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THE POWER
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*Key Branding
Strategies that are*

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Daymon

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:

Platinum Award Newsletter

Gold Award Newsletter

Hermes Creative Awards

Gold Award Interactive

Communication/E-Newsletter

AVA Digital Awards

Gold Award Corporate Newsletter

MarCom 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

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San Diego Press Club

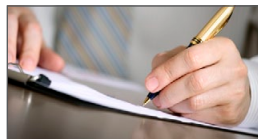
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03 From Jim's Desk
Don't Underestimate the Power of Your Brand

04 Supply Solutions
Turning Seasonal Trends into Solutions that Build Customer Satisfaction

05 Meet the Expert
Leading Success Through Teamwork and Service

05 Top 5
Global Shopper Influencers

06 Market Watch
Reimagining the Power of Your Brand

10 Retail Strategy and Insights
Cultural Shifts Drive Consumer and Retail Change

11 Consumer Experience Marketing
Taking it to the Streets—Bringing a Human Touch to Online Brands

12 Branding and Package Design
Charitable Efforts and Design Build Awareness and Customer Loyalty

13 Retail Execution
Attracting the 21st Century Shopper

14 Sales Engagement
Fire Up the Grill!

14 From the Front Lines
Keeping Events Fresh for Shoppers—and Yourself!

15 Trending Tastes
Superfoods: Nature's Good Health Super Heroes



FROM JIM'S DESK

A Letter from the CEO

Don't Underestimate the Power of Your Brand

I often wonder if retailers fully realize the power they have in their own brand. From the actual store brand to own-branded items within the store, there are opportunities at every point in the shopping cycle to improve shoppers' perceptions and ultimately influence their purchase decisions.

Branding encompasses all the experiences customers have with a business and touches all their senses. Here are some of the questions I'd ask retailers to think about:

- Are you a good neighbor? How do you support your community, and do your shoppers know about the causes you care about?
- How do you communicate with shoppers when they aren't in the store? Do you send them personalized notifications, or do they only get the weekly circular?
- Is your storefront welcoming?
- Are your private branded products in stock? Does the package design stand out?
- Do you let shoppers try products first?
- Can shoppers ask your associates questions and are your teams trained?

In our Market Watch feature this month, *Reimagining the Power of Your Brand*, we highlight three retailers that are getting it right. While there are many more in that camp, there are always areas to improve. For the retailers reading this: what pain points do you have?

The stakes are too high not to focus on your brand. In fact; we found that 70 percent of shoppers are proud to show or serve others store branded items. Do you have as much pride in your brand as your shoppers? Let's continue the conversation—email me anytime at JimH@daymon.com.

All the best,

Jim Holbrook
Chief Executive Officer
Daymon
JimH@daymon.com

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turning seasonal trends into solutions that build customer satisfaction

It's no longer enough to be "just" a grocery store, or a pharmacy or a party supply store. As consumers' perceptions of value change to place ever greater importance on convenience, they're increasingly expecting retailers to offer broader solutions for their daily needs. In turn, diversification and differentiation of assortment are gaining ever-more importance in the retail space.

According to Michelle Riley, Director of Product Development and Marketing for Daymon, one way grocery retailers in particular can diversify and differentiate is through seasonal general merchandising programs. From the identification of relevant trends, to the design and sourcing of products, all the way through delivery, the Daymon team creates full-service programs for retailers that help elevate the concept of a what a retail experience should be.

"The idea is to make the store a seasonal destination," explains Maria Rodriguez, Director of Sales for Daymon. "Our goal is to help create a solution for our retailers and for their customers that allows them to go to one store and get everything they need. So if the customer is going to have a BBQ, for example, they can go to one store and get the food, the cups, the plates, the tablecloth, citronella candles—and it all matches. There's one cohesive theme."



Once a trend is targeted by a retailer, the process of creating that cohesive theme and destination begins with design. "Our team creates one-of-a-kind designs for our retailers that push the bar and that customers can't get anywhere else," explains Riley, thereby creating a feeling of exclusivity that offers a compelling reason for customers to choose that retailer over a competitor.

The sourcing of products to bring those designs to life also helps support consumer expectations and a retailer's overall strategy. "We work to identify and vet suppliers that have ability to deliver what our retailer partners need and to meet their requirements, such as certain social accountability standards, as well as requirements for import," Rodriguez explains.

