

Using Value Messaging to Create a Better Shopping Experience

RCC September 12th



Introducing



Andy Priestman

**Director of Business Development & Innovation
TC In-Store**

Andy is responsible for connecting the dots between TC's design studio, digital teams and their print, structural and industrial production facilities, to grow the envelope of what's possible in-store, while maximizing sales lift, customer engagement and ROI for both brands and retailers.

Andy's previous roles in distribution and as a brand owner, working with supply chain, operations, finance, sales and marketing, gives him a unique, holistic lens to problem solving for current in-store challenges.

2 Big Questions

?

How do we create more effective Value Messaging, while also enhancing Customer Engagement, Exploration and Education in the Store?

?

How can we personalize value messaging, both during pre-shop and in-store to create a more relevant shopping experience for each customer?

What is Value?



DEFINING VALUE

What does the word “value” mean to grocery shoppers?

“In their own words”

“As a grocery shopper, ‘value’ to me means a balance between quality and price. It’s about getting good quality products at a reasonable cost, considering factors like freshness, taste, nutritional value and overall satisfaction for the money spent.”

“A great product and a great price that will allow me to feed my family and save a little money.”

“Best bang for your buck.”

“DEALS ON GROCERIES. CHEAPER THAN THE MAINSTREAM.”

“Saving money.”

“Same price as before the pandemic.”

“Products are of the highest quality and take into account moral, human and environmental values.”

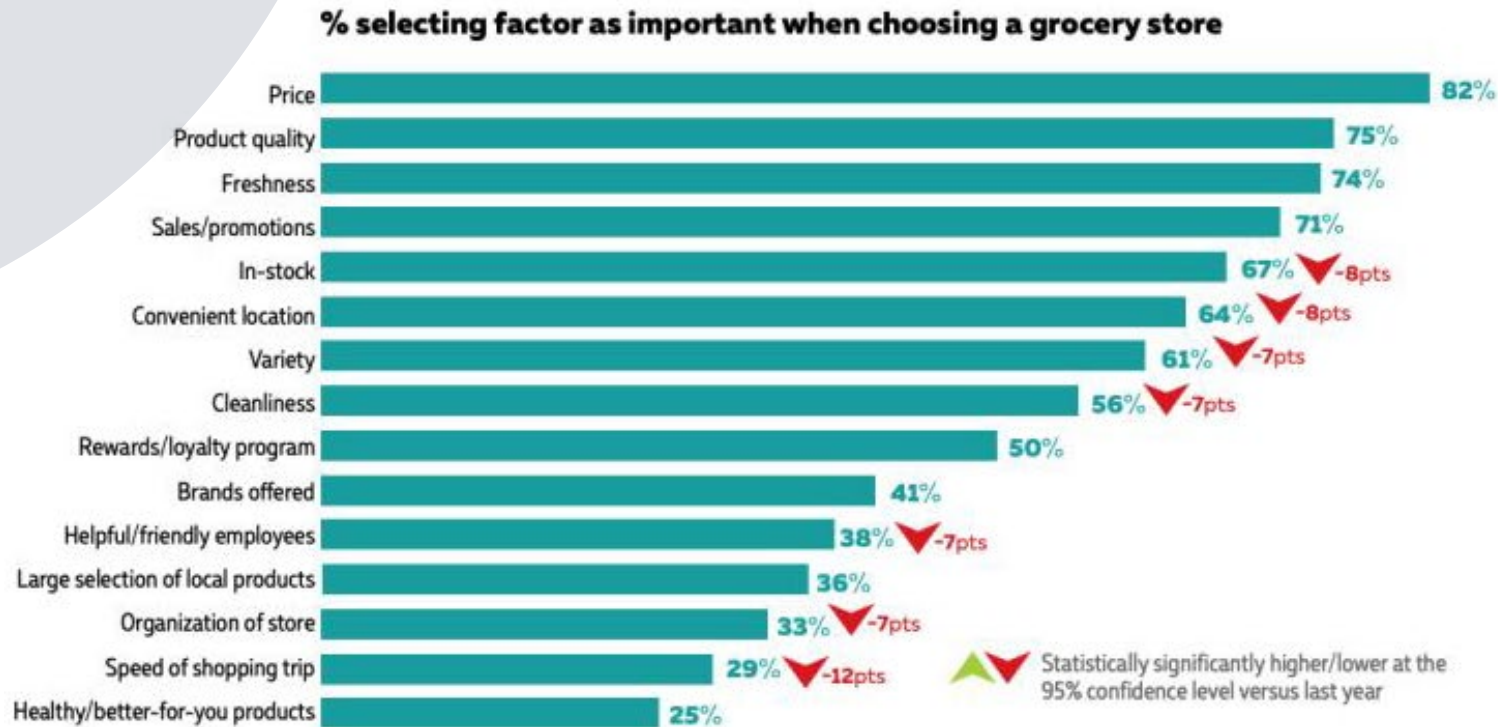
“Good prices and freshness.”

