Milestone

WHO
...are the Consumers and Shoppers?

1. Consumer/ Shopper is consuming

2. Consumer/ Shopper is influenced

WHY
...do they consume?
...do they plan a trip?

HOW
...do they evaluate their purchase?

6. Consumer/ Shopper evaluates the Purchase Decision

3. Consumer/ Shopper creates a Shopping Mission

WHAT
...do they choose to buy?

5. Shopper makes a Purchase

4. Shopper makes a Channel and Banner Choice

WHERE
...do they choose to shop?