"Then we even create the planogram, identifying the best locations to put what we call the 'wow' items—those that will draw the consumer in and reshape their perception of the retailer."

The end result once these exclusively designed and responsibly-sourced products make it to their strategic places on the retailers' shelves is an immersive, inviting and impactful consumer experience. "You're taking that aisle that maybe the consumer didn't go down before because they thought it was easy to skip, to now pulling the consumer in because it's impactful and compelling. It's really a win-win for the retailer and the consumer," says Riley. "The retailer gets the added sales, and consumers get the solutions and convenience they were looking for."

To learn more about partnering with Daymon for seasonal general merchandise program development, sourcing and logistics, contact Maria Rodriguez, Director of Sales, at mariarodriguez@daymon.com.



Leading Success Through Teamwork and Service

Daymon Senior Director Deborah Williams was recently named as a 2017 Woman of Influence in the Food Industry. This honor was all the more special considering she was nominated by the retailer partner whose in-store sampling and selling program she's helped build and grow over the last year and half. As a 12-year veteran of Daymon, Williams has been a leader for major programs around the globe. We caught up with her to find out her strategies for success.



DEBORAH WILLIAMS
Senior Director

RNI: Can you tell us about your experience and the different roles you've held at Daymon?

DW: I started out as a district manager for a Midwestern retailer's in-store sampling program, then became the Operations Manager. While I was working on that account, I mentored the team launching an event program at a major grocery retailer in South Africa. Thanks to that international experience, I was tapped to help launch the sampling program at one of Portugal's largest retailers. Once that program was up and running, I returned to the United States in my current role as Senior Director for one of Daymon's newest dedicated in-store event accounts on the East Coast.

RNI: What's been your strategy for successfully growing each of these very different accounts?

DW: It starts with building a strong team. As a leader, you need to identify each team member's skill and how best to use it to the team's advantage. Say one person is good at communicating, and another is good at Excel. You help team them up to work together and complement each other. Then they form this quiet bond. It's not about your job vs. my job; it's about working together for the same cause and the same goal. That helps get things accomplished. So does fostering an environment where asking a question or not knowing something is not intimidating. It's OK to say, "I hear you but I have no idea what you're asking from me." That helps with achieving the ultimate goal of providing what the customer wants.

You also have to be attentive to the customer's needs. We're not just talking about in-store sampling with our retailer partner. We're listening to their struggles and offering solutions. The same goes for the suppliers we work with. That not only helps build the business, but also the value our partners see in working with us.

RNI: What would you say is the most important lesson you've learned in your career so far?

DW: Not to be afraid. You can't come in to a new account being timid or not confident. My first strategy is to come in saying we have the best program in the U.S. If you can't express that and don't believe it, you can't convince retailers and CPGs that you're the best.

TOP 5

GLOBAL SHOPPER INFLUENCERS

Consumers have more choices than ever when it comes to when, where, and how to shop. What makes them choose one retailer over another? Here are the top 5 attributes most likely to steer a consumers' decision to shop at a retailer over another:

1. **Competitive pricing**
2. **A broad range and assortment of products**
3. **Convenient location**
4. **Offers preferred brands**
5. **Has a trusted reputation**

Source: Planet Retail

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By Retail News Insider

*Key Branding
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Stores and malls are closing. Grocery sales are declining. Competition is intensifying. If you're in the retail industry today, none of that is news. But what might be surprising to learn is that the numbers are not all bad—and leveraging brand power is making the difference for retailers and brands getting it right.

In March, consumer confidence reached its highest level since December 2000, according to monthly reports from The Consumer Confidence Board. For the first time in over a year, data from market research firm Nielsen shows private brand shares on the rise for the past three four-week periods in a row. Proprietary research from Daymon shows that more than two-thirds of shoppers believe the brands they buy care about them and their families—and would recommend those brands to others.

So what can retailers and brands do to make sure they land on the winning side? To begin, they must realize that as consumers redefine value to include more than just dollars and cents, it's no longer enough to compete solely on price. Leveraging the full power of brands (which includes the "brand" of retailers themselves) today has become a multi-service, multi-platform and multi-sensory endeavor.

