

RETAIL NEWS/INSIDER

DESTINATION AND DISCOVERY

*Capturing the
Engaged Shopper*



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:

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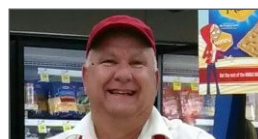
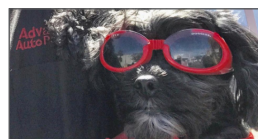
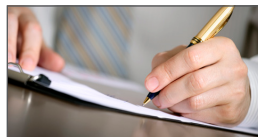
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FROM JIM'S DESK

A Letter from the CEO

Don't Muddle Along

I was at dinner recently and asked one of our retail partners what he thought his greatest learning in business has been—and he was quick to respond, “My greatest lesson is to know when to forget.” I found this to be profound—and a lesson many could (or should) take to heart.

The rate of change that our industry is facing is unprecedented. From Amazon's purchase of Whole Foods, to Aldi's rapid expansion in the

United States, to Walmart investing a billion dollars or more in price reductions to compete—the headline-making changes are fast and furious these days. If you look at just one example of the rapid change taking place, check out German retailer Lidl. They opened their first stores in the U.S. last month and are planning on opening 80 to 100 more along the East Coast by next year. Currently they have 10,000 stores in 27 European countries, so they are no small player. In their opening weeks, they have already become a threat to traditional retailers offering customers lower prices, an easy to navigate store layout, locally sourced items and a positive shopper experience.

There's also a key differentiator that Lidl offers, which was perfectly outlined by the *Winston-Salem Journal's* coverage on the store opening: “Lidl focuses on selling its own private-label brands. The store's inventory is 90 percent private-label goods... So whereas a traditional store may have to have shelf space for 12 brands of pasta sauce, Lidl just needs space for only one brand — its own.” This clearly synthesized recipe for success isn't from a retail industry publication. It comes from the local newspaper that writes for and is read by Lidl's own shoppers. Every retailer in America should take heed—what our industry has been grappling with is now mainstream, and is distilled in black and white print reflecting our daily news.

So, forget what you know and what you'd like to hold on to. Because life in the retail space is changing faster than you can read this month's issue. It's no longer a choice to do the same thing and survive.

What are your challenges? 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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THE TRUTH BEHIND THE PHOTO: SECRETS TO TEMPTING FOOD PACKAGE DESIGNS

Ever wonder how grocery retailers and brands get their food to look so tempting in advertisements and on packages? The secret isn't having a trained chef prepare those meals. Instead, it's about having a talented food stylist, photographer and photo editor—and sometimes the right hair gel.

Yes, that really does say “hair gel”—and no, it's not a typo. “To get the perfect shots of cereal, we use hair gel in place of milk,” explains Autumn Underwood, photographer for Daymon's Creative Services group. “It doesn't harden, so you can still manipulate the cereal. And it doesn't make the cereal soggy, so you don't have to worry about getting the perfect shot right away.”

Underwood works with a team of designers, food stylists and digital editors to bring retail packaging designs to life for Daymon's private brand clients. She explains that the main rule of thumb in food packaging photography is that whatever's actually being sold inside the package has to be the real thing. But anything else is fair game—hence the use of hair gel as milk on cereal packaging.

Some other tricks of the trade Underwood and her team have used include boiling down maple syrup until it's more like “taffy” so it can be pulled into just the right “drips” on waffles—and shaping ice cream over hollowed out tennis balls filled with dry ice to keep it from melting. When it comes to getting mouth-watering shots of proteins, they might add cherry or beet juice to beef to get the perfect red center, or use individually heated skewers to get just the right grill marks on chicken.



But it's not always just about making food look as appetizing as possible. Some clients have very stringent guidelines for what they want shown on the package to ensure there's no room for accusations of false advertising. For example, Underwood says they had one client who required exactly 17 pieces of pepperoni to be shown on their frozen pizza, and another who wanted to be sure the shot for their assorted jelly beans showed exactly the same number of each color bean.