Value Factors

how do we cater to price, while also maintaining the other factors that drive people to grocery stores

TOP FACTORS WHEN CHOOSING A GROCERY STORE

Price remains the top factor when deciding where to shop for groceries.



Highest subgroup scores

Boomers (90%) score "price" significantly higher than all other generations.

Female shoppers score the following factors significantly higher in importance than male shoppers:

- In-stock
- Rewards/loyalty program
- Sales/promotions
- Freshness
- Product quality
- Variety
- Convenient location
- Cleanliness
- Healthy/better-for-you products
- Commitment to sustainable practices

It's not just in Grocery, and it's not just in Canada...

96% of Consumers to Adopt Cost Saving Behaviours

Better Shopping Experience = **3X** Resiliency

³ *Consumers seek frictionless experiences in a world of disruptions, PwC, February 2023, <https://www.pwc.com/gx/en/industries/consumer-markets/consumer-insights-survey-feb-2023.html> Improve the customer shopping experience across all channels.*

⁴ *Adapting to the next normal in retail: The customer experience imperative, McKinsey, May 20, 2020, <https://www.mckinsey.com/industries/retail/our-insights/adapting-to-the-next-normal-in-retail-the-customer-experience-imperative>*

Why is Personalization Relevant?

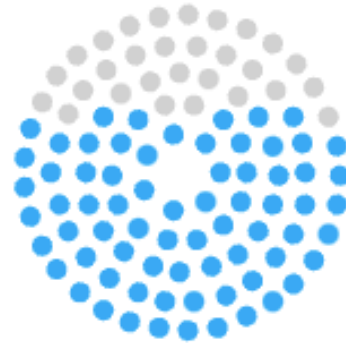
Loyalty is up for grabs...



75%

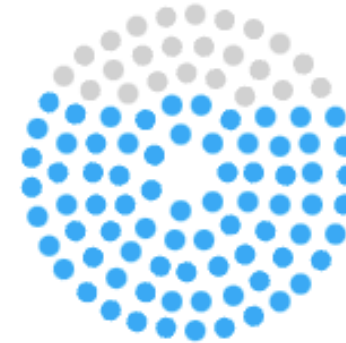
of consumers tried a new shopping behavior during the pandemic¹

...and consumers expect personalization from the brands and businesses they choose.