To better understand which tactics resonate best with consumers, Daymon conducted two major retailer and brand surveys in 2016. For its Retailer Radar Survey, nearly 4,000 consumers in North America were asked about their perceptions of and shopping habits for more than 80 major retailers in a wide variety of categories, including grocery, beauty, pet care and convenience. For its Brand Radar Survey, over 13,000 consumers were surveyed regarding more than 400 brands covering a range of categories.

"Our research shows that a lot is changing about our industry—the way consumers are shopping, making decisions, spending money and more," says Joe Cook, Senior Director of Analytics for Daymon. "Many traditional tactics just aren't working for the consumer anymore. Retailers must look hard at the investments they are making and choose those that are truly going to work best for them in terms of generating additional loyalty from their shoppers and getting a greater return."

Let's take a look at top retailers in three industries that Daymon has identified as leading the way in leveraging their brand power—and driving sales and consumer loyalty in the process.



PUBLIX SUPER MARKETS— CONNECTING THROUGH SERVICE AND RELATABILITY

Publix has consistently ranked as a top retailer on numerous consumer surveys, including the latest 2017 Harris Poll Reputation Quotient Study and Temkin Customer Experience Ratings. Where many other supermarket chains saw slim earnings of one-to-two percent in 2016, Publix boasted just over a three percent gain—and sales increases of over five percent.

Furthering the notion that it's not enough to compete solely on price, Publix CEO Todd Jones told *Forbes* in an August 2013 issue that what sets Publix apart is that, "We believe that there are three ways to differentiate: service, quality and price. You've got to be good at two of them, and the best at one. We make service our number one, then quality and then price."

To deliver the best possible service, Publix has long been known for empowering associates to take responsibility for every aspect of the in-store experience—and rewarding them in the process. (Publix regularly promotes from within; its current CEO started out with the company as a bagger.)

Daymon's own research has shown that the Publix brand stands out amongst consumers for its trustworthiness and accessibility.

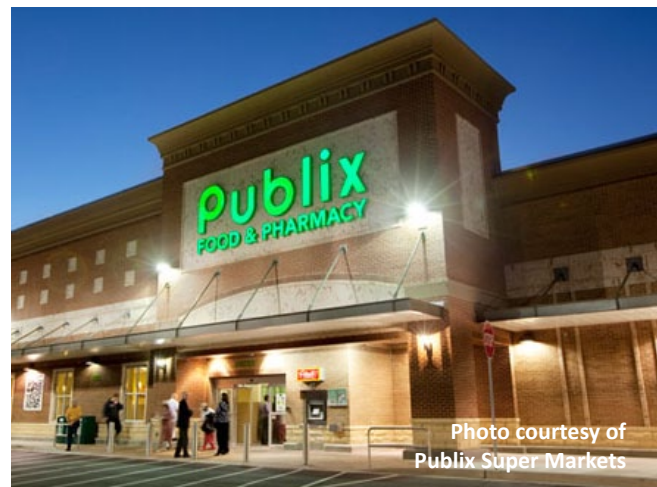


Photo courtesy of
Publix Super Markets

THE TOP 10 DIFFERENCE

81% of consumers
are likely to talk about
a top-ranked retailer
without being asked
vs. an average of 72%
for all retailers



Source: Daymon 2016 Retailer Radar Survey

Four out five consumers believe the retailer genuinely cares about them and their family and has a good reputation for being honest and fair. This extends to Publix private label offerings, with more than 80 percent of consumers—10 points higher than the industry average—saying they trust the products, feel items are made for them and would recommend the brand to others.

“These results underscore the importance of one of the key purchase drivers for many consumers: relatability,” explains Aimee Becker, Vice President of Strategic Services for Daymon. Shoppers are increasingly demanding products and services that reflect their unique needs and wants. Retailers and brands must take the time to research and understand what these needs and wants are, and the best strategies to deliver on them. When they do, not only will consumers reward them with sales—but also with loyalty and advocacy.



Photo courtesy of
Chain Store Age

SEPHORA—ELEVATING THE DIGITAL AND IN-STORE EXPERIENCES

Like Publix, Sephora has managed to make serious gains where others have experienced declines. The

beauty retailer has consistently grown its global store count by at least five percent each of the last five years and now reigns as the largest beauty chain with over 1,700 stores worldwide.

The secrets to Sephora’s success are two-fold. The retailer has been an innovator in reinventing the in-store beauty experience, and has also emerged as a leader in creating a seamless omnichannel experience for consumers. It was recently recognized with the 2016 Mobile Commerce Award from the Internet Retailer Excellence Awards.