In her 10-year tenure at Daymon, Underwood has seen numerous trends in food photography and package design come and go. “We're using more rustic backgrounds and props as compared to five years ago. For example, where you used to see BBQ sauce in a white ramekin, now we might show it in a glass jar with a drip of sauce coming over the rim and a basting brush next to it.”

Digital editing tools have also changed the nature of the work. “We shoot a lot of things on white or gray backgrounds so we can isolate them and put them on different backgrounds,” explains Underwood. “This makes it a lot easier to address customer changes, and also to create consistency across designs with multiple flavors of products—ensuring the ingredients are all shown at the same angle and in the same light.” It's this attention to detail that keeps Daymon's Creative Services customers coming back for more.

To learn more about Daymon's retail packaging design services, contact Jim McIntyre, Senior Director of Creative Development and Execution, at jmcintyre@daymon.com.

Tracking Retail Trends Across the Globe

Kristi Maynard, Senior Marketing Manager for Daymon, has spent nearly nine years traveling the globe for the company—working on a range of diverse marketing and brand management projects. Today she works on a consultancy team that provides marketing, category and sourcing services to one of Daymon's retailer clients in Japan. As part of her role, she continues to scan the world for consumer and retail trends applicable to Daymon's retailer partner in an effort to help them stay on the edge of innovation.

Retail News Insider recently sat down with Maynard to get her take on some of today's top trends.

RNI: *What's the biggest trend you're seeing with your retailer partner in Japan that you haven't seen as much elsewhere?*

KM: Japan is really the leader when it comes to innovating for the aging consumer. They recognize that older adults aren't all the same. At the most basic level, you have at least three groups: the independent aging consumer, the dependent aging consumer and the caregiver. And all have very different wants and needs.

Independent consumers feel young and vibrant, and want to be celebrated for growing old. They're more likely to be interested in preventative products that support their still-active lifestyles. That's in contrast to the dependent aging consumer, who may have mobility, cognitive or swallowing issues. Our retailer in Japan has a whole line of foods designed around different levels of swallowing ability. They also have products designed to help make caregiving for these dependent consumers easier.

RNI: *On the flip side, are you seeing any trends in other areas of the world that have yet to really take hold in Japan?*

KM: Online and click-and-collect grocery shopping isn't nearly as prevalent in Japan as it is in other countries. Japanese consumers are so advanced when it comes to mobile technology, but they still very much love to go out and shop. With the growing aging population, I think that's going to change. I also see scan-and-go mobile technology, like Amazon Go is trialing, becoming a big thing in Japan.

RNI: *Living in the U.K., you have experience with discounters like Aldi and Lidl. What's your take on Lidl opening its first store in the U.S. this year?*

KM: Discount here in the U.K. doesn't feel like discount. Lidl stores, for example, offer a pleasant shopping experience, do a great job with local and much of their assortment is private brand. The quality of their products is good, and they get innovation quickly. If they're able to figure out the execution correctly for the U.S. market, they're a big threat. It could be a major disruptor.



KRISTI MAYNARD
Senior Marketing Manager



Most Valued Loyalty Rewards

Shoppers today have a seemingly endless array of stores and brands to choose from. One way retailers and brands can differentiate is through their loyalty programs and rewards. In fact, according to Nielsen, 67 percent of consumers say loyalty programs make them more likely to shop and spend more at a retailer. Here are the top five rewards shoppers value most:

1. Product Discounts

2. Rebates or Cash Back

3. Free Products

4. Free Shipping

5. Frequent Flyer Points



DESTINATION AND DISCOVERY

*Capturing the
Engaged Shopper*

By Retail News Insider



It's a stark new reality for retailers and brands. Traditional definitions of categories can no longer dictate the shopping journey. Shoppers want solutions tailored to their lifestyles. They crave interactions, not mere transactions. In the landscape of ever-evolving physical and digital formats, driving traffic and conversion requires innovative ways to deliver unique solutions and shareable experiences. Put simply, retailers and brands can no longer succeed by building a store or developing a product—they must create a destination for shoppers.

“Shoppers can shop in so many different ways and get the same product in many different places, the only way for retailers and brands to create a reason to choose them is to move from transaction to experience,” says Dave Harvey, Vice President of Thought Leadership for Daymon.