71%

of consumers expect personalization²



76%

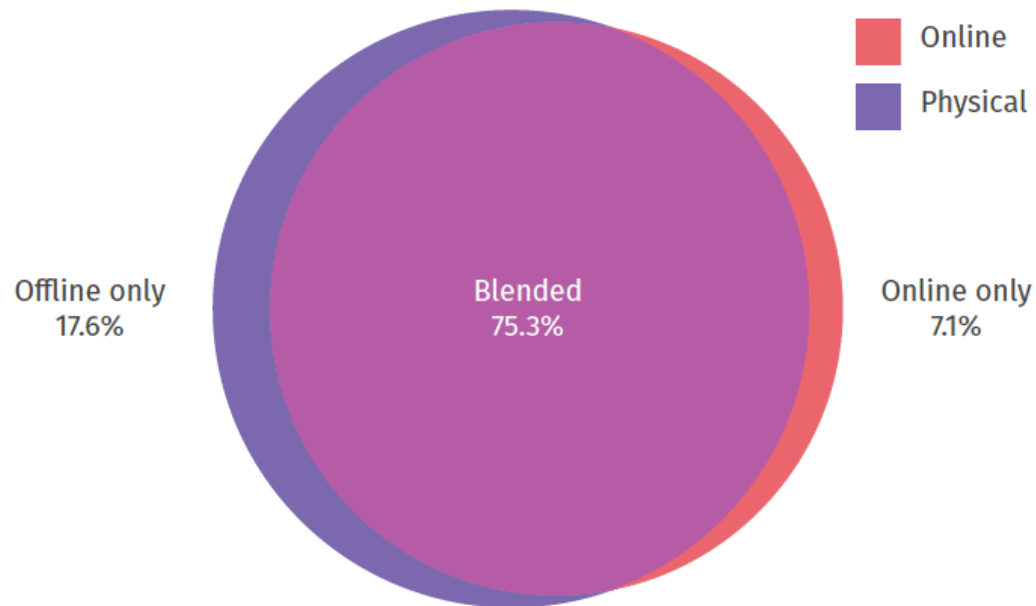
of consumers get frustrated when they don't find it²

It's an Integrated Shopper Journey

Digital and Physical Experiences Don't Live in Isolation

The world of shopping is blended

World - Online vs physical shopping habits %



Physical retail is at a crossroads. YES, you need to embrace technology. But this technology must embrace your customers. They demand a highly personal shopping experience as standard."

Sir Terry Leahy

Current Value Messaging Trends...



Value Messaging is Front and Centre

All retailers are focusing on providing more value to their customers – Starting with flyer, their first point of contact with them.

Friday, July 26 to Thursday, August 1, 2024

CANADIAN TIRE
DOLLAR RUSH
Save big on everyday essentials

HOT deal 4.99
Special Buy Heinz Ketchup, 1L, 400-908-4. While quantities last. Ranches unavailable.

5 for 4.50
Reg 99¢ Fancy Feast Cat Food, 85g, Assorted Flavours. 42-4048X/A2-028X.

HOT deal 1.99
Special Buy Bounce Dryer Sheets, 15-Ct. 399-302-4. While quantities last. Ranches unavailable.

HOT deal 99¢
Special Buy 60W LED Light Bulb, 1-pack. Warm White or Daylight. 399-972-2/988-8. While quantities last. Ranches unavailable.

2.29
Save 15%. Reg 2.79 Potato Chips, 200g, Assorted Flavours. 53-0089/19-204-0/183-254X.

\$5 OR LESS
Save 15%. Reg 5.99 Flink Flizzy Drain Refresher, Murphy Oil, Bar Keepers Friend or Green Works Cleaners. Assorted styles. 53-0420/153-0889-2.

HOT deal 1.99
Special Buy Coated Work Gloves, 2-Pk. 399-800-2. While quantities last. Ranches unavailable.

3.99
Save up to 45%. Reg 3.99-5.99 Odor Absorbers or Spa Soap Hand Soap Refill, 1.5L. 53-0184-4/153-0823X.

1.99
Save 65%. Reg 2.99 Scourpads, 6-Pk. 42-3800-8.

1.50
Save 30%. Reg 2.29-2.49 Comet Powder Cleanser, 600g or Old Dutch Liquid Detergent, 760mL. 153-0414-1/009-4.

no name®

just low prices (so switch)

2.50

NO NAME® WAFFLES
SELECTED VARIETIES
FROZEN, 8 P'S
20336275002_EA

no name®
blueberry waffles

8 WAFFLES
280 g NATURALLY FLAVOURED

DIGITAL COUPONS

UP TO **\$60** IN TOTAL VALUE

scan to see all coupons

Optimum™

FRESH CO
Lowering food prices

More than 50% OFF

SAVE 2.00
1.97/lb
Compliments Value Size Chicken Legs, 4.34 kg, reg 3.97/lb.

2.97/lb
Pork Back Ribs or Tenderloin, Frozen Cuts, 4.55kg.

