

RETAIL NEWS INSIDER

Inside Look!
Behind the Scenes of
MARKETING SERVICES

Bye, Bye Carrot Sticks—
Meet the New Wave of
Healthy Snacks

HEAT UP SALES
WITH *FROZEN FOOD*
MONTH!



Recipe Idea

Peanut Butter and Jelly Soufflé

- 1/2 cup milk
- 1/4 cup creamy peanut butter
- 1 1/2 T flour
- 1/4 cup sugar (plus extra to sprinkle in ramekins)
- 1/2 tsp vanilla
- 2 egg yolks

Google Glass Review:
Taking **Wearable Tech**
from *Fashion Statement* to
Financial Statement





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Omni Global Sourcing Solutions is a global product distribution company offering sourcing, visibility and access, quality assurance and logistics and supply chain services.

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- Supply Chain Efficiencies and Visibility – Imports and Exports
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- Customs Compliance
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Global Technology Platform

The award-winning Interactions *Retail News Insider* offers a look at the trends, best practices and news affecting today's retail environments as it relates to engaging shoppers and driving sales.

As the flagship publication for Interactions, *Retail News Insider* provides insight on trends that affect all levels of our business, practical sales tips for our field teams, as well as the latest news from our own consumer experience marketing experts. Our team embraces the concept that the world of shopper engagement is an ever-evolving marketplace, and goes inside the stories to take a look at what's happening in the U.S. and across the globe.

In 2013 *Retail News Insider* was named by numerous industry awards organizations as the best publication for associates. We are proud to set the standard for excellence in communication across industries, as well as for our own organization.

Gold Award Interactive Communication/E-Newsletter
AVA Digital Awards

Best Digital Communication Vehicle
International Association of Business Communicators Gold Quill Awards

Best Internal Publication
MarCom Awards

Best Employee Publication
International Academy of Visual Arts Communicator Awards

Best In-House Trade Publication
San Diego Press Club

Best Regularly Featured Column (Essentials to Engagement)
Content Marketing Awards

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Advertising

To learn about advertising in *Retail News Insider*, email newsletters@daymon.com.

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Giving Our Very Best

I come to work every day with the mindset that we will win. I want to win not only for our associates, but for our retail customers and CPG partners. Every idea, every innovation, every (calculated) risk is done to raise the bar on what we offer to those we partner with.

We are privileged and honored to work with some of the best retailers and CPG partners throughout the world. The best advice I can give to our team is to never take these business relationships for granted. I have an incredible amount of respect for our customers and partners, and part of our responsibility to them is to continually improve our services. It is in our best interest

to always be thinking of how we can better serve those we work with and increase their competitive advantage.

In order to succeed, we can never stop innovating. We must continue to improve and acknowledge that we can always do better. Our retail and CPG partners rely on us to provide them with a point of differentiation among their competition; and I know we have the team here who will make that happen. We deliver industry-leading services and have the top talent who engage shoppers for those we work with. I consider this both our obligation and our privilege.

I have seen examples first-hand of associates who are relentless in the execution of and passion for their jobs. Whether it was at a recent grand opening in Texas or in a meeting with representatives from one of our valued retailers, I am incredibly proud of

what this company accomplishes for those we work with. However, we must never be satisfied. We can always do more. We can always improve.

I understand that maintaining a superior level of commitment isn't easy. It takes hard work, dedication and an effort each day to come to work and do your very best. Know that I appreciate all of your efforts and stand beside you as we work together to achieve our goals.

Thank you all for your continued dedication and support.

Regards,

Brett C. Barcelona

Brett Barcelona

Editor's Corner

Practicing What We Preach



Kelly Short
Director of Global
Communications

Over the last year, *Retail News Insider* has covered a variety of technology-related topics based on the fact that technology will have a significant role to play in the future of our business and retail as a whole.

In line with that, we have worked to step up our own "digital game" with this newsletter by redesigning our layout and revamping our website to be more engaging and interactive. As proof that our efforts are paying off, *Retail News*

Insider was just awarded a Gold Award from AVA Digital Awards.

The AVA Digital Awards is an international competition that seeks to recognize those who embrace the digital evolution of communication. We're honored to have received this award, and appreciate all of the feedback and support from you, our valued readers, that has encouraged us to continually strive to improve over the years.

The theme of continuous improvement also carries throughout this month's issue. In the Market Watch feature, we discuss some of the changes retail leaders will

need to make to capitalize on the growing trend of wearable technology. And in this month's From the Front Lines, we look at how Sales Advisors can adapt their tactics to draw in shoppers whose attention is elsewhere. From the boardroom to the sales floor, each of us has a role to play in meeting shoppers' ever-evolving wants and needs. I hope this month's issue will inspire you to find even more new ways to do just that.

