

April 4-5, 2023

# Costco Virtual Event

## Creating connections at Costco: Establishing loyalty during times of shifting member behavior

On the heels of multiple years of strong sales and membership growth, Costco is faced with three rising challenges: inflationary impacts, changing shopper expectations, and competitive membership models. At Kantar's 2023 Costco event, our experts will guide you to best manage these challenges.



## You'll walk away from this event with:

- A comprehensive overview of Costco's position in the marketplace, including an in-depth look at its macroeconomic outlook and financial forecast, as well as its domestic and international retailing strategies
- A better understanding of how you can meet the evolving demands of Costco members, from winning the impulse occasion to growing your brand and maximizing opportunity at the club
- A clear picture of Costco's merchandising strategy, both in warehouse and online, to help you understand the principles of working with Costco and establish a successful omnichannel strategy with the club

## Virtual Event

Listen live or consume later

### Live:

Day 1 | 1:00-4:00 PM ET/10:00 AM-1:00 PM PT

Day 2 | 1:00-4:30 PM ET/10:00 AM-1:30 PM PT

## Kantar Presenters



**Karen Kelso**  
Vice President,  
Retail Insights



**David Marcotte**  
SVP, Global Retail  
& Technology



**Anna Brennan**  
Senior Analyst,  
Retail Insights



**Ross Cloyd**  
Director,  
Retail Insights



**Julie Craig**  
Vice President,  
Shopper Insights



**Barry Thomas**  
Senior Retail Commerce  
Thought Leader



**Renata de Moura**  
Senior Director,  
Shopper and  
Category Insights

## Registration

Register today by emailing

[events@kantarc consulting.com](mailto:events@kantarc consulting.com)

or visiting our [event website](#).

**DAY 1: April 4**

1:00-1:10 PM ET/10:00-10:10 AM PT

**Welcome and introduction**

Anna Brennan, Senior Analyst, Retail Insights  
Karen Kelso, Vice President, Retail Insights

1:10-1:45 PM ET/10:10-10:45 AM PT

**From macro to micro: Breaking down Costco's position**

Anna Brennan, Senior Analyst, Retail Insights

- Understand how Costco is navigating macroeconomic conditions.
- Learn the factors influencing Costco's financial position and determine how your business fits into the big and small picture.
- Explore how the club plans to position itself moving forward.

1:45-2:15 PM ET/10:45-11:15 AM PT

**Connecting with Costco's members: Understand the club's shoppers**

Julie Craig, Vice President, Shopper Insights

- Gain a deeper understanding of Costco members' attitudes, preferences, and behaviors.
- Identify what makes the Costco shopper unique.
- Learn how to effectively engage and maximize the opportunity with Costco members.

2:15-2:30 PM ET/11:15-11:30 AM PT | **BREAK**

2:30-3:15 PM ET/11:30 AM-12:15 PM PT

**The core of Costco: Merchandising with the member in mind**

Karen Kelso, Vice President, Retail Insights  
Anna Brennan, Senior Analyst, Retail Insights

- Understand the key principles of working with Costco.
- Identify how selling at Costco differs from selling at other retailers and clubs.
- Consider best-in-class ways you can partner with Costco to grow your brand and support member loyalty at the club.

3:15-3:50 PM ET/12:15-12:50 PM PT

**Costco's treasure hunt: Putting impulse in context**

Barry Thomas, Senior Retail Commerce Thought Leader

- Identify how new fulfillment models, technology, and shifting shopper behavior are influencing impulse.
- Establish a strategy for winning the impulse occasion.
- Discover how Costco's signature treasure hunt experience leads to unique impulse opportunities.

Visit our [events page](#) for more information.

3:50-4:00 PM ET/12:50-1:00 PM PT

**Day 1 wrap-up**

Karen Kelso, Vice President, Retail Insights

Anna Brennan, Senior Analyst, Retail Insights

**DAY 2: April 5**

1:00-1:10 PM ET/10:00-10:10 AM PT

**Welcome and introduction**

Anna Brennan, Senior Analyst, Retail Insights

Karen Kelso, Vice President, Retail Insights

1:10-2:00 PM ET/10:10-11:00 AM PT

**Costco competition in context: Battling for high-income shoppers**

Anna Brennan, Senior Analyst, Retail Insights

Ross Cloyd, Director, Retail Insights

- Understand how competitors are elevating their offerings to attract high-income shoppers.
- Gain an understanding of how the shifting retail landscape and changing shopper expectations are impacting Costco's strategy.
- Learn how Costco is positioned to win the high-income shopper.

2:00-2:45 PM ET/11:00-11:45 AM PT

**The secret to Kirkland Signature: Private label unpacked**

Anna Brennan, Senior Analyst, Retail Insights

Renata de Moura, Senior Director, Shopper and Category Insights

- Unpack the allure of Costco's wildly popular Kirkland Signature private label brand.
- Learn how Costco plans to continue building on Kirkland Signature's success and why the brand is so important to the retailer.
- Discover what's important to private label shoppers and how you can apply these findings to your business.

2:45-3:00 PM ET/11:45 AM-Noon PT | **BREAK**

3:00-3:45 PM ET/Noon-12:45 PM PT

**Pushing into new markets: Expanding club's global footprint**

Dave Marcotte, Senior Vice President, Retail Insights

- Learn about the rise and recent success of club retailing strategies globally.
- Determine some strategic considerations for if and how global could play in your club business.
- Understand the impact of Costco's new club opening strategy, particularly its warehouses in new international markets.

3:45-4:15 PM ET/12:45-1:15 PM PT

**Costco's evolving strategy amid a changing club landscape**

Karen Kelso, Vice President, Retail Insights

Anna Brennan, Senior Analyst, Retail Insights

- Gain an assessment of Costco's strengths and weaknesses compared to competitors inside and outside of the club channel.
- Uncover areas of challenge for Costco and learn what that means for its investment strategy moving forward.
- Discover partnership opportunities to help Costco evolve its offers and improve the value of its membership.

4:15-4:30 PM ET/1:15-1:30 PM PT

**Event wrap-up**

Karen Kelso, Vice President, Retail Insights

Anna Brennan, Senior Analyst, Retail Insights