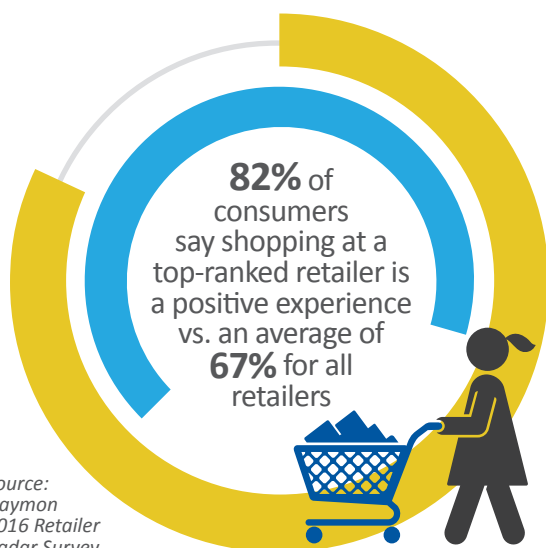
Daymon’s own consumer research supports these strategies as key to making the retailer a leader not just in the beauty industry, but in the retail environment as a whole. Consumers give Sephora top marks for its in-store setup and ambiance, offering trial, and having skilled and knowledgeable associates. Nearly nine out of 10 shoppers say Sephora provides an experience they can’t get elsewhere—and would make a special trip to the store to buy Sephora-branded products.

On the digital side, 84 percent of shoppers say the retailer uses the latest technology to make their transaction seamless. Sephora has a robust digital arsenal that includes a website and mobile app, social media channels and in-store beacons that all work together to drive its brand strategy.

There are three key lessons other retailers and brands can learn from Sephora’s success:

1. **Allow for sampling and trial.** Letting shoppers try before they buy goes a long way to boosting consumer engagement and loyalty.
2. **Rethink your merchandising strategy.** Strategies like regularly changing up displays and creating unexpected product curation stations throughout the store gives shoppers something new to discover.
3. **Make digital a priority.** “If you’re going to be a successful retailer—or business in general—digital must be enmeshed at the highest level,” Julie Bornstein, former chief marketing and digital officer for Sephora, told the *Harvard Business Review* in 2014, prior to her departure from the retailer.

THE TOP 10 DIFFERENCE



Source:
Daymon
2016 Retailer
Radar Survey



Photo courtesy of PetSmart

WONDERING HOW YOUR BRAND STACKS UP?

Based on the valuable insights gleaned from its proprietary surveys, Daymon is introducing a new service to help its retailer and brand partners assess the health of their business and to identify opportunities for growth and improvement. Through a “DayOne Assessment,” Daymon uses proprietary, syndicated and customized research to evaluate a retailer or brand’s competitive position, customer proposition and resource alignment.

“Our DayOne Assessment identifies key opportunity areas for our partners to compete more effectively in the rapidly changing retail environment and to create a closer connection between their brand and their consumer,” says Aimee Becker, Vice President of Strategic Services for Daymon.

Insights from the assessment could reveal, for example, that while retailer’s private brand products score high on relatability, they aren’t seen as innovative or as attention-grabbing as similar brands. By rethinking assortment, package design and product positioning with the help of Daymon’s end-to-end line of services, the retailer could stand to grow not only private brand share, but also consumer loyalty—two measures that research from the American Consumer Satisfaction Index shows are highly correlated.

To learn more about Daymon’s DayOne Assessment, contact Aimee Becker, Vice President of Strategic Services, at abecker@daymon.com.

PETSMART—DELIVERING ON DIFFERENTIATION AND CURATION

Specialty stores like PetSmart are facing competition from nearly every direction—discounters, mass merchandise, online and more. Still, the chain remains the largest pet products retailer in North America, with nearly 1,500 stores and growing.

As U.S. consumers increasingly come to see their pets as members of the family, PetSmart has stepped up to not just offer food, toys and other supplies at its stores, but to provide a true destination for pet owners. Many PetSmart stores offer training classes; vet, boarding and grooming services; doggie daycare; and pet adoption services. And all encourage visits from the whole family—human, furry, feathered and scaly alike.