All the best,

Kelly Short

Kelly Short



HEATING UP SALES WITH FROZEN FOODS

It's March, which can only mean one thing: it's Frozen Food Month! With frozen food giants like Dole, Eggo, Jimmy Dean and Tyson participating in the 31st annual celebration of this promotion, there's a good chance Sales Advisors will see a few frozen items appear on their event carts. And while frozen foods of the past have sometimes gotten a bad rap, there's a lot you can do to help shoppers see the benefits of today's nutritious and convenient options—and get a little piece of this over \$44 billion annual market.

One common concern that many shoppers have is that frozen foods aren't as healthy or high-quality as their non-frozen counterparts. To overcome this, make a point of letting shoppers know that freezing actually helps preserve the nutrients in foods. In fact, frozen fruits and vegetables may be even healthier—and better tasting—than some of their fresh counterparts, says the Academy of Nutrition and Dietetics, thanks to being frozen at the peak of ripeness and within hours of being picked.

It can also help to remind shoppers of the convenience of frozen foods. Play up the aspects of items you're demonstrating that make getting a meal on the table easier, such as shortening prep time or easing cleanup with all-in-one cooking containers. Also point out that frozen foods can be a great way to help control portion sizes, either through single-serve meals or resealable packages that let you use just what you need and store the rest for weeks or even months.

Last but not least, be sure to use the many Frozen Food Month promotions

available this month to your advantage. For example, tell shoppers about the valuable coupons that will be appearing in inserts in local papers. Also let them know about the hundreds of recipes—and the chance to enter the \$10,000 Frozen

Food Month sweepstakes—available at EasyHomeMeals.com. Tying in with this year's slogan, encourage your shoppers to "Take a Fresh Look at Frozen" this month—and throughout the year.

From the Front Lines

Capturing Shoppers' Attention

Ever have those times where it seems like every shopper is on a mission—one that doesn't include stopping by your cart? You're not alone. But you're also not doomed to stand by silently. According to Sales Advisor Kim Besaw, there's a lot you can do to help reel shoppers in—and boost sales in the process.

To start, Kim suggests paying special attention to the appearance of your cart. "The better display you have, the more interested shoppers will be in what you're demonstrating. Try adding dimension or color to your display. Stacking items to make your display taller or adding different flavors of a product so you have a variety of colors can really pique shoppers' interest."

Besaw also suggests using your full walking radius for events. "If I see someone approaching that looks

otherwise engaged, I try to walk to the front of my cart," she says. "Sometimes when people are staring at their phones they don't really notice you, but if you step out in front they will."

"Also be observant," adds Besaw. "A lot of times people staring at lists or phones are trying to find an item they need in the store. A great conversation starter in these cases is a simple 'Hi, can I help you find anything?' Shoppers are a lot more likely to show interest in your product and purchase it when you have taken the time to help them find something on their list."



Kim Besaw
Sales Advisor



Google Glass Review: Taking **Wearable Tech** from *Fashion Statement* to **Financial Statement**

By Retail News Insider

You've heard about wearable technology on the news and perhaps even seen a photo or two of a celeb or other well-connected tech-lover wearing Google's new smart glasses, Google Glass, about town. But what exactly is it like to use Glass? And why is it—along with its smart bracelet, ring, watch and other wearable tech counterparts—becoming such a big deal? The *Retail News Insider* team recently took on the challenge to investigate the rise of wearable tech and whether it's just another passing tech fad (remember those calculator watches from 1985?) or if it has real staying power. If you're anything like us, the answers might just surprise you.

First, we headed to the offices of Interactions' own Senior Vice President of IT, Abhi Beniwal, who was recently one of the lucky few given the opportunity to purchase Google Glass, currently available

only by direct invite from Google. As Beniwal pulls out the wire-framed Glass, we can't wait to get our hands on it. Lucky for us, he offers it up freely.

Putting it on, our first impressions are that it fits just like a pair of prescription eyewear, but instead of lenses, there's a small screen in the upper corner of your right eye. It's a little distracting at first. But our comfort quickly increases as we see all the things we can do with it—take pictures with a simple wink, post status updates just by talking and even get instant translations of signs in foreign languages—all without having to take our eyes off the world around us. Not to mention, we feel pretty cool wearing it. Clearly Glass and other forms of wearable tech have a certain “cool kids club” appeal.

But is there more to this technology than a passing fashion fad? Beniwal unequivocally says yes. “Wearable technology in some form or another is here to stay. It may

“Within the next two to five years, it [wearable technology] will be integrated into all kinds of things that everyone uses and wears every day.”

