

Quotient News Round-Up

June 15, 2020 Issue

The Quotient Blog:

- Shaken Not Stirred: How Consumer Behavior on Alcohol Has Shifted During COVID-19
06.12.20
- Quotient's Bangalore Earns 'Great Places to Work' Recognition
06.11.20
- We Stand Against Racism and All Forms of Social Injustice
06.10.20

Quotient in the News:

- **Progressive Grocer:** How to Capture Customer Loyalty During a Crisis
Quotient's Senior VP of Retail, Dave Johnson, shared his thoughts on how data and insights around today's consumer behaviors present opportunities for brands to step up for their customers. "Despite crisis conditions, it behooves brands to think about how their target audiences and loyal consumers are actually behaving on the ground and adapt their marketing decisions to reflect these changes. Brands provide value to customers in all kinds of ways...It is especially times like these that brands need to communicate that value."
06.05.20
- **Chain Store Age:** Report: Instacart Enters Online Search Ad Market
Quotient CEO, Steven Boal, cautioned that retailers could feel negative impact from Instacart's new ad offering. "By offering this self-serve ad platform, Instacart is positioning itself as an alternative to the retailers it is servicing," said Boal. "They are now directly intermediating between shoppers and retailers and taking ad dollars away from those retailers."
05.29.20

Industry News:

- **Forbes:** Personalization May Be Key to Retail's Survival
06.11.20
- **Forbes:** CPG Brands See Potential in Non-Amazon Marketplaces
06.10.20

- **Path to Purchase IQ:** Survey Suggests Financial Losses Push Shoppers to Store Brands
06.10.20
- **WSJ:** Fastest-Rising Food Prices in Decades Drive Consumers to Hunt for Value
06.09.20
- **Adweek:** Consumer Behavior Changes related to COVID-19 Won't Last, Says Colgate-Palmolive's CEO
06.09.20
- **CNN Business:** Why Brands Like Oreo Are Cutting Back on Wacky Flavors Right Now
06.08.20
- **Food Navigator:** Campbell Soup CEO Highlights Four Ways COVID-19 Has Changed the CPG Landscape
06.04.20
- **Path To Purchase IQ:** Walgreens' Weekly Circular Goes Digital-Only
06.02.20
- **Supermarket News:** Food Lion Links Loyalty Program to Online Grocery Services
06.01.20
- **Marketing Dive:** PepsiCo Foodservice CMO on Linking Restaurant Relief to Culture Amid a Pandemic
05.26.20

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