According to Daymon’s proprietary insights, it’s this range of products and services that helps make PetSmart a leader in consumers’ minds. Nine out of 10 consumers praise PetSmart for always having the products they want in stock and for carrying specialty items or other specific products they’re looking for. Four out five say the retailer provides unique products and services they can’t find elsewhere, as well as new and interesting products to try and buy. What’s more, 70 percent say they would make a special trip to the store for PetSmart private brand items, versus the national average of less than 50 percent.

At a time when up to 98 percent of the products on store’s shelves are the same as its competitors, curating unique offerings is critical to success. As the findings above show, private brand can be an ideal way for retailers to differentiate. “Breakthrough innovation, not just ‘fast follower,’ will be more important than ever to use private brand as a competitive advantage,” says Dave Harvey, Vice President of Thought Leadership for Daymon. “And shoppers are now more willing to accept that unique ideas can come from a retailer’s brand.”

“In addition, exclusive offerings from retailers are moving beyond product to include services as well. As consumers seek experiences, not just transactions, uniquely branded services are becoming just as important to a private brand portfolio as item offerings.”

THE TOP 10 DIFFERENCE

70% of consumers say top-ranked brands offer products that are innovative and unique vs. an average of **54%** for all brands

Source: Daymon 2016 Brand Radar Survey

CULTURAL SHIFTS *Drive* CONSUMER AND RETAIL CHANGE



Retailers in Asian and European markets are amongst the leaders in innovating for the growing urban population.

For example, global grocery retailer Carrefour has been expanding its footprint of small-format stores in both China and France—offering a curated selection of fresh, ready-to-eat and household items in stores that average 2,500-3,500 square feet (less than a tenth the size of the typical supermarket). E-mart, South Korea's largest retailer, has developed a line of single-serving, prewrapped fresh vegetables and is expanding its frozen offerings to provide convenience and longer shelf life for smaller households.

The world's population is changing—not just in numbers, but also in cultures, attitudes, values and behaviors. This evolution is being driven by multiple factors, including shifts in economic growth, population distribution and household composition. All combine to shape [the four forces redefining retail](#) and to spur the growth of new consumer markets that retailers and brands must account for in order to remain relevant.

To help retailers better understand these shifts, Daymon has identified a series of key microtrends that underlie the overarching need for differentiated retail strategies, including the redefinition of the **modern family**, the rise of **urbanization** and the **cultural mosaic** born out of our increasingly global society.

"There's no one picture of a household anymore. What we call 'the modern family' reflects changing household compositions, such as roommates, same-sex couples, people with pets and multiple generations living together," explains Dave Harvey, Vice President of Thought Leadership for Daymon.

These varied household compositions have a marked impact on how consumers buy and underscore the idea that one size no longer fits all. Leading retailers are diversifying their offerings to include a range of both individual and value-size offerings, and innovating around new constructs—for example, marketing to "pet parents" who, like parents of children, want to offer their furry wards the very best they can.

Rising urbanization is also affecting how and what shoppers buy. According to the World Bank, more than half of the world's population now lives in urban areas—and nearly 70 percent are expected to by 2050. In response, "smaller footprints are overtaking hypermarkets, convenience is becoming more fresh and we're seeing more demand for individual or smaller size products," says Harvey.

As more people live together in urban areas, populations are also becoming increasingly diverse, creating a cultural mosaic of experiences. One of the most notable results of this is the rise in the variety of cuisines consumers are eating. Once largely Asian eating styles such as cooking with fire and noodle bowls are showing up in more European and American restaurants—and new flavors are finding their way into mainstream products, such as Korean gochujang, a fermented chili paste touted as the next sriracha.

"The one thing that's true for all consumers today is that they have different needs, and they're demanding those needs be met," says Nicole Peranick, Director of Culinary Thought Leadership for Daymon. "To remain competitive, retailers and brands must break away from traditional demographic and category definitions and shift their focus to lifestyle needs, developing products and services that solve for those needs as they're emerging."

For questions about retail trends identified by Daymon, contact Dave Harvey, Daymon Vice President of Thought Leadership at dharvey@daymon.com.

STAY TUNED THROUGHOUT THE YEAR FOR MORE ON THE FOUR FORCES SHAPING RETAIL IN 2017:

- **Shopper Participation**—Consumers increasingly desire to influence not only their own choices, but also broader positive change.
- **Destination Retailing**—Shoppers want tailored solutions that lead to experiences, not just transaction.
- **Precision Wellness**—Thanks to wearable activity trackers, personalized DNA profiling and other new wellness services, consumer self-knowledge is expanding dramatically.
- **Redefinition of Convenience**—In our increasingly digitized, urbanized and always-on world, the definition of "convenience" is rapidly changing.

