



THOUGHT LEADERSHIP WEBINAR SERIES

You're invited to join:
Times & Trends: The Value/Premium Dichotomy

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What:

Free IRI Thought Leadership Webinar

When:

Friday, June 5, 2009, 12:00 to 1:00pm CT

Location:

Your Desk

Greetings!

Shoppers are increasingly trading down by buying less expensive national brands and private store brands as a saving strategy to survive this recessionary economy. Yet, the premium end of the product spectrum has also demonstrated hearty growth. Many shoppers are splurging on premium and gourmet products on a regular basis as a way to treat themselves to affordable indulgences.

Are your product offerings meeting shoppers' need to save? Or, are they providing affordable indulgences?

Based on the latest Times & Trends report, this webinar explores the power of value and premium brands to drive growth in a recessionary economy. Find out how consumers are leveraging value brands to help them navigate a difficult economic climate and purchasing premium products to treat themselves to indulgences without breaking the budget. Learn strategies savvy manufacturers and retailers can use to help consumers accomplish these goals and develop connections that will last well past the economic recovery.

- **SEE** which category and demographic trends are driving growth among premium and value products.
- **ACT** with a clear understanding of the nuanced strategies being leveraged by your target consumers to navigate a transforming economy.
- **WIN** by establishing strong and lasting relationships with key consumer targets through messaging aligned to their wants and needs.

Host: Susan Viamari, Editor of Times & Trends, IRI

Date: Friday, June 5th

Time: 10:00 to 11:00am PT; 12:00 to 1:00pm CT; 1:00 to 2:00pm ET

HOW TO ATTEND

Register on our Web site by clicking [here](#).



CPG Blog

DETAILS

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