In its recently released global retail study, *From Shopper to Advocate: The Power of Participation*, Daymon identified five key strategies retailers and brands can employ to create the types of retail experiences shoppers are seeking:

- Offer opportunities for collaboration and co-creation.
- Allow for hyper-personalization of product and services.
- Incorporate multi-sensory experiences.
- Reimagine “Fresh” as a platform, not just a department.
- Simplify the shopping experience with an eye towards making it effortless for shoppers.

There are a number of ways these strategies can be implemented by retailers and brands—from the simple to the high tech. Let's take a look at the following examples of innovative retailers and brands that have already begun to shift their strategies to this destination- and discovery-focused style of retailing—both to capture today's and tomorrow's shoppers.

CVS Pharmacy

Helping Shoppers Discover Solutions

Seeking to reimagine its stores to reflect changing shopper behaviors and demands, drugstore chain CVS Pharmacy recently unveiled a new store concept that will place greater emphasis on healthier foods, health-focused products and beauty assortments. Redesigned stores will also incorporate informational signage throughout to help shoppers navigate new offerings.

The retailer says it plans to use “discovery zones” in key health categories, such as sleep/mood, immunity and connected health, to encourage a holistic approach to care and product selections. It also plans to incorporate educational displays into these zones to help shoppers find the right solutions for their needs.

CVS is also planning to incorporate on-the-go beauty product discovery zones at checkout stands, and has already begun to add new “trend walls,” highlighting new launches and niche beauty care brands, at 2,000 of its stores in the United States. As part of this redesign, the company has also committed to removing certain potentially harmful chemicals, including parabens, phthalates and formaldehyde, from its own brand beauty lines by 2019.

Image courtesy of CVS Health



According to Judy Sansone, CVS Senior Vice President Front Store Business and Chief Merchant, these changes are a direct result of changing consumer values and behavior. “We spent a lot of time doing research and found that people are changing the way they think about health. Customers are looking for a more holistic approach to staying well, and our newest stores and product assortments align with this changing behavior,” she explains.

Early results have been quite promising, says Sansone. “With our first test stores, where our focus is health, beauty and consumables, we’ve seen up to a three percent sales growth overall and double digit sales improvements in categories we’ve amplified with our discovery zones, such as sleep/mood.”

Whole Foods

Going Local, Worldwide

At many of its stores, multinational natural foods retailer Whole Foods creates a destination by catering not just to what local shoppers want to buy—but also to the local lifestyle. Take its Post Oak store in Houston, Texas. Opened in 2014, the space features a microbrewery (the first in Whole Foods’ history), boutique-style eco-friendly clothing and accessory shopping area, taco bar, and Snap Kitchen outpost (a locally-based quick-service chain)—all in an effort to connect more deeply with the local lifestyle and become a destination for more than just groceries.

This operationalization of the hyper-local lifestyle is repeated at stores in Philadelphia, Pennsylvania; Toronto, Canada; Glasgow, Scotland; and London, England (to name a few). For example, its Kensington store in London features a full level dedicated to dining—offering pizza,

burritos, ramen, fresh salads, Japanese barbecue and more—as well as a temperature-controlled cheese room, an in-house coffee roasting bar, a wine hub and a scratch bakery. The store also hosts regular events, including “supper clubs,” wine tasting, book signings and even exercise classes.



Photo courtesy of Whole Foods

“For a store to be a destination, it has to offer culturally relevant products and services that work for the area,”

says Carl Jorgensen, Director of Thought Leadership—Wellness for Daymon. “Whole Foods very much integrates themselves with the area, bringing in local foods and vendors. If a store is in an area where other languages predominate, they’ll have signage in that local language.”

Jorgensen goes on to say that retailers and brands would do well to take note of Whole Foods’ approach as they look to establish themselves as destinations. “One of the biggest missteps they could make would be to take a one-size-fits-all approach,” he explains. “Thinking the same thing will work in every community—or not reading the local culture correctly—that could really trip you up if you’re trying to create a destination.”