Taking it to the Streets

BRINGING A HUMAN TOUCH TO ONLINE BRANDS



As competition continues to intensify, more retailers and brands are realizing the importance of engaging with consumers through multiple touchpoints. This goes not just for brick-and-mortar, but also for digital players, who increasingly seek to differentiate themselves both online and off. That's the challenge a leading meal kit subscription service recently undertook as it sought to grow its customer base and stand apart from the competition.

According to Daymon Account Executive Elan Saltman, the meal kit service approached Daymon in late 2016 looking for new and unique ways to encourage people to try their service—beyond the online ads and direct mail campaigns they had previously been relying on. Together, Daymon and the meal kit provider developed a plan for a series of street team activations and mall pop-up events in key markets across the country.

To execute the events, Daymon put together a team of well-trained Brand Ambassadors—clad in branded outfits, armed with valuable \$30-off coupons and ready to educate and engage with consumers. The partnership launched with a series of 48 street team events throughout the month of April in six markets: Dallas, Houston, Atlanta, San Francisco, Chicago and Washington, DC.

Brand Ambassadors visited popular, high-traffic areas in each city, stopping to chat with consumers about the meal kit service and encouraging them to sign up using the special offer. At the additional mall pop-up events in New Jersey, Brand Ambassadors were armed with tablets, ready to sign up consumers on the spot—and offering them a chance to spin the prize wheel if they did.

“Consumers were pleasantly surprised to see a friendly face representing the meal kit service in their community,” says Tamara Lytle, Event Producer for Daymon. While many said they had heard of the service before, a number still had lingering questions about how the meals were delivered and how they could stay fresh if left on a doorstep. Daymon’s Brand Ambassadors educated consumers about the delivery process and the specially-designed packaging the meal kit provider uses to keep ingredients fresh for up to 36 hours.

“At a time where entire businesses are run through online platforms, consumer experience marketing events like street team activations and pop-ups can bring a human touch to the brand. They can help consumers view the brand beyond its website and as a part of their community,” says Saltman.

To learn more about Daymon’s consumer experience marketing services, contact Lindsay Steller at lsteller@daymon.com.



Charitable Efforts and Design Build Awareness and Customer Loyalty



Fueled by growing awareness of social needs around the world, consumers' desire to give back is at an all-time high. Americans gave over \$373 billion to charitable causes in 2015, according to the U.S. Federal Trade Commission; and in the United Kingdom, nearly 80 percent of consumers support one or more charities, reports the Charities Aid Foundation. To support consumers' growing philanthropic focus, retailers and brands are increasingly looking for new products and services to help make giving simple and seamless, which in turn can strengthen their own connection to consumers.

One way that grocery, discount and mass merchandise retailers often support charitable giving, particularly around the holidays, is through food donation bags and collection boxes at their stores. But according to Diane Haight, Senior Account Manager of Creative Services for Daymon, they aren't always making the most of these opportunities.

"There's a real opening for retailers to capitalize on the value of giving and to develop more robust campaigns around charitable food donations," Haight says. She points to a recent collaboration between Daymon and one of its grocery retailer partners, where they worked together to develop a fully-branded box of non-perishable private label items that shoppers could purchase for \$10 and then either leave at the register for the store to donate or take to their own charity of choice.

"A designed box like this helps it stand out to shoppers and gives them all the information they need—like what's in the box, its purpose and how much it costs. It's much more effective than using plain bags or boxes," says Haight. "In addition, using private brand items to fill the box creates a substantial donation while keeping the total cost tolerable for most consumers. As a bonus, it also helps raise awareness of the retailer's own brand."

can also help lower the costs to the retailer, or even make the project cost-neutral.

The tactic can also open the door to more opportunities than retailers might originally think. "This can be a year-round component of a retailer's charitable efforts," says Haight. "It doesn't have to just be done around the holidays, nor does it have to be limited to food. For example, we also created a smaller USO-branded box for one of our retailer partners filled with health & beauty care items such as lip balm, hand sanitizer and pain reliever. Consumers purchased the boxes for \$5 and then the retailer shipped them to deployed troops overseas."

