



**EMOTIONAL PURCHASING**

People’s purchasing behaviours are driven by emotion, and they use their rational minds to justify their spending later – Steven Workman, N2O

**Nurturing brand love can triumph over promotions**

I was reading your recent article by Nick Woods regarding brands avoiding short-term thinking, and focusing instead on long-term marketing strategies to navigate the current UK market (‘Times are tough, but brands must avoid short-term thinking’, 30 January, [thegrocer.co.uk](http://thegrocer.co.uk)). I wholeheartedly agree with this point of view.

Reading this article, the tortoise and the hare analogy came to mind. In this financial climate, slow and steady wins the race. In times of crisis, consumers want stability.



Brands that can prove they are trustworthy and dependable, as well as demonstrate the efficacy of their products, will prevail.

The strategy to outspend competitors during tough times to get ahead is one not all businesses are in the financial position to take.

But they can make essential adjustments to market their brands and foster brand love, whether through consumer-led experiences online or in-store. This is something we’ve seen has triumphed over quick-fix discounts. Your aim as a brand is to ensure you are a consumer’s first choice when they are ready to buy, whether now or in the future.

People’s purchasing behaviours are driven by emotion, and they use their rational minds to justify their spending later. Therefore, customer experiences, built on nurturing brand loyalty and the relationship with consumers through their emotional responses, will see brands come out the other side.

*Steven Workman, strategy director, N2O*

**best of the blogs**

**Waitrose joins rivals in slashing prices – for a different reason**

Waitrose has become the latest grocer to slash prices, announcing a £100m investment in price cuts. But let’s be clear: Waitrose is not suddenly going to be rivalling the traditional big four, or the discounters, on price. Knocking 20p off the price of an Essential savoy cabbage is never going to convince Lidl shoppers to switch up, and nor is it meant to.

*Stephen Jones, 15 February*

**Holland & Barrett’s DNA testing trial signals its wellness ambitions**

Holland & Barrett has announced it is piloting DnaNudge’s “revolutionary” nutrition and skincare genetics services. The services will give shoppers an insight into the foods and skincare best suited to their individual make-up, with the aim of informing buying habits. It’s an obvious win for the Imperial College spinout DnaNudge. But crucially, the partnership speaks reams about Holland & Barrett’s ambitions.

*Stephen Jones & Emma Weinbren, 14 February*

**Why the drink formerly known as Lilt could thrive in the Fanta stable**

Those born before 1975 will likely remember Lilt storming on to the UK scene. It brought the promise of palm trees, reggae soundtracks and idyllic beaches. But as time passed, marketing support started to fade. It still had a core fanbase, but not much sway with younger shoppers.

*Emma Weinbren, 13 February*

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**GSCOP: a new pledge?**

While it is good to see designated retailers publicly confirming suppliers won’t suffer negative consequences if they raise issues with them, I don’t think it takes us anywhere (‘GSCOP: supermarkets sign new pledge to protect suppliers who raise breaches’, 8 February, [thegrocer.co.uk](http://thegrocer.co.uk)).

It is illegal for a retailer to significantly reduce the volume of products purchased from a supplier, or delist the products entirely, as a consequence of a supplier raising breaches of the code with the retailer. So, all the retailers are really committing to is complying with a legal obligation they already have.

Even if the commitment added something to the current obligations, it could be difficult to prove a connection between an issue being raised by a supplier and a negative consequence following the event. *Mark Jones, food and drink expert, Gordons*

**DRS could do more harm**

As the world lurches from a pandemic to a climate crisis, governments must focus

on smart solutions to complex challenges. However, there are worrying signs that schemes implemented or being introduced by the UK government, in particular, are wrong-headed.

In late January, the government announced updated plants for a deposit return scheme in England, Wales and Northern Ireland. The hope is that it will drastically reduce

the level of single-use plastic.

In theory, cans and plastic bottles will have a surcharge that can be refunded – this is likely to be 20p, as per plans in Scotland. But, in practice, it will be hard to recover that money. Consumers will only be able to collect the deposit if they return the bottle or can to the retailer from which it was bought.

So if someone wants that 20p back, they will have to travel to the shop – perhaps by car, therefore increasing pollution. Most will conclude: it’s inconvenient and not worth the time, money and effort. And what happens if, like me, you buy your weekly shop online?

Additionally, in Scotland, where a similar scheme will be rolled out earlier, there have been understandable complaints from the shops selling drinks that the recycling process is not in place. There is a feeling the government has left them to work it out. It’s chaotic.

The bottom line is these eco-friendly and health-promoting schemes are ill-thought-through, and it’s causing a lot of disruption for organisations and consumers when they need better support.

*Andrew Walker, partner and COO, Oliver Wight*



**your tweets**

**Lilt axed by Coca-Cola after nearly 50 years**

Well this is annoying ..... even though I haven’t drunk it since 1992  
*@abbiecat37*

**Waitrose bows to cost of living pressure with ‘record’ price cuts**

The ten pence off fruit muesli is really just incredible  
*@hullcity\_pfa*

**Tesco trials new usages for fava beans as alternative protein**

With the push for sustainable protein and nitrogen fixing BEANS will provide a huge boon for the UK beefarmer.  
*@ElmTreeBees*