2.97
Cherries, Canada No. 1.

2.97
Broccoli Crowns, 2 ct. Product of Canada, Canada No. 1.

2.97
Chicken, Product of Canada, Canada No. 1, 4.55kg.

2.97
Barbecued Chicken Wings, 900 g, reg 1.99.

2.97
Coca-Cola Soft Drinks, 12 x 330 mL, reg 3.24.

2.67
Dannon Activia Yogurt 600 g or Other Yogurt 4 ct., reg 4.07-5.27.

8.97
Save 10% on 100% Juice, 1L, reg 9.97.

10.97
Save 10% on 100% Juice, 1.5L, reg 11.99.

5.97
Tropicana Orange Juice, 2.25L, reg 6.97-7.27.

10.97
Save 10% on 100% Juice, 1.5L, reg 11.99.

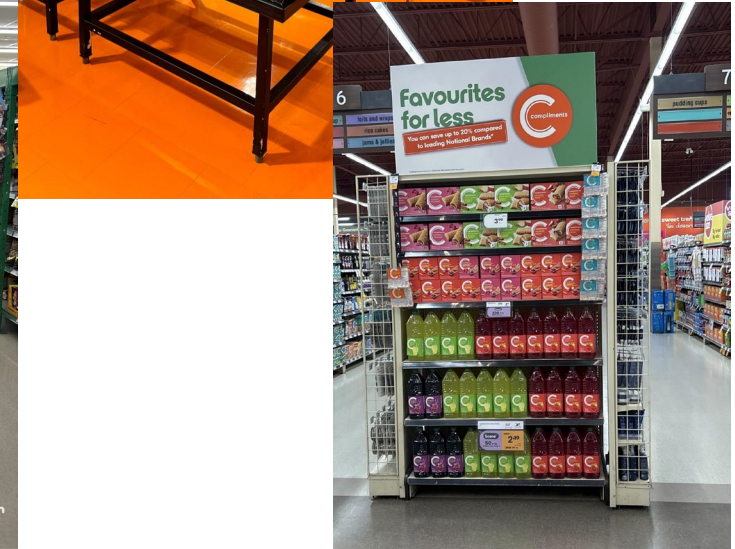
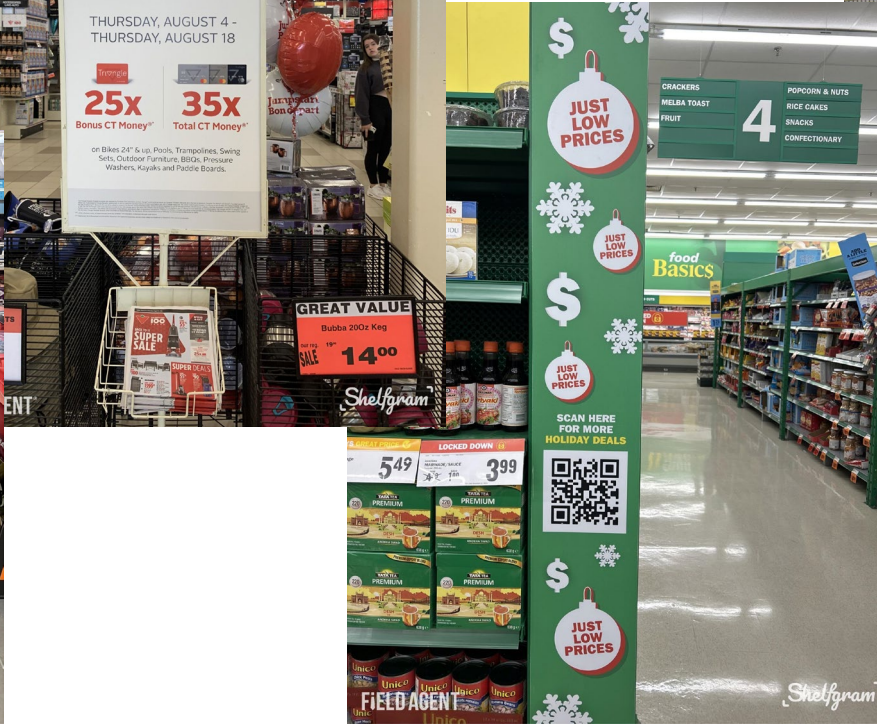
1000 PTS*
OFFER IS WAITING
VISIT THE FRESH CO APP
OR MYROCCEFFERS.CA

DISCOVER FLAVOURS OF THE WORLD!