Eataly NYC Flatiron Cheese Counter; photo by Evan Joseph



Eataly

Creating an Authentic,
All-Encompassing Experience

Eataly bills itself as an Italian marketplace where shoppers can “eat, shop and learn” all under one roof. What sets the retailer apart from a traditional grocery chain, says Nicola Farinetti CEO of Eataly USA, is that it aims “to engage on a sustainable and interactive level. After our customers taste seasonal dishes in our restaurants, they can discover how to recreate the recipe in hands-on demos and take home the exact same ingredients that our chefs use in the market. Then, they know they can come back for the next fresh offerings of the day. We are a place where they can eat, shop, and learn, again and again.”

As Farinetti alludes to, each Eataly location (and there are over 30 around the world) features multiple restaurants, take-away food counters, cafés, bars, cooking classes and a full market that sells all of the foods and drinks prepared throughout.

“They create a total culinary destination experience grounded in Italian authentic heritage,” says Nicole Peranick, Director of Thought Leadership—Culinary for Daymon. “Their in-store dining options reflect the different styles of eating around Italy. For example, they have regionally-inspired antipasti offerings, plus authentic pizza, pasta and plant-forward dishes. And it’s all in a big open space, so it’s very sensory. In some locations, they offer casual rooftop dining, which further creates a sense of community. You can spend many hours there.”

And while Eataly does specialize in all-things Italian, Farinetti also points out that one of the key strategies that has made the concept work on a worldwide scale has been incorporating local elements as well. “While every Eataly is connected to Italian food and culture, every Eataly is above all local. We work directly with small-scale producers from the area to offer the best local flavors, whether it’s fresh yogurt from small Hudson Valley dairies or cured meats from traditional Brazilian butchers,” he explains.

STORY

Turning Brands into Experiences



Full disclosure: STORY isn't actually a retailer or brand on its own. Instead, it operates as part retail space and part innovative marketing firm that helps other retailers and brands tell their stories in uniquely themed and highly-experiential ways. The setup at STORY's 2,000 square-foot boutique in Manhattan, New York, changes every four to eight weeks—featuring a new theme sponsored by a brand or retailer, with an all-new design and all new products.

On its website, STORY describes itself as “a retail concept that takes the point of view of a magazine, changes like a gallery and sells things like a store.” With over 30 unique installations under its belt since launching in 2011, STORY has helped retailers and brands including Target, Dressbarn, Pepsi, Intel and Microsoft experiment with new retailing and marketing concepts to present their brand identities to shoppers in a whole new way.

In its most recent collaboration with Jet.com, STORY created a concept centered around all things “Fresh,” inspired by the online retailer's grocery offerings. The retail space featured a range of food-inspired products—from kitchen appliances to fruit-infused hand creams to jars of pickles and nuts—and also offered events like cooking classes and workshops.

According to a May article from *Food & Wine*, this was Jet.com's first foray into offline retailing, which highlights a particularly unique benefit of temporary and “pop-up” retail concepts like STORY. They offer the potential for all retailers and brands—both online and brick-and-mortar—to create unique and differentiated multi-sensory experiences for shoppers.

“E-commerce brands like Jet.com, Amazon and others understand that physical retail isn't going away, but the purpose for it is evolving toward a greater experience,” says Ryan Dee, Creative Director for Daymon. “As a consumer, I like being able to experience the product before purchasing. And that purchase may not take place in the physical store, it could be at a kiosk, on my mobile device, or my computer. As this evolution continues, the destination retail and showroom experiences [like that offered by STORY] will become the norm rather than exception as we're seeing today.”

The Ties that Bind

These examples illustrate very different ways of delivering on the concept of destination retailing. But what connects them all is the idea that shoppers can visit on multiple occasions and for multiple reasons that may not always have to do with shopping. Perhaps it's to learn, maybe it's to eat, or possibly it's simply to see what's new. And when shoppers actively seek out these engagements beyond basic needs—that's when retailers and brands have succeeded in understanding and involving the new engaged shopper. The trick, then, is to continue to evolve and grow—never forgetting the competition is always waiting in the wings.



PRIVATE BRAND MEAL SOLUTIONS

Bring Innovation to the Table



In the race to capture the attention and dollars of increasingly time-starved consumers, 2016 seemed like the year of the meal kit. Dozens of online meal kit delivery services flourished, growing to a \$1.5 billion business, according to market research firm Packaged Facts.

