



Magazines & Books
at Retail Association

www.myibr.org

MBR Retailer Insight Series pt. 2 **Focus on Drug and Grocery Trade with a dive** **into representative chains.**

This is the second of which will be conducted by **Kantar Retail on May 18th**. The seminar will be led by **Brian Owens, Director of Retail Insights, Kantar Retail** (please see his bio blurb is below). This session is open to all book and magazine channel participants.

Date: THURSDAY, May 18, 2017

Time: 1:00pm - 4:00pm

Location: Orrick, Herrington & Sutcliffe LLP, NYC

51 West 52nd Street (6th Ave at 52nd - CBS Building, 23rd Floor)

Advance registration is required / Please allow time to check in with building security

Brief overall retail landscape – highlights from April 11th presentation

Spotlight focus on

Macro

Digital

Health

How Drug / Grocery fit into retail landscape

Who is the Shopper?

Drug focus on CVS, Walgreens

Grocery, focus national - Kroger, Safeway/Alb

focus regional Ahold, Publix, HEB

Channel strategies (Brick N Mortar , Omni-channel)

Walk the Box – Books/Mags Merchandising Across Retailers

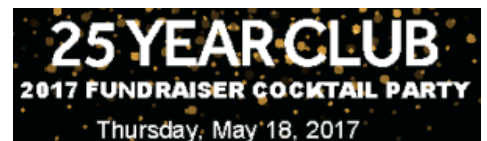
Where to Play, How to Win

Where to play: Where Books/Mags is Headed

How to win: What does innovation/future partnership look like



Reminder: Same Day, Great Event!
Registration form at: www.myibr.org



Brian Owens, Director of Retail Insights

Brian is Director of Retail Insights at Kantar and leads their syndicated drug channel research. Before joining Kantar Retail, Brian held a variety of senior leadership positions in trade marketing, account management, purchasing, and finance at Reckitt Benckiser, Procter & Gamble, and Gillette. In those roles, he worked with a broad range of retailers in the mass, dollar, and drug channels. Brian has been quoted in The Wall Street Journal, Fortune, Women's Wear Daily, Chain Drug News, and on NPR. An expert on health and wellness, he has addressed the National Association of Chain Drug Stores. Brian earned an MBA from the George Washington University School of Business and a B.A. from Colgate University.

There is **NO COST** for MBR members companies. Space is very limited and on a first come, first served basis.

** As an intro to our Insight Series, we welcome non-members to attend this meeting at no charge.*

To register email jcancio@myibr.org today with your name, email, phone.