1000 PTS = \$10 OFF FREE GROCERIES*

Value Messaging is Front and Centre

Relayed to in-store experience – Price is Key

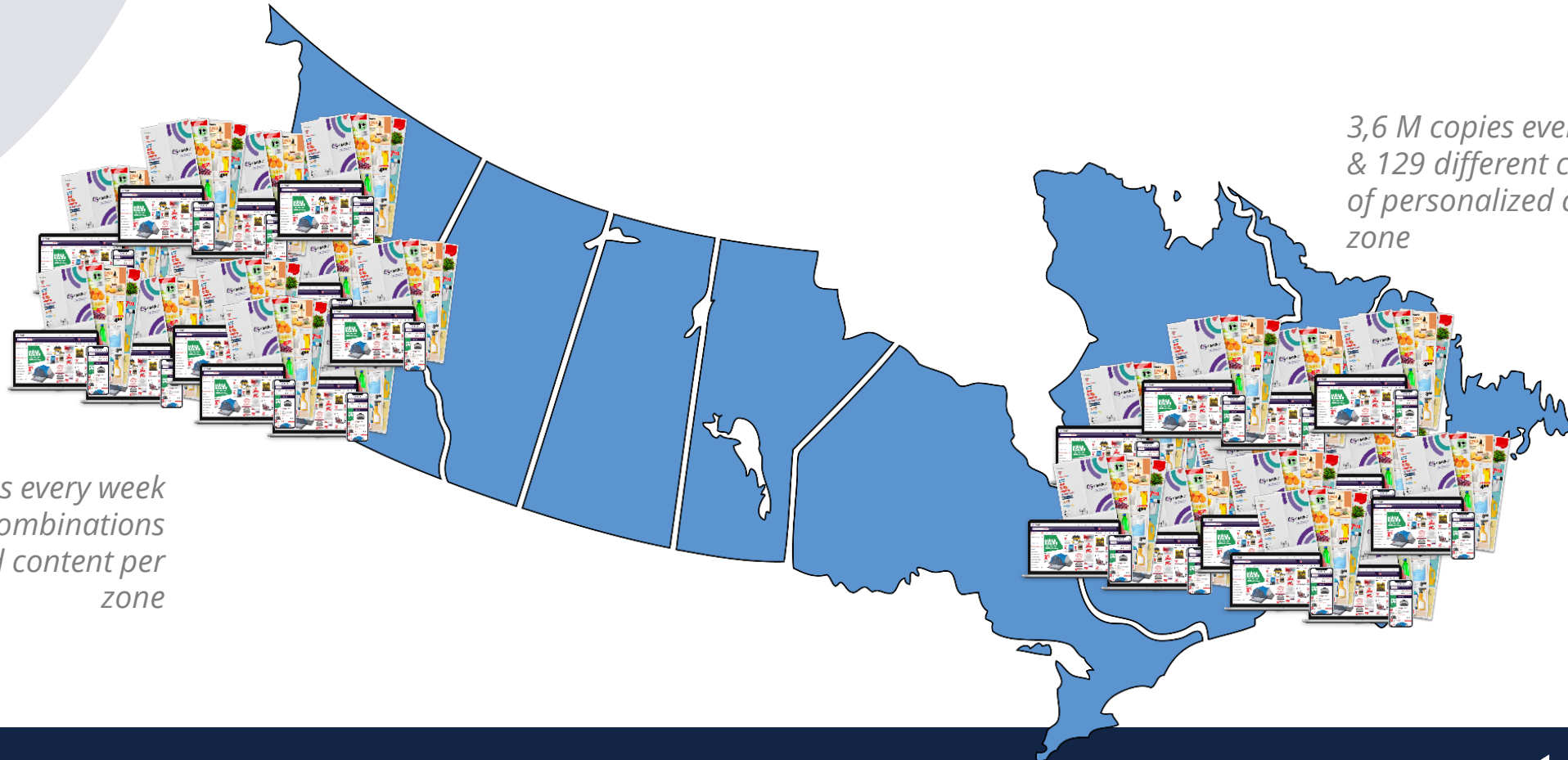


Driving Value Messaging by personalizing the pre-shopping experience

A chaotic customer journey