It's true that's just a small portion of the \$668 billion total grocery market—but not so small that it went unnoticed. Just as quickly as meal subscription kits seemed to pop up, several traditional grocery retailers and brands jumped to get in the game and deliver similar solutions to shoppers' "what's for dinner?" needs.

But traditional retailers and brands aren't just limiting themselves to "me-too" options that use the same meal-in-a-box model as subscription-based companies. Instead, several are bringing even more variety and flexibility to the table. One of Daymon's retailer partners, a grocery chain based in the northeastern U.S., is a prime example of such innovation—offering private brand, chef-inspired meal-kit components that shoppers can mix and match to create a countless number of options.

"The program came about after the retailer's vice president of own brands and Daymon's private brand team saw a similar concept presented at the Private Label Manufacturer's Association (PLMA) conference in late 2015," explains Cristy Daley, Business Manager for Daymon. Both parties were excited by the prospect of an innovative, private brand solution that could compete with the growing popularity of meal kits—and eventually teamed up to bring the program to fruition for the retailer.

Launched in the fall of 2016, the retailer's meal kit solution lineup features a collection of eight sauces, four sides, four vegetable blends and a seasoning blend all set within the store's meat case, alongside beef, chicken, pork, shrimp and salmon.

"In the center of the set are brochures that include recipe ideas to help shoppers choose what they want and how to prepare it at home," says Daley. "The idea is that you can pick a sauce, side, vegetable and protein, cook it all in one pan and have a gourmet meal that was actually designed by a chef in about 15 minutes."

Not only does the ability to mix and match the components offer more variety than a traditional subscription-based kit, the retailer also has plans to rotate its selection to keep the program feeling fresh and on-trend for shoppers. What's more, the retailer has found that even shoppers who aren't quite ready to go "all in" with the full kit are still enjoying the convenience of the ready-to-cook components—for example, by pairing just the meat and vegetable, or vegetable and side.

Daley admits the retailer had some concerns at first about carving out space in its meat case for this new solution set. But those concerns have long been put to rest as the retailer has seen the success of the program continue to grow. "Our retailer partner has seen a huge spike in the movement of all of the proteins," she explains. "Overall, they're extremely happy with the program and already looking for other ways to innovate with meal solutions throughout the store."

To learn more about partnering with Daymon to build a private brand meal solution, contact Cristy Daley at cdaley@daymon.com.

MERCHANDISING SOLUTIONS

Help Retailers
Keep Up with the
Competition



consistent and centrally-run merchandising program for all of its stores throughout the Midwest, Southwest and Western United States.

“Our vast industry experience as a dedicated merchandising services provider was an ideal match for this retailer, aligning with its need to stay competitive and relevant. Thus the perfect marriage was formed,” says Gina Pfister, Regional Vice President of Operations for SAS Retail Services.

As of June 1, 2017, SAS Retail Services now provides a host of services for the retailer, including:

- planogram writing and implementation
- program management
- resets
- promotional merchandising
- refreshes
- new item cut-ins
- compliance surveys
- reporting.

These services are supported by SAS Retail Services’ industry-leading business intelligence and data warehousing system, RetailLogic™, which harnesses the power of big data and analytics to produce actionable insights that drive outstanding speed-to-shelf results. All are designed to improve the shopability of the retailer’s stores and give shoppers a consistent experience no matter what location they visit—with the ultimate goal of helping the retailer continue to grow and succeed in today’s (and tomorrow’s) evolving retail marketplace.

To learn more about SAS Retail Services’ merchandising and execution capabilities, contact Michael Bellman, President – SAS Retail Services, at michaelbellman@daymon.com.

No retailer is immune from the changing forces impacting the retail environment today. To stay relevant in an increasingly competitive marketplace—with pressure from the likes of multinational chains and online conglomerates—even regional chains are coming to rely on data-driven solutions. That’s what one Colorado-based natural foods retail chain was looking for when it recently teamed up with Daymon’s retail execution arm, SAS Retail Services, to build and execute a new set of in-store merchandising strategies.

