

# RETAIL NEWS INSIDER

**FORGOTTEN SHOPPERS**  
**WHEN DEMOGRAPHICS SHIFT, WHO GETS LEFT BEHIND?**



The award-winning *Retail News Insider* offers a look at the trends, best practices and news affecting today's retail environment as it relates to private brand development, strategy and branding, sourcing and logistics, retail merchandising and consumer experience marketing.

As the flagship publication for Daymon, *Retail News Insider* provides insight on the trends that affect all levels of our business, practical tips for our field teams as well as the latest news from our own retail experts. Our team embraces the concept that the world of retail 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.

*Retail News Insider* is proud to set the standard for excellence in communication across industries, as well as for our own organization. The publication has been awarded numerous industry honors, including:

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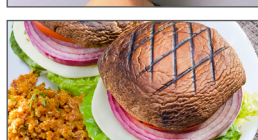
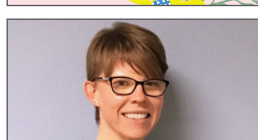
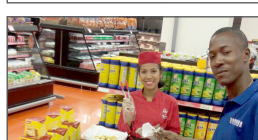
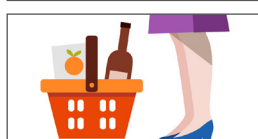
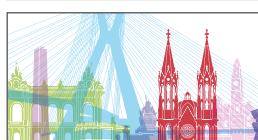
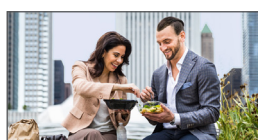
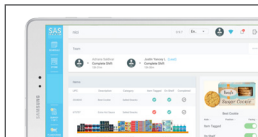
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# FROM JIM'S DESK

## A Letter from the CEO

### Key Drivers Influencing Change— They Start and End with Us

In the pursuit of keeping pace with today's shoppers, it's easy to lose sight of segments of the population that have spending power and can make the cash register ring.

As we can see from this month's Market Watch feature, the evolution of the "typical shopper" has transformed to mean many things for different retailers and brands. The truth is there is no "typical shopper." Influences in societal changes have made it so that today's shoppers range vastly in age, interests, economic backgrounds and spending habits.

These societal shifts can be slow at first, but make no mistake about it, they can have significant impact on the bottom line. They can mean the difference between stores opening or closing.

The economy, as we know from the recent recession, plays a major role in how and when consumers spend their money. Politically speaking, politics have also had a role in legislation that is introduced and affects our business. And as we have been experiencing since the election, politics today are taking a greater role in driving change in how consumers embrace (or boycott) businesses.

Given these changes, which can't be controlled, what is a retailer or brand to do? The answer, in part, lies in active listening.

At Daymon, we offer a whole suite of solutions that address all aspects of retail. With a global workforce, we can customize solutions that fit our clients' individual needs even in the face of all this change.

The key to obtaining results is in working with retailers and brands and in sharing a mutual trust that offers a clear understanding of what is needed. Trust is essential because our teams need to have open discussions with clients to help them peel back all layers of their business that can spell further changes down the road. In return, our clients' openness and trust enables us to truly deliver solutions customized to address their needs and target audience.

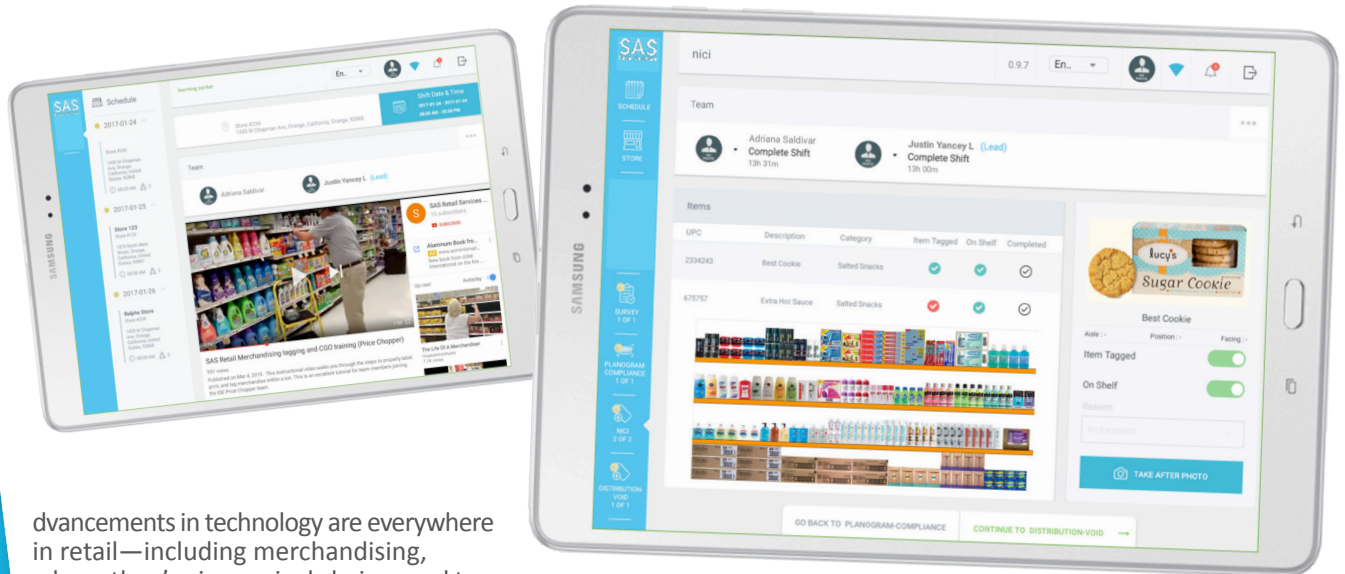
Customized solutions not only address a retailer's or brand's specific need, they provide the human touch, and the differentiation and value that consumers crave. So remember, as shopper habits evolve, the influences making a lasting impact in retail start and end with us.