Looking for personalization in print to match online experiences

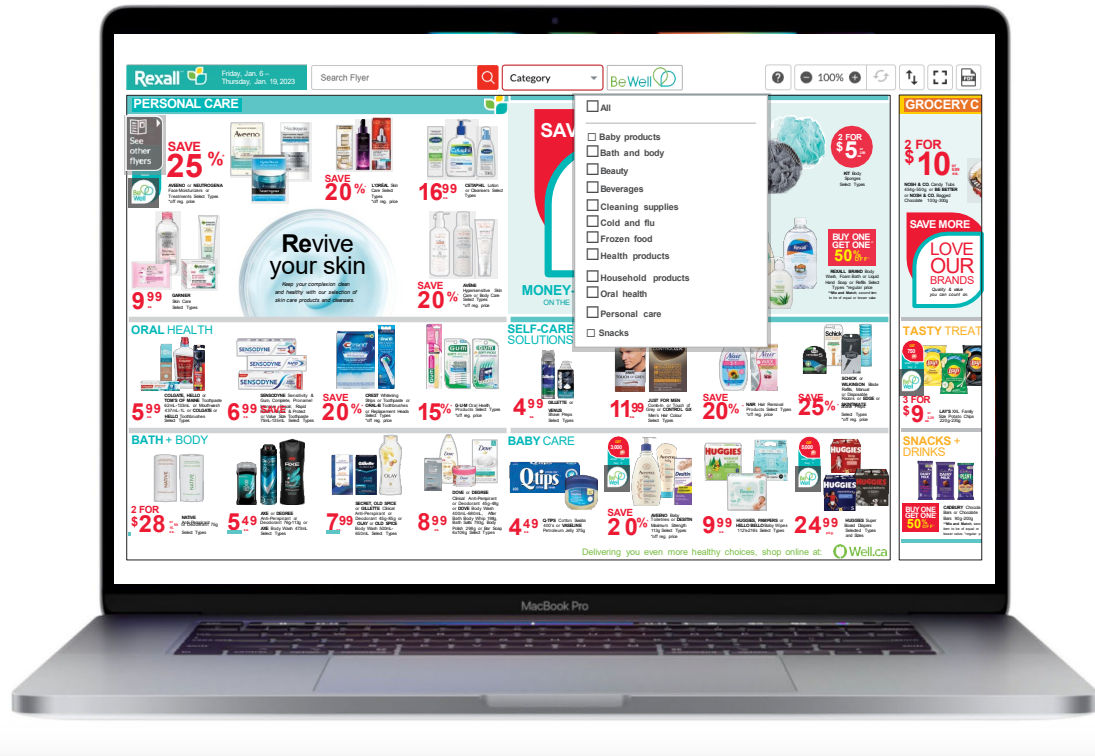


*1,2 M copies every week
& 54 different combinations
of personalized content per
zone*

*3,6 M copies every week
& 129 different combinations
of personalized content per
zone*