Prior to this partnership, the retailer had no centrally-defined schematics strategy for its over 140 stores. That led to inconsistencies in product mixes—a frustration for shoppers, brands and the retailer alike. Through its work with Daymon’s Brand Development Team, the retailer was introduced to SAS Retail Services and quickly became interested in the dedicated merchandising programs the team has become renowned for.

After meeting with SAS Retail Services’ leadership group and learning more about the team’s business model and cutting-edge industry insights, the retailer signed on to build a dedicated,

SOURCING *Sophistication* FOR TODAY'S NEW RETAIL LANDSCAPE

In today's changing retail landscape, retailers and suppliers of consumer goods are facing a balancing act between maintaining profitability, improving the consumer experience and keeping Private Brands from falling victim to the changing times.

As part of the Daymon Global Sourcing team's ongoing work identifying trends and solutions for its Private Brand partners, Asmita Pahwa, Senior Director of Global Sourcing and Supply Chain Management for Daymon, says a common theme has begun to emerge over the past six months. "Many of the most effective, consumer-centric solutions we're seeing all revolve around one paradoxically simple concept: sophistication. Only by elevating itself and staying on-trend can private label continue to compete effectively."

One way Pahwa says retailers can improve the sophistication of their Private Brands is by reformulating products or introducing new options that prioritize the use of sustainable ingredients and materials. "Sustainability

is high on the agenda for consumers, and as a result, innovative brands are working to deliver eco-conscious and recycled/recyclable solutions across all categories, from cleaning products and home goods to pet food packaging and toys," she explains.

A related trend is the development of products that use more sustainable, plant-based protein sources. Protein continues to be a hot commodity for consumers. And while fresh meat and dairy tend to be the main contributors to protein purchases in the world's top packaged food markets, consumers are increasingly coming to understand that plant-based proteins use less water and are less harmful to the environment to produce.

"Peas, lentils, hemp, seaweed and ancient grains, such as chia, buckwheat and amaranth, are some of the more promising future sources," explains Pahwa. These ingredients are already being used by some producers to elevate traditionally low-protein products to the high-protein sphere. Examples include pastas made from lentils, black beans and/or ancient

grains to provide at least 20 grams of protein per serving—more than twice that of most wheat-based pastas.

The demand for better sources of protein is part of a larger trend toward naturally-driven wellness. "Clean eating continues to permeate new demographics, and organic and sustainable food sales are steadily rising for at-home chefs," says Pahwa. "Consumers increasingly believe that nature has created foods that are perfect, and want to eat them in as close to their natural state as possible."

As a result, there is a growing preference for foods that are inherently nutritious (superfoods) and do not require fortification or augmentation. This belief is driving growth in fresh categories and the clean-label/free-from category. It's also extending to the pet market, with an increasing number of natural, vegan, vegetarian and grain-/gluten-free options food offerings. Even beauty is getting on the bandwagon. According to Pahwa, vegan beauty products took the spotlight at Cosmoprof 2017, a leading global beauty trade show, with everything from vegan hair and face oils to nail polish on display.

"As Amazon continues to commoditize the grocery industry, evidenced by its recent nearly \$14 billion bid for Whole Foods, traditional retailers are going to need to innovate and differentiate their product assortment. Sourcing more sophisticated Private Brand offerings that better reflect consumers' core values around diversity, the environment and societal issues is one of the best ways retailers can achieve this—and deliver the more personalized experience today's shoppers demand," concludes Pahwa.

To learn more about Daymon global sourcing solutions, contact Asmita Pahwa, Senior Director, Global Sourcing and Supply Chain Operations at apahwa@daymon.com.



Experiential Events Launch Lasting Engagement—Online and Off

Think experiential events are one-hit wonders—here today and gone tomorrow? Think again. “Thanks to social media and other digital platforms, events have the potential to live on long after they’re over,” says Ryan Dee, Creative Director for Daymon’s Consumer Experience Marketing team.

Dee explains that when combined with social media, websites or other promotional efforts, experiential events can spark lasting consumer engagement with a retailer or brand. This engagement can be even more effective than traditional advertising. “People who go to an event and post on social media are sharing it with their friends, who are seeing and sharing it, too. That multiplies the impact and can have more weight than an ad campaign. Also, an ad is a one-way dialogue, but this is a lot more dynamic,” he says.

the expertise and best practice guidance to help retailer and brand partners get started.