All the best,

**Jim Holbrook**  
Chief Executive Officer  
Daymon  
JimH@daymon.com

# Technology Advancements Drive Merchandising Efficiency and Results



**A**dvancements in technology are everywhere in retail—including merchandising, where they’re increasingly being used to drive efficiencies and precision. SAS Retail Services (SAS), the in-store execution arm of Daymon, has always been on the leading edge of using technology to deliver real-time merchandising updates and insights. But now the company is taking it to the next level, leveraging the latest advancements in mobile, programming and analytics to better serve our retailer and supplier partners.

Starting in late 2016, SAS began rolling out its new proprietary technology platform, RetailLogic, to its existing in-store execution and merchandising programs based at retailers across the country. The system offers a host of new features and benefits designed specifically with its partners’ needs in mind.

“This system has been built to include all the features that support our client’s needs,” explains Matt Rank, Vice President of IT for SAS. “RetailLogic is much faster and the advanced programming has been designed to reduce overall system errors. The new analytics platform takes advantage of the speed in collecting data and improves the reporting back to our partners, which ultimately provides them with better visibility to store activities.”

Thanks to the improved analytics capabilities, SAS is able to help retailers determine the best timing for category resets, store remodels and other merchandising projects—and predicting with a high level of accuracy how long those activities will take. The new system is also helping drive efficiencies in planogram writing and execution. By analyzing data from previous resets, product launches and new item cut-ins, SAS can help retailers determine the best reset

solution—for example, to do a full reset to introduce a new item or to simply move a few items around to accommodate the new product.

Merchandisers in the field are also benefiting from the new system—particularly from the increased speed and ease of use of the new platform, as well as the new tablets the system operates on. The tablets have larger, higher-resolution screens and faster processors, allowing for higher quality content, enhanced photo capabilities and wireless connectivity. This is combined with a host of new platform benefits, including improved survey functions, trackable key performance indicators and operational alerts.

Rank says these benefits are not only a plus to merchandisers, but also to SAS’ retailer and supplier partners. “Our merchandisers are now spending less time on the tablets in-store and on administrative tasks. This translates into faster resets and even further minimizes any disruption to the in-store experience.”

As SAS is proving, advanced technology becomes smart technology when it’s combined with features that improve the in-store experience, plus analytics and insights that help retailers make smart decisions. These key points of differentiation are what SAS, and Daymon as a whole, believes are essential to deliver best-in-class results for its retailer and supplier partners.

*To learn more about SAS Retail Services’ merchandising services and technology capabilities, contact Michael Bellman, President – SAS Retail Services, at [michaelbellman@sasretailservices.com](mailto:michaelbellman@sasretailservices.com).*

# Building Relationships to Build Business



## Consumer Nutrition Concerns

Today's consumers are bigger label readers than ever before. According to international data and insights firm GlobalData, the top five nutrition concerns consumers say they always check food labels for information about are:

1. Artificial Ingredients
2. Sugar
3. Fat
4. Calories
5. Salt

Source: GlobalData ForeSights, 2017

When Jennifer Morgan signed on to be the Business Manager to launch a new culinary experiential marketing program with a major national retailer last year, she set to work right away learning all she could about how similar programs for grocery retailers were run at Daymon. But within the first few weeks, it became clear that this was a whole different ballgame. Morgan quickly switched up her strategy to deliver major wins for the program, the client and Daymon as a whole. We recently sat down with her to find out just how she did it.



