

Gather & Grow Cohort

Store Visit

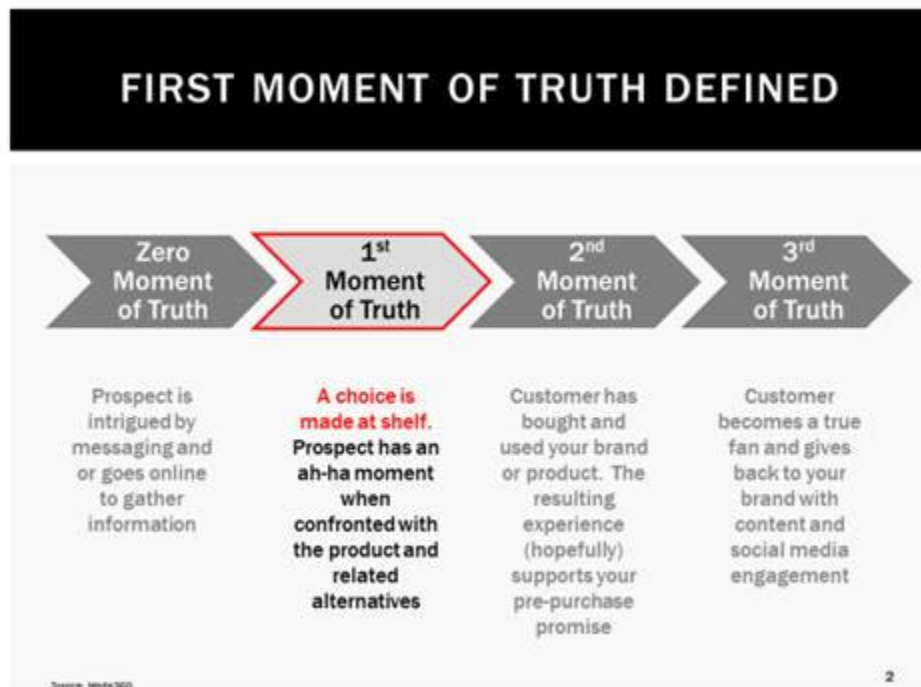
PURPOSE:

The Grocery Store is your “Playing Field”. This is where games are “won and lost”

It is important to walk “your aisle” to help you :

- Understand your “competitive set”
- Establish your “Brand Identity”
- Make Pricing decisions (price per unit and price per weight)
- Making Packaging Decisions (Shapes, colors, etc.)
- Make promotional and marketing Decisions

SOME BACKGROUND:



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| Some Facts: <ul style="list-style-type: none"> • 87% of New Products fail • 45,000 SKU's in a typical grocery store • 70% of Purchase decisions are made "in store" • Of those, 80% can't explain their decision • 95% System 1 Thinking/5% System 2 Thinking • Average Items purchased per trip = 15 • Consumers read only 7 words per trip • This means they read 1/2 word per product | Rules of Thumb: <ul style="list-style-type: none"> • Show don't Tell • It's all about "Context" (walk your aisle) • Context and Visual Cues trump Words • Assume and Embrace that shoppers are "System 1 Thinkers" • Convey "What it is and why they should buy your product" from 4 feet in 4 seconds |
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PACKAGING DESIGN VISUAL CUES

See Color → See Shapes → See Numbers → See Words (in that order)

Example: Coca Cola Bottles /Cans

IN SUMMARY

Navigate Category Norms → Break a Convention → Beat the Clock → Content Check → Survive Worst Case Scenario

To Break Through

EXAMPLE:

- Cereal cartons don't need to show "bowl, cereal, milk". That's assumed!
- OJ example of how to use "shape" to convey upscale

HOMEWORK QUESTIONS:

- *What did you learn on this visit that you didn't know before?*
- *What lessons learned will you apply to your business?*
- *How do you plan to follow up on these learnings?*