With the addition of customized in-aisle signage and social media engagement promoting local charities within each community a retailer operates, these philanthropic donation boxes can strengthen a retailer's ties to the local community. In turn, this can help drive the notion for consumers that the store is truly their neighborhood retailer.

To learn more about using philanthropic donation boxes to drive brand strategy, contact Diane Haight, Senior Account Manager of Creative Services for Daymon, at dhaight@daymon.com.

She goes on to explain that this tactic can also help streamline efforts from an operational perspective for the retailer—giving their distribution centers one established set of items to pack and their associates a single UPC to scan. Leveraging the value of private brands



ATTRACTING THE 21ST CENTURY SHOPPER

South African Grocer Partners with Daymon to Deliver Omnichannel Success

Partnerships are a critical component of success in the retail business. It's very challenging for one organization to do it all from the ground up—or at least to do it well. Working together, both partners can often achieve greater success.

That's the idea that drove the latest expansion of Daymon's partnership with one of the largest retailers in South Africa. Over the past 20 years, the grocery retailer has partnered with Daymon on a number of services, including in-store merchandising, consumer experience marketing and private brand development. Together, the companies have evolved and expanded their services to meet consumers' changing needs. So it seemed like a natural fit when the retailer came looking for help with its latest omnichannel initiatives.

"Our retailer partner approached us when they decided to transition from filling online grocery orders through individual stores to using a single fulfillment center," explains Mike Decker, Senior Director of Operations and Online for Daymon's South Africa division. The retailer had created a dedicated online warehouse in Cape Town to fulfill its Western Cape orders and was looking for a partner to handle the actual picking, quality checking and packing of the orders.

Decker and his team were quick to agree to help. "A big part of our success with our retailer partner has been our ability to work together to develop new solutions. We listen to what our customer needs and try to find solutions for them," he says.

The program was working well, and the retailer planned to tap Daymon again last year to service a new fulfillment center it was opening in the inland region of South Africa. But then the retailer hit a major snag: the company delivering its orders to customers' homes was bought out and its contract canceled.

Once again the retailer turned to Daymon, insisting they were the right partner for the job. Despite the fact they had no experience running a delivery service, Decker and his team stepped up to the challenge.

In just six weeks, the Daymon South Africa team helped rebuild the retailer's delivery program—developing standard operating procedures, hiring and training specially-licensed tuk-tuk (three-wheeled vehicle) drivers, and setting up hubs at individual stores to help facilitate deliveries.

"It was challenging," says Johan Botha,



Strategic Development Manager for Daymon. "Not only did we have to find drivers with the special tuk-tuk license, but we had to make sure they had the right skillset to be the face of the retailer when making deliveries. We also had to work through some trials and errors with implementing the retailer's tracking system and determining appropriate delivery windows."

Though it's only been few months, the team's hard work already starting to pay off. The program boasts a 98 percent on-time delivery rate, and the team is working to further improve picking times at the fulfillment centers so the program can be expanded.

Daymon is also working with the retailer to support other online options it is developing, such as delivery via a central third-party collection point and to small independent markets called "spazas" for resale in local neighborhoods. As Decker explains, "online grocery shopping is still an emerging channel in South Africa, but our partner is really at the forefront—and we're proud to support them in furthering that pillar of the business."

To learn more about partnering with Daymon in South Africa, contact Vice President of International Aaron Gottlieb at agottlieb@daymon.com.

Fire Up the Grill!

With the weather starting to warm up—and National BBQ Month upon us in May— it's the perfect time to get shoppers excited about grilling! Sales Advisors can use the items they're demonstrating to help shoppers think beyond the usual grilling suspects and get their culinary creative juices flowing.

Here are four ideas to get started:

Grilling brings out the sweetness of shellfish like shrimp, clams and oysters.



Not another salad... try grilled artichokes, avocados, tomatoes, peppers or squash instead!



Grilled fruit makes a healthy, delicious appetizer or dessert. Try peaches, pineapple or even watermelon.



Bread on the grill? Absolutely! Whether it's quesadillas, French toast or bruschetta, everything's better with grill marks.



[From the Front Lines]

Keeping Events Fresh for Shoppers—and Yourself!

For Brand Ambassador Kathleen Durante, every event is just as exciting as the first, even after seven years on the job. How can that be? "I like making events a challenge—psyching myself up to get new people to talk with me and to sell out all the stock a store has," she says.