**JENNIFER MORGAN**  
Business Manager

### **RNI: Tell us about the challenges you faced when the program started?**

**JM:** Similar to other programs we operate, this new sampling program was intended to feature owned and national brand food products through in-store demonstrations. But there were some key differences. For one, instead of being a grocery retailer, this was a mass merchandise retailer looking to grow its grocery business. The way they operated and their relationships with suppliers was very different from our grocery partners. The retailer also had its own generic in-store events program, digital marketing levers and loyalty programs they were asking suppliers to participate in. So there was a lot of competition for suppliers' attention and marketing dollars.

### **RNI: How did you overcome those challenges?**

**JM:** I went back to basics. I started by identifying key contacts at each of the suppliers and vendors we wanted to work with and then built personal relationships with them. For example, instead of sending out a mass email with all the information about the program to a list of potential leads, I sent out very short, personalized emails to the vice presidents or directors of marketing departments for key CPGs [Consumer Packaged Goods] asking if I could have a few minutes of their time to call and talk about the program and how it could benefit them.

My focus was on differentiating our program by giving it a human touch. I wanted to make it clear that like the program itself, we were offering an elevated customer service experience and delivering a personable experiential program. I also tried to make it as easy as possible for them to do business with us—for example, suggesting we use recipes they already had on their websites or offering co-branded events with other CPGs to help save funds in their budgets. This led to a much greater response level, and ultimately, the success of the program.

### **RNI: How has the program grown since you launched last year?**

**JM:** We started with weekly events in 45 stores, then grew to 100 stores and eventually 120 stores. This year we doubled our volume and added a second event each week in all 120 stores. And our retailer partner and suppliers would like to expand to even more areas, which is something we're actively working to develop. It's an exciting program to be involved in.

# FORGOTTEN SHOPPERS

WHEN DEMOGRAPHICS SHIFT,  
WHO GETS LEFT BEHIND?

*By Retail News Insider*



WHEN YOU THINK OF THE “TYPICAL” SHOPPER TODAY, WHAT DO YOU SEE? IS IT A MOTHER WITH A COUPLE OF CHILDREN IN TOW, OR YOUNG, FIT MEN AND WOMEN OUTFITTED IN THE LATEST FASHIONS? MANY MAINSTREAM RETAILERS AND BRANDS PRESENT THESE AS THEIR VISION FOR THE TYPICAL SHOPPER—AND THEY ARE DOING SO AT THE EXPENSE OF LEAVING SEGMENTS OF SHOPPERS, AND DOLLARS, BEHIND.

The reality is that there is no “typical” shopper. Consumers come in all shapes, sizes and ages, and from all different types of families and households, says Dave Harvey, Vice President of Thought Leadership for Daymon. “One of the major trends affecting retail today is what we call the ‘modern family’. It is comprised of different shopper and household compositions, whether it’s singles, multi-generational families living under one roof, pet parents, roommates and so on,” he explains.



A growing number of retailers and brands across multiple industries are proving there are clear benefits to focusing on often forgotten consumer groups. We took a closer look at how three such retailer and brands have worked to meet the needs of some of these frequently overlooked shoppers—all the while building their brand image and boosting the bottom line.

## CASE STUDY: HONDA MARKETS TO THE MIDDLE CHILD—GENERATION X

Marketers and brands have long been fans of marketing to the largest consumer generational groups. Today those include Baby Boomers (older adults), Millennials (young adults) and Generation Z (kids and teens). But what about the over 1.3 billion global consumers in their mid-30s to early 50s? That’s Generation X—also known as the “forgotten middle child.”

Generation X is admittedly smaller than the generations that come before and after. But its buying power is nothing to overlook, especially as its members enter their prime earning years. That’s what auto maker Honda was counting on when it began retooling its marketing efforts to capture Generation X’s attention—and sales.

In 2007, Honda undertook a strategic plan to attract more 30- and 40-something buyers to its midsize sedan offering. The automaker conducted qualitative and quantitative research studies and ultimately redesigned its Accord sedan and media campaigns to create greater emotional appeal amongst Generation X consumers. These efforts paid off. By 2014, the Accord had reached the list of top five new car models purchased by Generation X buyers, according to a report by credit reporting agency Experian.

The auto maker took a similar approach with the redesign of its Odyssey minivan in 2011, again to much success. “Others have been concerned that Gen X isn’t going to give you the ROI, but we’re not afraid to target them,” Tom Peyton, Assistant Vice President of Advertising at Honda, said in a recent interview with *AdAge*. “Gen X is not quite as big and sexy [as millennials], but at the end of the day, they are prime time in their income and they can buy a lot of expensive new cars.”