—Abhi Beniwal, Interactions' Senior Vice President of Global IT

seem like a fad in the mainstream now, but within the next two to five years, it will be integrated into all kinds of things that everyone uses and wears every day.”

If our collective years of experience in retail have shown us anything, it's that every new breakthrough in technology impacts the way consumers communicate, interact and

shop. Therein lies the answer to the “what’s the big deal?” question for retailers. In order to remain relevant to consumers, retailers will have to adapt to the demands for convenience, personalization and alternate engagement wearable tech will surely prompt. But it’s not entirely a one-sided proposition. In embracing wearable tech, retailers can benefit in several key, bottom-line driving ways.

Strengthening the retailer-shopper bond

First and foremost, wearable tech offers retailers the opportunity to establish a strong connection with shoppers. It serves as a conduit for retailers to offer a truly hands-on (or body-on) experience, beyond what can be offered through mobile alone. Communication with shoppers can occur directly at all levels of the shopping cycle—while planning at home, shopping the aisles in-store and after leaving—and content can be customized based on information gathered from a variety of omnichannel sources. This not only provides shoppers with an enhanced retail experience, it also makes them feel more understood by and—perhaps as a result—more loyal to retailers, a proven means to increasing repeat sales.

Personalized service

Related to the above, retailers can also use wearable tech to provide a unique and personalized shopping experience for consumers. By integrating the best of mobile technologies, online convenience and in-store experiences, retailers can create a revitalized in-store environment



Retail News Insider tries out Google Glass

that incorporates multichannel resources and engages customers. For example, say a shopper’s past purchase history indicates that he purchases steak every Friday. As he walks through the meat section one Friday night, the retailer could send a message through his smart watch to display a recipe for a complimentary steak side dish and wine pairing, along with photos of the exact product locations in the store.

By enhancing the retail experience and making routine shopping trips to the store more seamless and convenient in ways such as this, retailers can benefit from keeping customers engaged and driving conversion.

Targeted advertising

Taking personalization and direct communication one step further, retailers could soon use wearable tech to enable hyper sensitive context-advertising. By tapping into the present-time activity customers partake in, retailers could offer targeted products at just the right time throughout the shopping cycle and without disrupting the consumer’s behavior. For example, as a consumer checks the face of her smart watch to view the progress of her fitness goals, an active gear retailer she has shopped with before could generate a running shoe ad and include a customized coupon to further spark her interest.

Improved engagement

In addition to catering to customers who are using wearable tech themselves, retailers may also benefit from equipping their own employees with these smart devices. This could allow front-line employees to deliver expanded services to in-store shoppers, both those who have their own wearable tech devices and those who don’t. For example, if a shopper asks an associate in the meat department about how to prepare a certain cut of meat, the associate could use retailer-issued smart glasses to instantly look up cooking guidelines and recipes. The associate could share the information with the customer and even offer to email it to him or her for handy reference when he or she gets home—all the while increasing the likelihood of sales conversion.

Of course, integrating wearable technology into existing retail systems will not be

without its challenges. The legacy systems most large retailers use are notorious for being difficult to adapt. “Ultimately, retail systems built from the ground up will be the faster, more efficient way to get these new technologies out into the mainstream,” says Giovanni DeMeo, Interactions’ Vice President of Global Marketing and Analytics. “Forward-thinking retailers who have an appetite for delivering a better technology experience for customers stand to benefit greatly.”

Despite what some critics say, the reality is that wearable technology is at the forefront of the next technology wave. Progressive retailers who are quick to react and embrace it will be first in line to benefit from creating novel retail experiences that engage their customers, optimize conversion and drive sales.

2014 MARKET WATCH CALENDAR	
JANUARY	The Evolution of In-Store Events
FEBRUARY	Catering to the Mobile Lifestyle
MARCH	High Fashion Meets High Tech: How Wearable Technology Is Affecting Retail
APRIL	From Lab to Table: The Future of Food
MAY	Big Brother Is Watching—In-Store and Beyond
JUNE	Managing Privacy in a Big Data World
JULY	Marketing to the Multicultural Masses
AUGUST	Augmented Reality: Real Retail, Made Better
SEPTEMBER	Big Data 2.0
OCTOBER	Start-Ups that are Changing the Face of Retail
NOVEMBER	[en]Rich Your Content for a Better E-commerce Experience
DECEMBER	2015 Retail Trends

Past Issues

Behind the Scenes: A Day in the Life of INTERACTIONS' MARKETING SERVICES DEPARTMENT

It's 8:15 on Tuesday morning and the Marketing Services department at Interactions is already in full swing. Made up of a compact team of six, Marketing Services provides creative support for all of Retail Services, from program/event concept all the way through execution. As Director of Marketing and Global Brand Development David Deal puts it, "We bring the creativity and emotional impact to experiential marketing events that's needed to deliver the most immersive experience possible for our retailers and CPG brand partners."