That expertise starts with choosing the right events to showcase on the right platforms. “Events need to have an exciting and relevant angle for the target consumer—something that people will want to share,” says Dee. Ideas can range from simpler “create-your-own” sampling events to more elaborate events such as mobile tours or pop-up shops.



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As for choosing the right platform, that comes down to knowing your audience. For example, Instagram and Snapchat are popular with younger consumers, while middle-aged and older consumers tend to stick to Facebook.

Dee also points out that, “one thing retailers and brands need to keep in mind is that social media isn’t just about pushing content from the top-down. It’s about starting a dialogue and even encouraging consumers to create their own content.”

“Giving away small rewards can encourage that kind of engagement and help build a following,” adds Duke. “For example, for our Advance Auto Parts tour, we give our followers an extra spin of the prize wheel if they post a picture with Tuxlee while they’re there. These types of incentives are very inexpensive for the retailer or brand, but can make a big impact in the social media sphere.” And making an impact that keeps consumers tuned in for more is what it’s all about.

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

Daymon has seen the success of events tied to social media campaigns first hand as part of its mobile tour partnership with Advance Auto Parts. Daymon manages an Instagram account for the tour mascot, an adorable Yorkipoo named Tuxlee (@Tuxleeontour). “People who have come to tour events in previous years follow @Tuxleeontour and will often find out that way about new events that are coming up in their area,” explains Brittney Duke, Marketing Coordinator for Daymon. “They tell us how excited they are to see Tuxlee again and will engage via Instagram both before and after the events.”

Both Dee and Duke admit that the idea of adding a social media component to experiential events can seem overwhelming for retailers and brands who are fairly new to it. But Daymon’s consumer experience marketing team is happy to provide

Creative Solutions for Warm Weather Meals

As we enter the peak summer months and temperatures continue to rise, the idea of turning on the oven or stove becomes less and less appealing to most shoppers. Sales Advisors can offer a welcome alternative by providing creative ideas for warm weather meal solutions using the items they're sampling.

1. Take advantage of fresh prepared items from the deli for a semi-homemade meal in minutes! For example, try combining rotisserie chicken with pasta salad for a delicious one-dish meal.



2. Break out the slow cooker. Put in ribs or a pork roast and your favorite BBQ sauce or marinade in the morning, cook on low and enjoy melt-in-your mouth goodness by dinner.



3. Try a taste of Spain with tapas—simple, savory bites you can pull together with ease. Think pre-cut vegetables with dip, marinated olives, and a selection of your favorite smoked meats and cheeses.

[From the Front Lines]

SAFETY MATTERS

Safety is always a top priority for our front-line associates. This month, Brand Ambassador Tim Hughes shares his top tips for staying safe on the job and keeping shoppers happy, healthy and engaged.

Ensuring safety starts well before an event begins. "I try to set up in location where I can control the flow around demo area. I always have cords tucked away so they cannot be trip hazards. If room allows, I post at least two visible signs warning of hot items and allergies. And I always check the expiration dates on foods before preparing them," says Hughes.

During events, Hughes highlights the importance attending to food safety standards. "When possible, I try to set up next to a freezer and put my refrigerated items in it. If not, I keep them in a cooler so they're chilled to at least 40 degrees. Once hot foods are cooked, I keep them at 140 degrees. When putting out cooked food, most items should be discarded after 15 to 30 minutes and replaced with fresh items."

When it comes to guarding personal safety, Hughes points to two common sources of injury: sharp objects and hot items. "When using sharp utensils, I always hold them by the handle and cut away from myself. When my knife isn't in use, I keep it in a sheath on the table or under the cart. For hot surfaces, I always have a pot holder or towel to handle lids, and I put hot appliances on my dominant side."

Hughes also points out that associates shouldn't be afraid to make the importance of safety known to shoppers. "I try to keep hot or other dangerous items well out of customer's reach. And if a customer asks why, I let them know safety comes first," he explains. "I might say something like 'this is a great tasting tea, but I just poured it so it may be hot. Please be careful.'"