Before: Casual Male XL



After: Destination XL

# CASE STUDY: DESTINATION XL REBRANDS TO MAKE BIG & TALL FASHIONABLE—AND PROFITABLE

Mainstream fashion designers and department stores have long catered to “standard” sizes—typically selling for men of about average height and weight. Need an inseam that’s much longer than 34 inches or a waist over 42 and you might be out of luck. Enter Destination XL (DXL): the leading U.S. retailer specializing in fashionable clothing for the Big and Tall market.



David Levin,  
CEO of Destination XL

While DXL is now a highly successful fashion retailer, it wasn’t always that way. “We bought the company out of bankruptcy in 2002,” explains DXL Group CEO David Levin. At that time, most of the retailer’s stores were branded under the Casual Male XL banner. Even though DXL Group invested in and remodeled many of those stores, they ran into the same problems that had plagued the retailer for years.

“That’s when we stepped back and sat down with our customers to find out how they perceived our stores and what they were looking for in a shopping experience,” explains Levin. “We learned that they often thought of Casual Male as a place where their fathers shopped. The clothes weren’t fashionable, you couldn’t put an outfit together, the dressing rooms were too small. It just wasn’t the best shopping experience.”

The retailer set about transforming its stores to provide shoppers with a better experience—moving to larger more modern spaces, building bigger dressing rooms, and working with top designers like True Religion, Lacoste and Polo Ralph Lauren to make trendy clothing available to the big and tall market. Finally, to avoid any negative connotations related to the old brand, the retailer rebranded its new stores “Destination XL.”

Levin says that the results have been truly remarkable. At a time when most other retailers are shrinking, DXL is growing. They opened four DXL stores in 2010 and now have over 200. They’ve grown “end of the rack” customers—those who wear the largest sizes available in most mainstream stores yet make up 65 percent of men in the U.S.—from 25 percent of their business to 45 percent. Even in the online space, thanks to their focus on consistency in comfort and fit, they have a return rate of just eight percent, less than a third of the industry average.

Levin gives credit for this success largely to understanding and listening to consumers’ needs and providing what would be “forgotten shoppers” with a destination where they could find clothing that is right for them. “Our customers told us they wanted the same clothing that’s available in regular sizes and that they didn’t want to feel embarrassed to go shopping, so that’s what we delivered.” Now, says Levin, when a customer comes into a DXL store, he can be confident in knowing associates will help him find an outfit that will make him look good and feel good, winning him compliments—and bringing him back for more.





## CASE STUDY: SAFFRON ROAD—FEEDING GENERATION M(MUSLIM)

Muslim consumers are one of the fastest growing segments around the world. Today, there are over 1.6 billion global Muslim consumers hailing from more than 70 countries. In the U.S., Muslim consumers number almost four million—nearly the same number as Jewish consumers. But unlike kosher foods, which are widely available for Jewish consumers, few U.S. retailers and brands have yet to widely offer the Islamic equivalent—halal foods.

Despite potential controversies, CEO Adnan Durrani saw a market ripe with opportunity. So he capitalized on his experience in the food and beverage industry to found Saffron Road—a natural foods company dedicated to producing sustainable, socially-conscious and halal foods. Formed in 2010, the company launched a small line of frozen entrees adhering to halal standards (containing no pork or pork by-products, and using only other meats that are humanely raised and specially prepared according to Islamic law).

Saffron Road's first major partner was Whole Foods, which helped introduce the products to a national audience. Since then, it has grown into an over \$35 million company with more than 50 product offerings available at over 100 retailers and 12,000 locations across the U.S. The brand appeals not only to Muslims looking for halal foods, but also to younger, non-Muslim consumers looking for ethically-made options, said Durrani in a recent interview with *Profile Magazine*.

## THE BROADER VIEW

The success of retailers and brands like these has proven that there are significant opportunities in rethinking typical demographics. And others are taking note. For example, athletic footwear and sports apparel giant, Nike, announced in March it was releasing its new Pro Hijab—a breathable, modest head covering designed just for female Muslim athletes. Amazon also just launched a Spanish-language version of its U.S. site. And CPGs are beginning to acknowledge it's not just women who do the household cooking and cleaning.

These moves are backed not only by previous success stories like those presented here, but also by simple dollars and cents. Consumers are willing to pay for solutions that feel personalized and targeted to their diverse needs. And often forgotten shopper groups have the spending power to do so. Generation X, for example, accounts for 31 percent of total U.S. income, according to market research firm Shullman Research Center, and the global market for halal products is estimated at \$2.1 trillion, according to a *Harvard Business Review* study.