This morning, Marketing Coordinator Eileen Muñoz is working on the seasonal event calendar for one of Interactions' newest retailer partners, SUPERVALU. She explains the calendar and custom sales collateral is used to entice vendors to sponsor sampling events during key weeks in the retail season. The sheets are often built around seasonal themes, like the Backyard BBQ, New Year-New You and Spring Allergy Relief.

Just steps away, Jillian Alcee, also a Marketing Coordinator, is speaking with

OMNI, the sourcing division of Daymon Worldwide, regarding the manufacture and shipment of SUPERVALU's new event stations. For each new retail partner, Marketing Services develops customized event carts, program

Deal explains that this flurry of work is the culmination of a business development process that has been months in the making. Under his direction, Marketing Services' graphic designers King Manuel and Natasha DiMatteo supported the creation of the business development sales presentation, which included designs and illustrations to show SUPERVALU exactly what its new program would look like. This included a visualization of a new indoor farmer's market event concept that would highlight and invite shoppers to try out items from the store's fresh departments.

With preparations for the SUPERVALU program well under way, Deal and Digital Marketing Manager Benjamin Johnson are already set to work on attracting more business by planning enhancements to Retail Services' global web presence, search rankings and digital marketing tools.

When asked about all his team accomplishes, Deal says, "Thanks to everyone's hard work, we've put together a full-service advertising and marketing agency within Retail Services that can compete with any leading global agency. And with just four years since our inception, we've only just begun."



logos, graphics and signage The logos also carry through to other event collateral, such as branded apparel and POP signs (which the team also coordinates the printing, kitting and shipping of) to tie together the whole look of a new event program.

The Experts in Experiential Marketing

To learn more about partnering with Interactions, the global leader in product demonstrations and event marketing for retailers and brands, contact one of our team members directly.

New Retail and CPG Opportunities
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“The Healthification” of Snack Time

Snacking is as ingrained in American culture as apple pie and baseball. We have snack time in school, vending machines filled with snack foods at work and frequent opportunities to indulge in “a little bite to eat” at the grocery store and quick-service restaurants. Our love for snacking has grown to the point where nearly 50 percent of eating occasions today are snacks.

What’s more, according to market research firm The Hartman Group, consumers expect snacks to deliver more than ever—not only satisfying hunger, but also providing physical and emotional benefits. Above all, consumers are looking for healthy options that give them permission to snack—a request that retailers and CPGs seem eager to deliver on.

According to market research firm Innova Market Insights, over 70 percent of all snack foods in the U.S. today make some kind of health claim, up from 56 percent

in 2011. To accomplish this, many CPGs have revamped old favorites or created new options with special ingredients, such as fiber, whole grains and protein. For example, Nabisco recently introduced several new varieties of Triscuit® crackers made with brown rice and sweet potatoes, while General Mills just unveiled a new line of Nature Valley® Greek Yogurt Protein bars. Unique offerings like seaweed snacks, and vegetable-, nut- and bean-based “chips” have also made their way into mainstream markets in recent years.

Some snack companies are looking to gain in the healthy snack market by focusing on fresher, less processed options. Building on the success of pouch-based baby foods, several companies are now offering “squeezeable” fruit and vegetables for consumers of all ages. Options range from Dole’s familiar applesauce flavors to Happy Squeeze’s more unique

combinations like strawberry, kiwi and beet. In a similar vein, companies like Blue Diamond and Emerald are now packaging heart-healthy, high-protein nuts in single-serving “to-go” packs.

CPGs certainly aren’t the only ones working to cash in on the move to healthier snacking habits. Many retailers are also supplementing their usual higher-sugar, higher-fat snack offerings at the checkout with single-serving sized packages of popcorn, pretzels and nuts—and even adding yogurt and fruit cups to the small checkout refrigerators that used to be dedicated to soft drinks.

Experts like The Hartman Group and “Supermarket Guru” Phil Lempert predict this is only the beginning of the healthy snacking trend, as more and more consumers eat alone and on-the-go, looking to nourish their bodies while continuing to keep up with their busy lifestyles.



MYSTERY SHOPPING

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Interactions' Field Agents monitor critical points of the customer experience and store conditions—delivering the Business Intelligence you need to make informed decisions.

Contact Michelle Gallegos, Account Executive at
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