Leverage Digital Assets In-Store: Highlights of the ADF Digital Experience

Desktop



Tablet



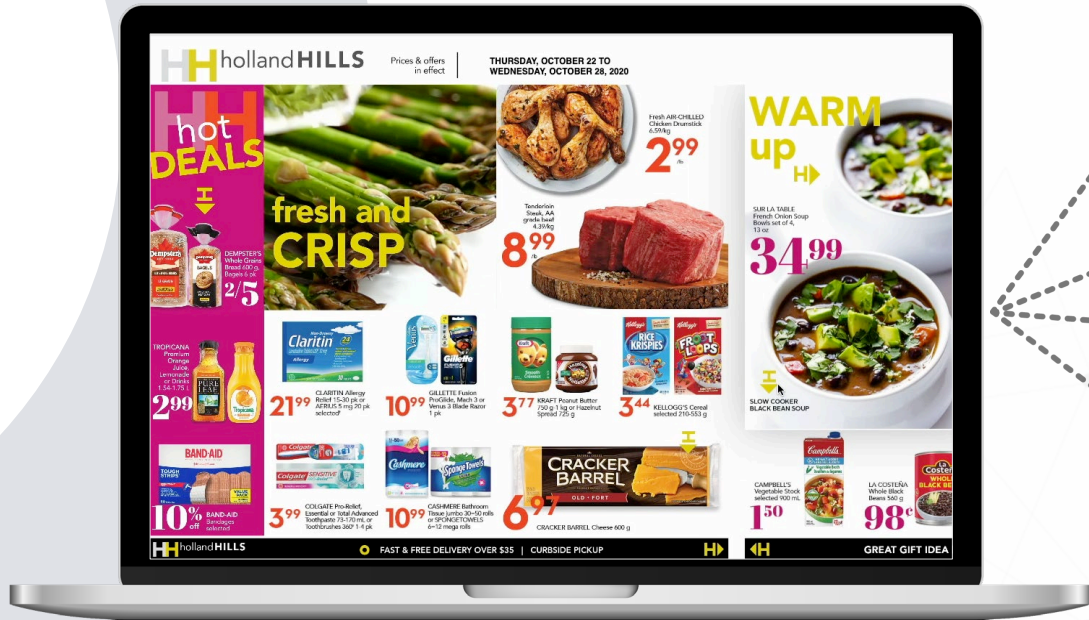
Mobile



Optimized Digital Experience



Connectivity to In-Store



T-stand Poster

Digital Display

**Agile Signage to keep
Messaging fresh, new
and personalized.**

Using Digital Technology to tie into Physical Store



Can be used to highlight value pricing and featured products, while also speaking to additional benefits, building basket size and driving engagement.

- *Product Comparison*
- *Exploration & Education*
- *Cross Reference additional Products*
- *Enhanced Storylines*