To rise to the challenge of meeting changing and varied consumer needs, retailers should embrace the concept of “de-labeling,” says Nicole Peranick, Director of Culinary Thought Leadership for Daymon. This means getting rid of the usual definitions of what typical households or couples or people should look like in order to be inclusive of a more diverse consumer landscape.

“We’ve seen good examples of this in the toy category, with brands developing dolls that reflect children with illnesses or disabilities, as well as in the beauty category, where brands like CoverGirl are now featuring not just young women, but also older women and even men,” explains Peranick. “But there are few other industries that are really doing this well as a whole, so there is a great deal of opportunity for retailers and brands alike.”

For retailers and brands that don’t broaden their approach, it’s not only sales that are at stake, but also brand confidence and loyalty as there is sure to be another retailer or brand waiting in the wings, ready to satisfy consumers’ needs and make them feel valued.

**TO RISE TO THE CHALLENGE OF MEETING CHANGING AND VARIED CONSUMER NEEDS, RETAILERS MUST EMBRACE THE CONCEPT OF “DE-LABELING.”**

**—NICOLE PERANICK, DAYMON DIRECTOR OF CULINARY THOUGHT LEADERSHIP**

# PACKAGING FOR THE CONSUMER: *Innovations in Convenience and Sustainability*

**A** customer stands in the frozen food aisle staring at broccoli and corn. Without loyalty or preference for any one item, he needs to choose. Brand perception will likely play a big role in his decision. Chances are good the packaging itself will, too.

More and more, consumers are looking for products that fit their lifestyle—and the packaging can go a long way to meet those needs, explains Sean Glynn, Senior Packaging Manager for Daymon. As people's lives get busier and more eating occasions happen on-the-go, consumers are demanding ever greater convenience in packaging. "As a result, we're seeing an increase in innovative options like pouches that can go from the freezer to the microwave, and then act as a bowl or tray for serving," says Glynn.

The rise of snacking around the globe (with over 90 percent of consumers saying they eat a snack at least once a day, according to survey firm Nielsen) is also driving an increased use of single-serve and re-sealable pouch designs. "Pouches are the big innovation right now because you can really make them in any size and put almost any kind of food in them, whether it's shelf-stable, refrigerated or frozen," says Glynn.



Having played a role in what's inside products for several years now, consumers' and retailers' growing interest in sustainability is also beginning to affect packaging decisions. Glynn points to a project Daymon is working on for a private brand client. "We're working on a more sustainable option for their frozen fruit packaging," he explains. "We've just identified a new type of film that's thinner than what the retailer is using now, but just as strong."

The new film could help reduce the thickness of the retailer's packaging by 20 to 50 percent, meaning less raw materials used and less weight to transport and ship. Plus, unlike many plastic film packaging today, the material is recyclable, similar to plastic shopping bags.

For retailers and brands who wonder just how big a difference a change in packaging can make, Glynn reminds us, "The package is really the final chance to market your product and make a lasting impression. If you can deliver something that's different or that speaks to a consumers' need, that's going to stand out." And ultimately, having a product that stands out to shoppers increases the odds of having a product that ends up in shoppers' carts.

*To learn more about innovative packaging solutions available through Daymon, contact Sean Glynn, Senior Packaging Manager, at [sglynn@daymon.com](mailto:sglynn@daymon.com).*



# CRACKING THE CODE OF STRATEGIC SOURCING

## From White Paper to Reality

At Daymon, the Strategic Sourcing team literally takes the global sourcing process into their own hands. Understanding the growing importance of Brazil as a strategic location, Vipon Kumar, Daymon's Chief Sourcing and Trading Officer, and his team recently traveled there with one of Daymon's largest customers to identify new opportunities for customized implementation to align with the customer's sourcing objectives.

Kumar and his team focused their recent visit on the state of Sao Paulo, which comprises 40 percent of Brazil's economy, despite being only one of its 26 states. Sao Paulo also boasts the highest Human Development Index and is the home to country's largest ocean port, largest airport and the headquarters of most of the multinational companies operating in Brazil and Latin America. All combine to make it an attractive sourcing location.

Prior to undertaking the trip, Kumar's team began the scientific process of discovery. This included identifying the customer's sourcing objectives, including categories and products, and using Daymon's Global Supplier Portal to select more than 40 suppliers in the customer's defined categories. Daymon's Quality Assurance team then pared the list down to 25 suppliers who collectively produce private brand products for the largest retailers in Brazil, including Walmart, Pao De Acucar, Carrefour and Makro.

