want to change**
(e.g. "Increase brand's share of this occasion from X% to Y% in Z months"):

____

____

3. **Primary Footprints AI Campaign Type:**

- [ ] Drive Awareness (Basic)
- [ ] Generate Leads (Advanced)
- [ ] Boost Sales (Premium)
- [ ] Grow Loyalty (Ultra)

4. **Supporting Campaign Type (if any):** ____________________

____

____

5. Media System — Where we show up.

In-store (screens / audio / POS / shelf / time bands): ______

On-site (app / web, placements & timing): ______

Off-site (social / display / CTV using retailer audiences): ______

6. Message & Offer.

Core message / creative angle: ______

Offer / mechanic (if any): ______

7. KPIs & Test Design.

Primary KPIs (e.g. incremental sales, new-to-brand, share uplift): ______

Test design (exposed vs control, duration, markets / stores): ______

Occasion Territory 2.

Occasion Territory Name: ______

Footprints AI Occasion ID (if applicable): OCC- ______

1. **Shopper Insight — Why they buy in this occasion:** ______

2. **Growth Job — What we want to change:** ______

3. **Primary Footprints AI Campaign Type:**

- [ ] Drive Awareness (Basic)
- [ ] Generate Leads (Advanced)
- [ ] Boost Sales (Premium)
- [ ] Grow Loyalty (Ultra)

4. **Supporting Campaign Type (if any):** ______

5. **Media System — Where we show up.**

In-store: ______

On-site:

Off-site:

6. Message & Offer:

7. KPIs & Test Design:

Occasion Territory 3.

Occasion Territory Name:

Footprints AI Occasion ID (if applicable): OCC-

1. **Shopper Insight — Why they buy in this occasion:**

2. **Growth Job — What we want to change:**

3. **Media System — Where we show up.**

In-store:

On-site:

Off-site:

4. **Message & Offer:**

5. **KPIs & Test Design:**

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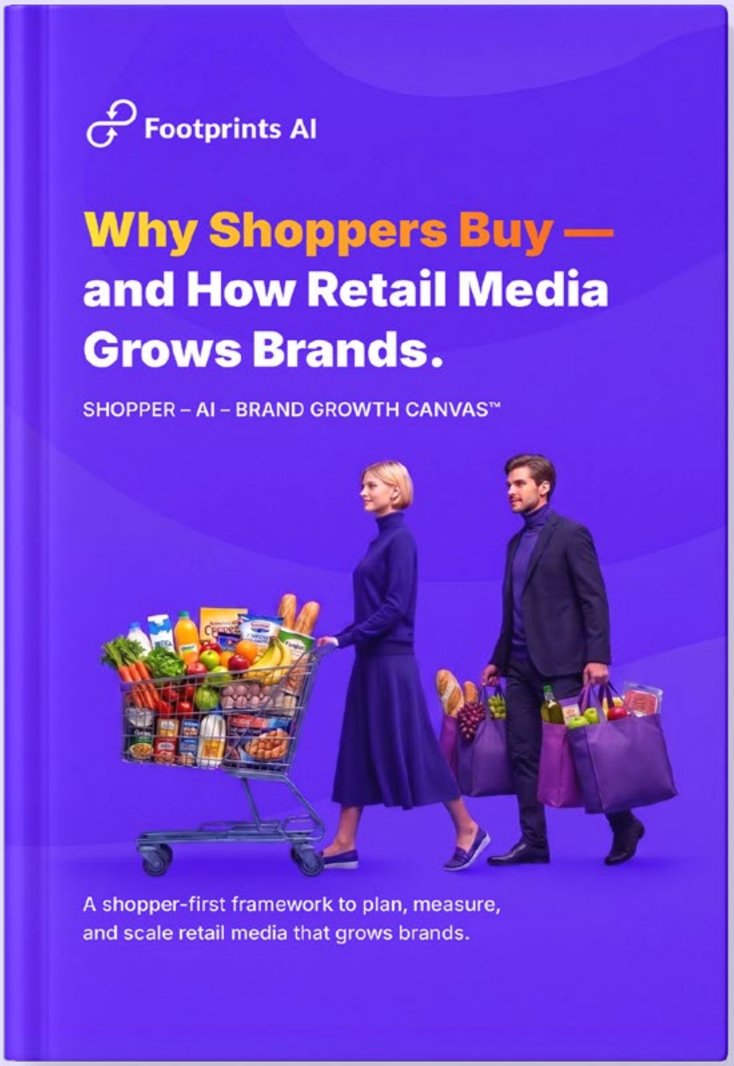
https://www.footprints-ai.com/why-shoppers-buy-guide



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2026 Edition