

Reaching Supermarket Shoppers...



Fun Facts

Shopper Habits

Supermarket Chains We Work With

Special Programs

160 Commerce Drive Rochester, NY 14623-1154

All ideas expressed here are property of *Evolution* and subject to change and/or cancellation

Primary shopper profiles are divided into five categories by Guideline Research:

1. Traditionalists are shoppers who compile detailed lists and spend 140 minutes in the store each week. Home is the first point of contact. Traditionalists make up 32% of total shoppers.
2. Strivers, comprising 23% of shoppers, have hectic schedules and limited time. They would like to be more organized shoppers but tend to make numerous, unplanned trips to the store.
3. Anti-shoppers simply don't enjoy shopping. They make up 21% of shoppers.
4. Stressors, disorganized shoppers who say they'd really like to get organized in order to save at the store, make up 16% of shoppers.
5. Casual spenders aren't as concerned about the bottom line at the checkout as are other shoppers. They make up 7% of shoppers.

The Path of a shopper ... The Wharton School

In a new paper called "An Exploratory Look at Supermarket Shopping Paths," Fader, Wharton marketing professor Eric T. Bradlow, and doctoral candidate, Jeffrey S. Larson analyzed this RFID-captured grocery store data, focusing exclusively on travel patterns without regard to purchasing behavior or merchandising tactics. The results, they concluded, challenged many long-standing perceptions of shopper travel behavior within a supermarket, including ideas related to aisle traffic, special promotional displays, and perimeter shopping patterns.

Using a new "multivariate clustering algorithm," the authors identified 14 distinct grocery store travel paths during short, medium and long shopping trips. Based on this information, Fader, Bradlow and Larson conclude that:

1. Grocery shoppers don't weave up and down all aisles -- a pattern commonly thought to dominate store travel. Instead, most shoppers "tend only to travel select aisles, and rarely in the systematic up and down patterns most tend to consider the dominant travel pattern."
2. Once they enter an aisle, shoppers rarely make it to the other end. Instead, they "travel by short excursions into and out of the aisle rather than traverse its entire length."
3. Shoppers prefer a counter-clockwise shopping experience. They tend to shop more quickly as they approach the checkout counters. Their behavior is driven more by their location in the store than the merchandise in front of them.
4. The perimeter of the store -- often called the "racetrack" -- is actually the shopper's home base, not just the space covered between aisles. "Whereas previous folklore perpetuated the myth that the perimeter of the store was visited incidentally to successive aisle traverses, we now know that it often serves as the main thoroughfare, effectively a home base from which shoppers take quick trips into the aisles," the paper states.

These findings, the researchers predict, will have important implications for store layouts, product placement, end-cap displays, and relationships between aisles and perimeter spaces -- not to mention a better understanding of how consumers shop and how retailers and suppliers can respond to these patterns.

Source: Wharton School Study by Fader, Bradlow, Larson, "An Exploratory Look at Supermarket Shopping Paths."

Supermarket Programs

Coupon Machine/Shelf Talkers

- Rewarding consumers with immediate cents-off savings, product details, recipes, rebates, prescription-drug information, sweepstakes forms and other promotion offers.
- Coupon Machines deliver a purchase incentive directly in front of your product.
- The coupon machine wrap option allows you to cover the unit with your product shot and logo.



Floor Talkers

- Floor Talkers are the largest advertising vehicle in the store.
- Floor Talkers stop consumers in their tracks at the point-of-decision.
- You can choose from multiple sizes and the many compelling creative options available.
- These billboard-style ads are the perfect tool to lead shoppers directly to your brand.

Grocery Cart Signage

- The shopping cart is the first thing shoppers reach for and the last thing they put away.
- What better way to capture consumer attention from the moment the shopping trip begins?
- We place your message front and center on this ready-made fleet of over 4.6 million rolling billboards roaming the country's supermarkets.



Grocery Separator Advertising

- Colorful Grocery Separators are "interactive mini-billboards."
- Delivering millions of unavoidable impressions to every supermarket shopper every week.



In-Store Radio

- Client provides 30 second radio spot.
- Spot plays once an hour for 28 days.
- 500-store minimum.



Cash Register Receipt Advertising

- 1 store for 6 months.



In-Store Cooking Classes

- Client provides the Chef.
- Limited number of store chains.



In-Store Demonstration/Sampling

- Set up a table at end of the aisle where the product is sold.
- Display the product.
- Pass out samples, brochures, etc.



Chefs Network

- Professional Chefs prepare your branded recipe at Supermarkets.
- Chefs work with you to determine signage, the recipe, and ingredients.
- Your branded recipe will be posted online for all to see.
- A promotional recipe video will be provided and posted online.
- This program is available at Kroger's and now Stop & Shop.
- "You Tube" video posting – "Lights, Camera, Cook".
- It's a very hot program, catering to your needs.



160 Commerce Drive Rochester, NY 14623-1154

All ideas expressed here are property of Evolution and subject to change and/or cancellation