Once these leads were identified, then came the artistic side of sourcing—building supplier relationships. "Having face-to-face meetings with potential supplier partners to understand their character and business philosophy, and to verify before trusting their credentials, is a critical step in the process," explains Kumar. "We have to be 100 percent sure that they will keep their promise of performance."

As part of this effort, Kumar and his team, along with their customer, drove more than 2,000 miles in four days to visit each of the potential suppliers. "We showcased some of the best private brand suppliers in Brazil, which are pre-qualified to supply our U.S.-based customer's private brand across the center store, including cookies and crackers, canned fruits and vegetables, fruit juices, tomato ketchup, pasta, cereals, cereal bars, fruit bars, nuts, vegetable oils, salad dressing and Asian sauces," says Kumar.

By all accounts, the trip was a resounding success. According to Daymon's private brand client, "with Daymon's help, we were able to identify the path, shortlist our targets and lay some groundwork for the next steps to activate strategic sourcing from a white paper to a reality."

To learn more about Daymon global sourcing solutions, contact Vipon Kumar, Chief Sourcing and Trading Officer at [vkumar@daymon.com](mailto:vkumar@daymon.com).

As reported in the February issue of *Retail News Insider*, Brazil is the second largest economy in the Western Hemisphere and fifth largest nation in terms of land area. The country enjoys a year-round stable climate with multiple growing seasons across several crops, including coffee, spices, sugar, cashews, fresh fruit and processed fruit products.

# Private Brands Beat National Brands in Driving Differentiation and Loyalty



Every retailer claims they're different from their competitors. But a recent study by Daymon shows retailers are in fact much more similar than they think. When it comes to food retailing in particular, up to 98 percent of the national brand products carried by a retailer are also carried by its competitors. In other words, for every 100 big-name products on the shelves, only two are different from the store down the street.

The good news is that there are other ways for retailers to differentiate themselves—and as Daymon's study showed, unique private brands play a key role. On average, private brand products make up about nine percent of retailers' product assortment, yet account for 20 percent of sales. What's more, the more differentiated a retailer's private brand product assortment, the more loyal shoppers are to that retailer. "This clearly demonstrates that the goal of private brand and the definition of value is no longer simply about duplicating national brands at a lower price,"

explains Charity Kobrzycki, Manager of Insights for Daymon. "Consumers

are looking for products that are authentic and offer solutions to make their lives easier. Private brand products that cater to those needs are well-positioned to drive sales and loyalty."

In fact, says Kobrzycki, private brands may even have an advantage over national brands when introducing new and unique products. "If a national brand introduces a totally new item, consumers have to become familiar with it and build trust around it. With private brand items, much of that trust is already there and the retailer is continuing to build on that investment."

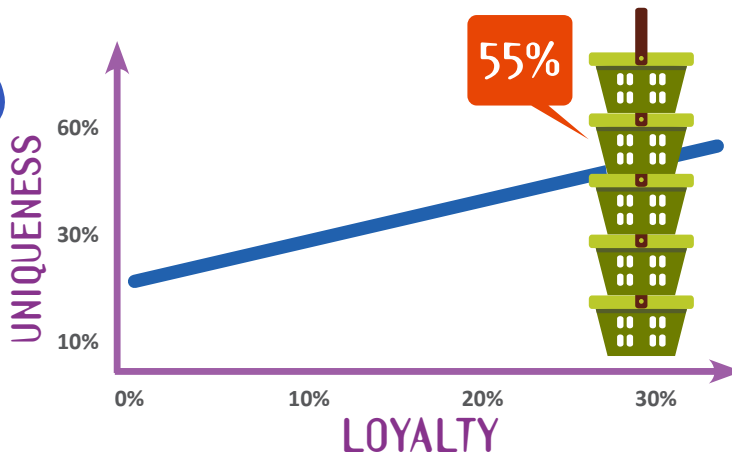
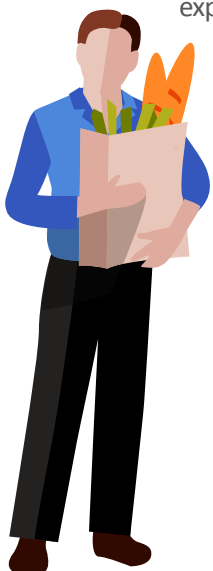
There are a number of major retailers in the United States and abroad already proving the success of differentiation via private brands. Limited assortment retailers like Trader Joe's, Aldi and Lidl, for example, stock their shelves with up to 80 percent private brand products. Similarly, leading traditional grocers like Kroger in the U.S. and Tesco in the United Kingdom have well-developed, multi-tiered private brand assortments that offer unique solutions to meet the needs of today's consumers—driving higher percentages of basket spend and loyalty in the process.

