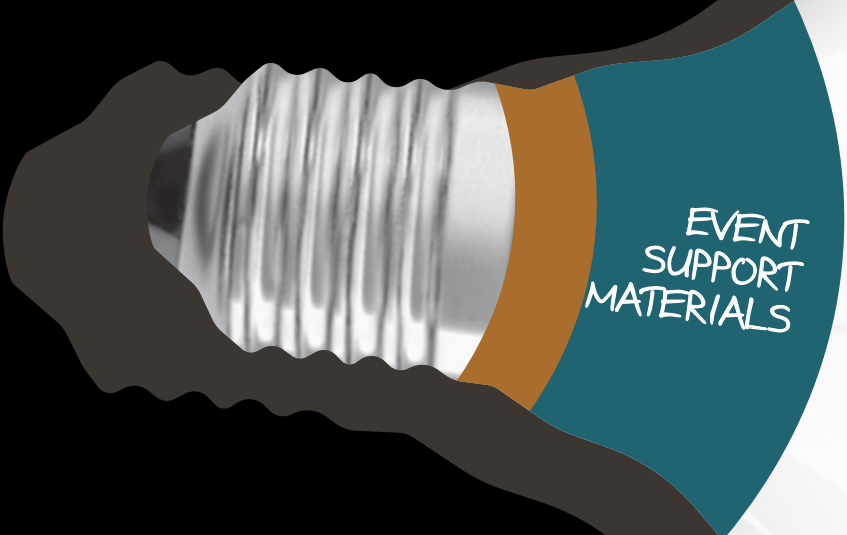


structural and graphic design: Tony Petroff



SHOP JOE SHOPPERS

19 November 2015
09:00 - 12:30
47 Maria Louiza Blvd.

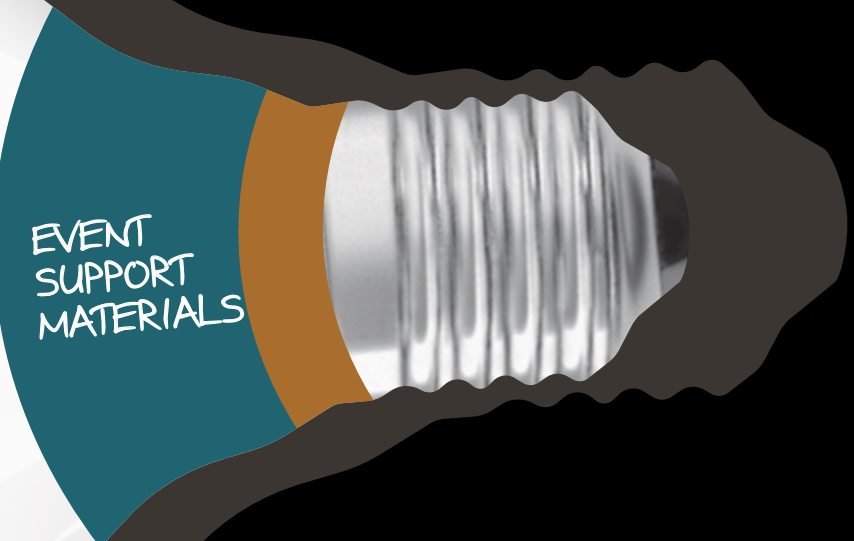
- 09:00 - 09:30 Welcome coffee
- 09:30 - 10:15 Ipsos Shopper philosophy and framework
- 10:15 - 10:45 Shopper research best practices/ case studies
- 10:45 - 11:15 Coffee break
- 11:15 - 11:30 Group exercise
- 11:30 - 11:50 Shopper learnings: Do's and Don'ts in Shopper research
- 11:50 - 12:20 Shopper trends
- 12:20 - 12:30 Closing, Q&A

product contacts:
> 500

product life:
> 1/2 year

- I provide 4 types of creative:
- audio / music / voice
 - graphic editing / creating
 - structural design
 - copywriting / strategy





I provide 4 types of creative:

- audio / music / voice
- graphic editing / creating
- structural design
- copywriting / strategy

Use ctrl+link to open in new window.