**Tim Hughes,
Brand Ambassador**

WHAT'S
IN A
LOGO?ORGANIC, NON-GMO AND
SUSTAINABILITY
CERTIFICATIONS EXPLAINED

As consumer demand for more natural and sustainable products grows, there's also been an increase in the number of independent organizations offering organic, non-GMO and other sustainability certifications. These certifications can help retailers and brands convey an added level of transparency and encourage today's ever-more conscientious shoppers to instill their trust in a product.

But with so many certification options out there, it can be hard to know exactly what logo or seal means what. We created this handy guide to help retailers, brands and shoppers understand some of the most common certifications available in the U.S. marketplace today.

ORGANIC



Though there are a number of organic-certifying agencies in the U.S., all adhere to the same set of standards set by the U.S. Department of Agriculture. These define organic foods as those that are produced without synthetic pesticides or fertilizers, sewage sludge, genetically modified organisms (GMOs) or irradiation, and livestock raised on organic feed and not given antibiotics or growth hormones.

Under this umbrella, the standards allow for four organic labeling claims:

- **"100% Organic"** means 100 percent of the ingredients and processing aids are organic. The product must include the certifying agency's name or logo, and may feature the USDA Organic seal.
- **"Organic"** means at least 95 percent of the ingredients are organic, but up to 5 percent may come from a limited list of non-organic ingredients. The product must include the certifying agency's name or logo, and may feature the USDA Organic seal.
- **"Made with Organic Ingredients"** means at least 70 percent of the ingredients are organic. The product must list the organic certifying agency, but the product cannot include the USDA Organic seal.
- Products made with **"specific organic ingredients"** are less than 70 percent organic in total. Individual organic ingredients can be listed in the ingredients list, but labels may not include the USDA or a certifying agency's seal.

NON-GMO

Unlike the organic claim, there is no standard in the U.S. for non-GMO claims. Here's what some of the most common seals seen on products actually mean:



- **Non-GMO Project Verified** means all ingredients (including animal feed if the product includes animal-derived products) have been tested or traced to the source by an independent third-party and show no evidence of bioengineering.
- **Non-GMO Certified by NSF** is similar to Non-GMO Project Certified, but allows USDA Organic Certification as proof of non-GMO status in place of testing and/or source tracing.
- **USDA Process Verified** means the USDA has confirmed a company is following its own non-GMO standards (testing of actual product is not necessarily required).

SUSTAINABILITY

What's included in these certifications can also vary. For example:

- **Rainforest Alliance Certified** means the product comes from a farm or forest that is regularly audited to ensure it is following set guidelines to ensure biodiversity and natural resource conservation, effective farm/forest management, and improved economic and human wellbeing. All products certified products are inherently non-GMO, but not necessarily organic.
- **Fair Trade Certified™** means farms, factories and fisheries have met rigorous social, environmental and economic standards, including for safe working conditions, no GMOs, no child labor and elimination of harmful chemicals. Producers also earn additional money with every sale, which is used for investment in community projects.

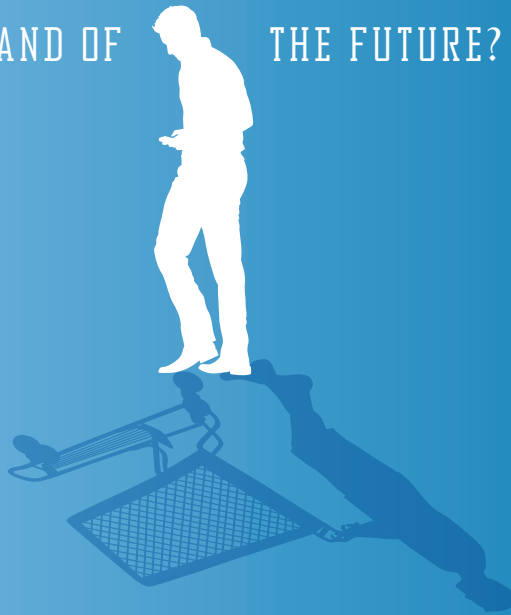


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