Kobrzycki notes, however, that it's not simply about putting new private brand products on the shelves and hoping shoppers will come. "There are a number of different aspects retailers have to consider—not only promoting private label products through ads, but also:

- making sure the products are on display in the store
- talking to customers about the products and the brand through social media
- creating an overall experience that makes consumers want to engage with the brand and return to the store."

As Jim Holbrook, CEO of Daymon puts it, "Shoppers today are looking for ways to be disloyal. They aren't interested in seeing the same thing; they are demanding better service, selection and experience. Retailers: it's up to you to prove to shoppers that you deserve their loyalty. There's a wealth of possibilities across the store, and it starts with your own brand."

To learn more about these and other private brand insights from Daymon, contact Charity Kobrzycki, Manager of Insights, at [ckobrzycki@daymon.com](mailto:ckobrzycki@daymon.com).



# MAKING A BIG IMPRESSION

## IN SMALL FORMATS

**Around the globe, populations are becoming more urbanized, family sizes are shrinking and consumers are facing more competing demands on their time than ever before. As a result, convenience has become the order of the day—and retail formats are following suit. Gone are the days of sprawling hypermarkets with their seemingly endless aisles popping up on the outskirts of every city around the globe. Now retailers are turning to strategically-located smaller format sizes with carefully curated assortments to meet consumers’ demands for a simpler, more convenient shopping experience.**

“Perhaps the new retail mantra should be ‘Go small or go home,’ as the ‘Bigger is better’ paradigm has been challenged virtually everywhere,” said Steve Matthesen, former Global President of Retail for Nielsen, in a recent study released by Nielsen. “Hyper-localization and specialization are fueling today’s retail growth. As lifestyle and consumption habits change, we’re seeing a structural shift in where consumers shop and what they buy, and some small formats are driving big growth.”

But just because formats are getting smaller doesn’t mean consumers are expecting fewer services. According to Alexandre Mendes, Head of International for Interactions, Daymon’s

consumer experience marketing division, “the demand for personalized connections is also growing among consumers, and as a result, so too is the need for retailers to build experiential marketing programs to engage with their audiences—no matter their store size.”

While in-store demonstration programs might seem the domain of large warehouse clubs and hypermarkets, in fact, says Mendes, in some instances, it is actually easier to deliver a successful program in a smaller-format store than it is in a large one. “There is one key reason for this,” he explains. “Whereas in a supermarket or hypermarket you have the opportunity to engage with only a small percentage of consumers who walk through the door, in a small-format store, you can engage with more than 80 percent of customers.”



Mendes points out that while consumers in small formats are looking for convenience and ease of shopping, they are also looking for a friendly face and an engaging experience, and welcome the opportunity to try new products. “In-store demonstrations at small formats can be a win for both private brands and national brands. Depending on the products demonstrated, they can provide the retailer with even more opportunities to reinforce its own brand—or offer national brand manufacturers higher exposure to and engagement with their products,” he says.

Daymon has had success implementing in-store events in several small format retailers in Latin America and the United States. In late 2016, Daymon conducted a pilot program that featured in-store product demonstrations and direct consumer engagement to build brand loyalty for a Brazilian retailer whose stores are approximately 10,000 square feet (about one-quarter the size of the typical supermarket). The program was a proven success, delivering an impressive 300 percent sales lift of demonstrated products during events, and more than a 40 percent sales increase seven weeks after the events. The retailer has since signed on for an on-going and expanded program.

As more retailers in the United States, Europe, Asia and Latin America rescale their formats and product offerings to meet consumers’ demands for convenience, in-store events can be an ideal way to build the bridge between the old and new—engaging consumers’ interest and instilling brand confidence.

*To learn more about Daymon’s consumer experience marketing services, contact Alexandre Mendes, Head of International for Interactions, at [amendes@daymon.com](mailto:amendes@daymon.com) or Lindsay Steller, Director of Sales and Marketing U.S., at [lsteller@daymon.com](mailto:lsteller@daymon.com).*



# Celebrate Spring!



In many areas of the world, April ushers in milder weather and thoughts of renewal, particularly as consumers celebrate spring holidays like Easter and Passover. In the United States alone, shoppers spend over \$17 billion on food, candy, flowers and apparel to mark these spring celebrations. Sales Advisors can help shoppers prepare by offering innovative tips and ideas for everything from Easter brunches to Seder dinners.

For starters, it's important for Sales Advisors to have a basic understanding of both holidays and their key traditions. Easter is a Christian holiday of renewal celebrated at the end of the Lenten season, when many Christians give up meat, sweets and other decadent foods. As a result, Easter celebrations often center around large family meals featuring ham, lamb, eggs, spring vegetables—and of course candy, pastries and other sweet treats for children young and old alike.