Using Digital Technology to tie into Physical Store



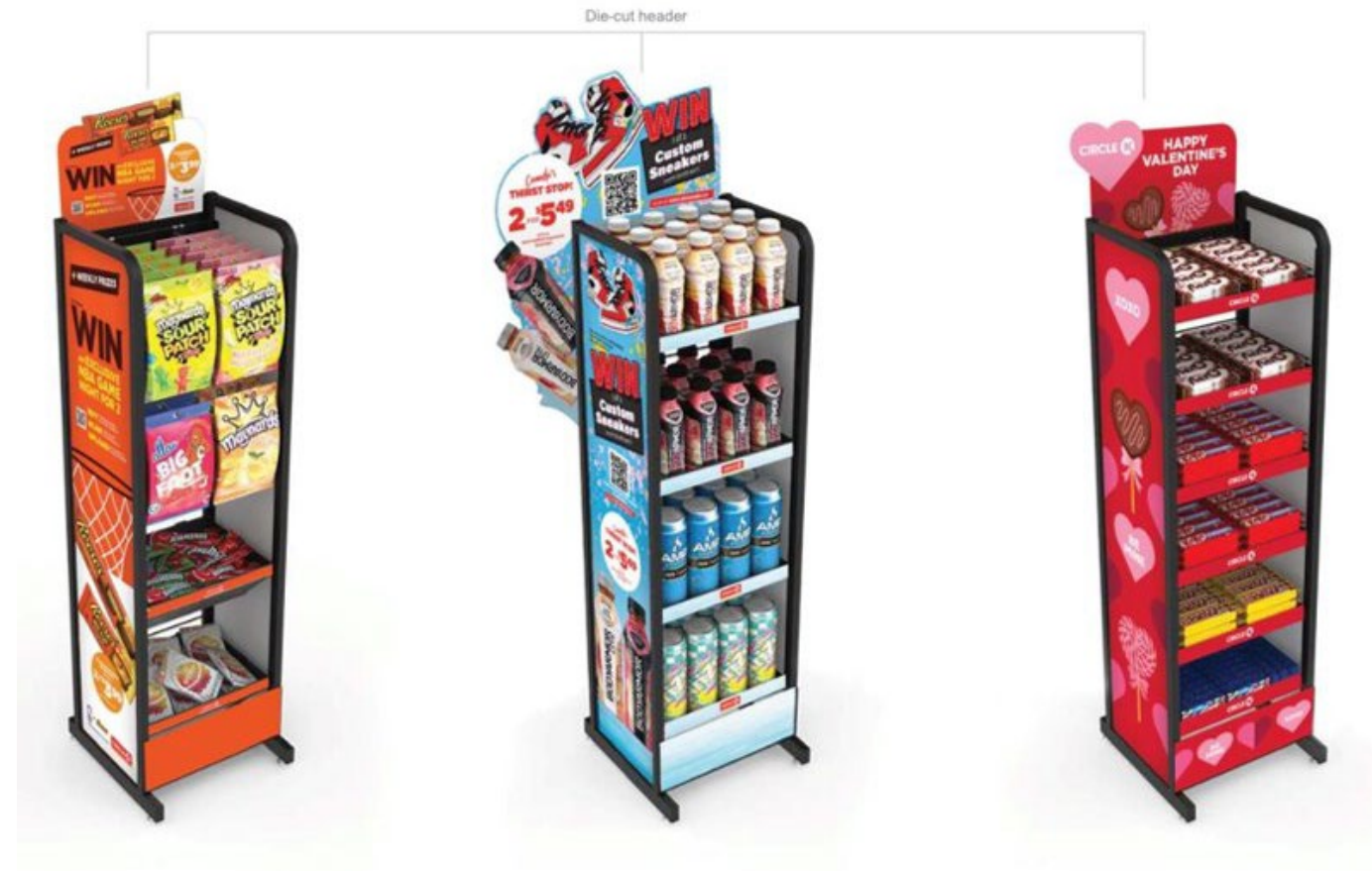
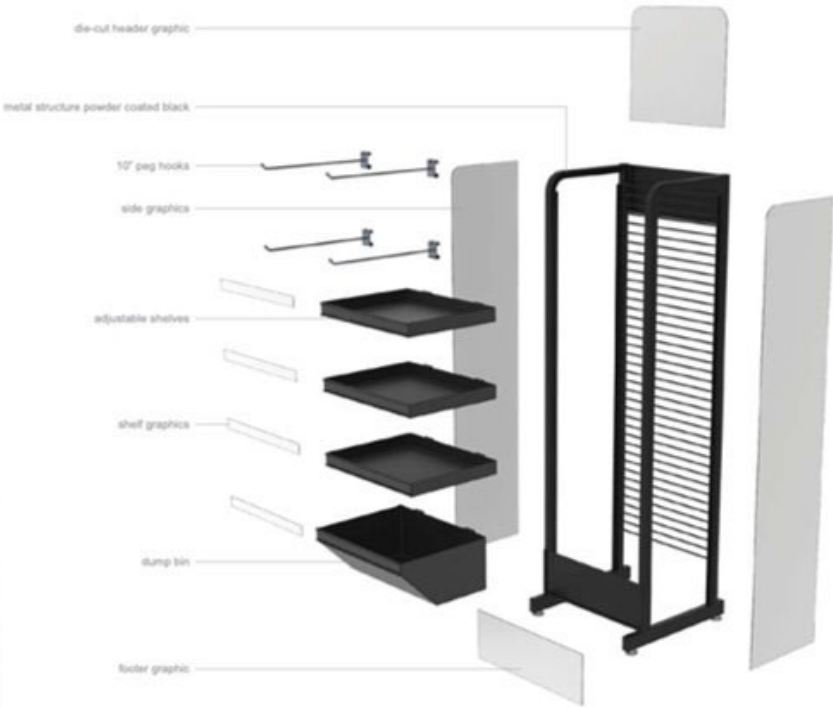
"Choose your own adventure" provides a unique experience for each user.

- *Product Comparison*
- *Exploration & Education*
- *Cross Reference additional Products*
- *Enhanced Storylines*

Agile Signage



Agile Signage



Brand owned Categories / Shop-in-Shops



Thank you!