



Starcom MediaVest Group™
The Human Experience Company

STARCOM MEDIAVEST GROUP COMMENCES SERIES OF STUDIES INTO SUPERMARKET CONSUMER BEHAVIOUR

- *Supermarket UK* to build a picture of changing values and behaviours of UK shoppers, and look at how supermarkets will need to adapt media and marketing plans -

Starcom MediaVest Group, UK leader in communications strategy, media buying and management, today announced an industry-wide series of studies into the changing values and behaviours of supermarket customers. The *Supermarket UK* series will investigate the effect of societal changes, including the economy, new technologies and social media, on supermarket customer behaviour and examine trends for the future.

Created by the Starcom MediaVest Group (SMG) insight team, *Supermarket UK* will draw together findings based on SMG's set of proprietary research tools. Both the award-winning SpaceID tool, which has been measuring the value profiles of the UK population since 2006, and the recently announced Social Media Behavioural Index (SMBI), will be used extensively along with other tools to be announced. It will culminate in a full report to be published in 2012.

The first study will be released later this year. Based on SpaceID, the research will investigate the changing profile of shoppers in the UK over the past three years, since before the recession. It will profile the personality base of each of the big six supermarkets – Tesco, ASDA, Waitrose, Sainsbury's, Morrison's and Co-Op – and demonstrate customer poaching opportunities.

Stewart Easterbrook, CEO of Starcom MediaVest Group UK, said: “The retail industry is in a constant state of flux, with pressures on all revenue streams for the big six supermarkets. Using our proprietary tools, the *Supermarket UK* series will demonstrate opportunities for retailers to protect and grow their customer base, through a greater understanding of motivations and how they are affected by technology and social media.”

== ends ==

For more details, go to the Starcom MediaVest Group blog site at www.emergingspaces.co.uk

About Starcom MediaVest Group

Starcom MediaVest Group (SMG) is a global leader in communications strategy, media buying and management, response media, internet and digital communications. SMG London operates as the EMEA Centre of Excellence, driving change across the media industry through investment in digital, content, social media, technology, data and research.

SMG's purpose, as 'The Human Experience Company', is to transform human behaviour by creating

For more information: Braben | smg@braben.co.uk | 0207 025 8021

uplifting, meaningful experiences in real time, enabling clients to forge a deeper connection with their consumers. SMG operates two separate agencies under the group banner –MediaVest and Starcom– each built around a distinct focus and expertise set, representing global brands such as Proctor & Gamble, Samsung and Honda.

SMG London picked up an Arquia for the Kiss radio and Blackberry partnership this year and SMG was the most awarded global media agency at the Festival of Media Awards 2011, winning eight category awards and two commendations.

SMG is part of Publicis Groupe, the world's second largest media counsel and buying group, the world's third largest communications group and a global leader in digital communications. With global activities spanning more than 104 countries on five continents, the Groupe employs around 44,000 professionals. With sister agencies ZenithOptimedia, Denuo, Digitas and Razorfish, SMG is a member of Publicis Groupe's VivaKi, a global digital knowledge and resource centre that leverages the combined scale of the agencies to develop new services, tools and partnerships.

For more information, visit @SMG_London on Twitter, on LinkedIn and on emergingspaces.co.uk.