Passover is a Jewish festival that commemorates the freeing of Jewish slaves. During Passover, celebrants avoid all leavened foods (items made with yeast) and most other items made with grains. They also hold a special meal called a Seder, where they eat certain ritual foods, including matzah (unleavened bread), eggs and bitter herbs.

One simple way to check whether a food you're sampling is appropriate for Passover is to look for a "Kosher for Passover" label on the package. Point this label out to shoppers. Also point out ways they could incorporate the items you're sampling into classic Passover dishes, such as matzo ball soup, borscht (beet soup) or roasted lamb.

For Easter shoppers, look for products that can work well with the traditional foods above or add a new twist to them, such as a marinade for lamb or a rich hollandaise sauce for spring vegetables. Also point out shortcuts, such as using frozen pastry dough, precut vegetables or ready-to-eat side dishes you're demonstrating as part of their Easter meal.



[ From the Front Lines ]

## The Manager's Guide to Success

Individual tips for success from Sales Advisors and Brand Ambassadors often vary depending on what types of programs they work on and who their customers are. We wondered—what do our supervisors and account managers, who have a broader view of the business, think it takes to succeed on the front lines?

"First and foremost, they need to have enthusiasm," says Debra Wade-Eulau, a Regional Supervisor for one of Daymon's dedicated in-store demonstration programs. "They only have about five seconds to capture their audience, so they need that smile and exuberance to engage with the shopper." To encourage that engagement naturally, Wade-Eulau says she coaches her Sales Advisors to step out from behind the cart and proactively approach customers who come toward them.

"Confidence is also important," adds Elizabeth Mayer, Daymon Account Manager. "For some of our programs, our Sales Advisor or Brand Ambassador is going to be the only person representing our company in the store. They have to be confident enough to go in and work with store management and take the lead on the event." Mayer says she fosters this confidence by reminding front-line associates that they've been hired because the company believes in them. She also encourages them to contact her any time they need help.

"Good communication is key—both with us and with the retailer's staff," says Mayer. Wade-Eulau agrees, "I encourage our Sales Advisors to go out of their way to introduce themselves to the store manager and department managers and let them know that we want to work together to drive sales for the store."

Building these relationships, say both Mayer and Wade-Eulau, helps create a more successful program—for shoppers and retailer and brand partners.



**Debra Wade-Eulau,**  
Regional Supervisor



**Elizabeth Mayer,**  
Account Manager

# REDEFINING PROTEIN

# Beyond Meat

Move over meat—vegetables are increasingly taking over the spotlight as consumers look to eat healthier and reduce their impact on the planet. Items like pea protein powder, portabella “burgers,” raw nut bars, jackfruit shredded “meat” and soy chorizo are popping up left and right on restaurant menus and in retail. Home and restaurant chefs alike are getting more creative at using vegetables in a “meaty” way, proving that a delicious, protein-packed meal doesn’t have to have meat as its star.

This new movement is a modern twist on vegetarianism driven by many consumers’ desire to lower their meat consumption. According to a study by data and insights firm GlobalData, nearly 7 out of 10 global consumers say they’re moderating their meat consumption or avoiding it altogether. But rather than being confined to a specific elimination diet, the current rise of veg-centric eating is a shift in attitudes towards the role of vegetables in meals, says Nicole Peranick, Director of Culinary Thought Leadership for Daymon.

“The emphasis is on new and exotic flavors and dishes, rather than being meatless. This style of eating is becoming increasingly popular since it provides a way to balance

health and craveability without feeling the need to compromise,” she explains.

This lack of need to compromise not only applies to taste, but also to nutrition. Today’s plant-based proteins can be just as nutritious as their meat-based counterparts—with a lot less fat. For example, both beans and beef are made up of 20 to 25 percent protein. But beans contain no saturated fat. They’re also better for the environment—using twenty times



less water to produce as compared to the same amount of beef, according to the Food and Agriculture Organization of the United Nations.

Peranick predicts that as consumers continue to seek out the benefits of a more “plant-powered” lifestyle, reimagined applications of vegetables will continue to expand in retail. To begin capitalizing on the trend today, she says retailers and brands should evaluate their options to expand veg-centric offerings across the store—for example, offering more mushroom varieties in the produce department and plant-based proteins in fresh and frozen meal components. New services, like a vegetable “butcher” and veg-centric cooking classes, as well as partnerships for promotional opportunities, like Meatless Mondays, also provide a wealth of opportunities to explore.



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