Durante begins prepping for each of these challenges well before an event begins. "I go online to find out more about the history of the brand and the products I'll be sampling," she says. "If you can show shoppers that you're truly knowledgeable about a product, they view you in a different light. Then it's about more than just handing out samples."

Once Durante arrives at a store, she checks the shelves to see how much product she has to sell, what the price is and if there are any promotions. "If a product is on sale that rarely goes on sale, or if all flavors are on promotion—not just what I'm sampling—that's something I want to point out to shoppers," she explains.

But all that information won't be the first thing Durante talks with shoppers about. Instead, her focus is on starting a conversation first—often by offering a compliment on something they're wearing. Then she moves on to offering a sample and talking about the product. "When you do it the opposite way—starting a conversation before offering a sample, you're not giving them a chance to say no right off the bat," she says.

Another tactic Durante uses regularly is to ask shoppers for their feedback on the samples they try. "Shoppers love to share their opinions. And when they stay at the cart a little longer, it builds excitement around the event. More shoppers want to come by to see what's going on," she explains. "Before you know it, you've got a crowd, you're selling out of product and your day is flying by."



Kathleen Durante
Brand Ambassador

Superfoods: NATURE'S GOOD HEALTH SUPER HEROES

"Nature knows best." That's what many consumers believe, according to research firm Canadean. They found that eight in 10 consumers think that basic fruits and vegetables offer equal health benefits to packaged supplements. In simpler terms? Basic is better—making synthetic products that claim to boost health an especially hard sell.

In response, manufacturers and consumers alike are turning to superfoods. These are plants, nuts and seeds that contain high levels of vitamins, minerals, phytochemicals and other compounds with the potential to ward off diseases like certain cancers, high blood pressure, diabetes and arthritis. Per research firm Mintel, between 2011 and 2015, there was a 202 percent increase globally in the number of new food and drink products launched containing the terms "superfood," "superfruit" or "supergrain."

Still, superfoods aren't an entirely new concept. Grocery store staples like bananas, kale, sweet potatoes, avocados and whole grains have long been known to pack a healthy punch of antioxidants, fiber and other beneficial nutrients. But as interest in superfoods has grown tremendously in recent years, so too has the buzz the surrounding lesser-known nutritional powerhouses like:

- **cacao**—seeds that contain flavonoids known to help lower blood pressure and improve blood flow to the brain and heart

- **rooibos tea**—a red tea chock-full of antioxidants believed to help prevent certain chronic or degenerative diseases
- **spirulina**—a dark blue-green, spiral-shaped algae that contains magnesium, calcium, vitamin K, potassium and a slew of other healthful minerals
- **baobab**—an African fruit that contains more vitamin C than oranges, more potassium than bananas and twice the calcium of milk.

A number of CPGs are now trialing new products that contain both established and emerging superfoods. For example, in 2016, Coca Cola launched Aquarius Vive in the Spanish market—a drink that includes zinc, vitamin B3 and baobab extract (whose inclusion is marketed front and center on the can's packaging). Rhythm Superfoods has also helped create the "superfood" snack category and make kale a household name thanks to its widely popular kale chips, roasted kale and other plant-based snacks. In January 2017, Rhythm closed a \$6 million financing round with 301 INC, the new business development and venture unit of General Mills.

With established superfoods like coconut, pomegranate, flaxseed and hemp dominating the largest market sizes in the U.S. right now, it's going to be exciting to see what space consumer interest carves out for the newer superfoods in the years to come.

WHAT MAKES SUPERFOODS SO SUPER?

In large part, it's thanks to their healthy levels of:

- 1 **Antioxidants**—These protect the body from wear and tear by stabilizing cell-damaging "free radicals" that form as we age. The more antioxidants present in the body, the less damage free radicals can cause.
- 2 **Nutrients**—These are substances that are key to maintaining life and good health. Most superfoods contain essential vitamins and minerals, such as vitamin A, vitamin C, folate, magnesium and potassium. Some superfoods also deliver protein, healthy carbohydrates and healthy fats, such as omega-3s.
- 3 **Fiber**—Known best for aiding digestion, fiber improves the absorption of certain nutrients and increases feelings of "fullness," while decreasing the risk of certain diseases, such as heart disease, diabetes and colon cancer.





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