

# Using Value Messaging to Create a Better Shopping Experience



# Introducing



## **Andy Priestman**

**Director of Business Development & Innovation  
TC In-Store**

Andy is responsible for connecting the dots between TC's design studio, digital teams and their print, structural and industrial production facilities, to grow the envelope of what's possible in-store, while maximizing sales lift, customer engagement and ROI for both brands and retailers.

Andy's previous roles in distribution and as a brand owner, working with supply chain, operations, finance, sales and marketing, gives him a unique, holistic lens to problem solving for current in-store challenges.

# 2 Big Questions

?

How do we create more effective Value Messaging, that can also enhancing Customer Engagement, Exploration and Education in the store?

?

How can we personalize value messaging, both during pre-shop and in-store to create a more relevant shopping experience for each customer?

# What is Value?



## DEFINING VALUE

What does the word "value" mean to grocery shoppers?

### "In their own words"

"As a grocery shopper, 'value' to me means a balance between quality and price. It's about getting good quality products at a reasonable cost, considering factors like freshness, taste, nutritional value and overall satisfaction for the money spent."

**"A great product and a great price that will allow me to feed my family and save a little money."**

**"Best bang for your buck."**

**"DEALS ON GROCERIES. CHEAPER THAN THE MAINSTREAM."**

*"Saving money."*

"Same price as before the pandemic."

"Products are of the highest quality and take into account moral, human and environmental values."

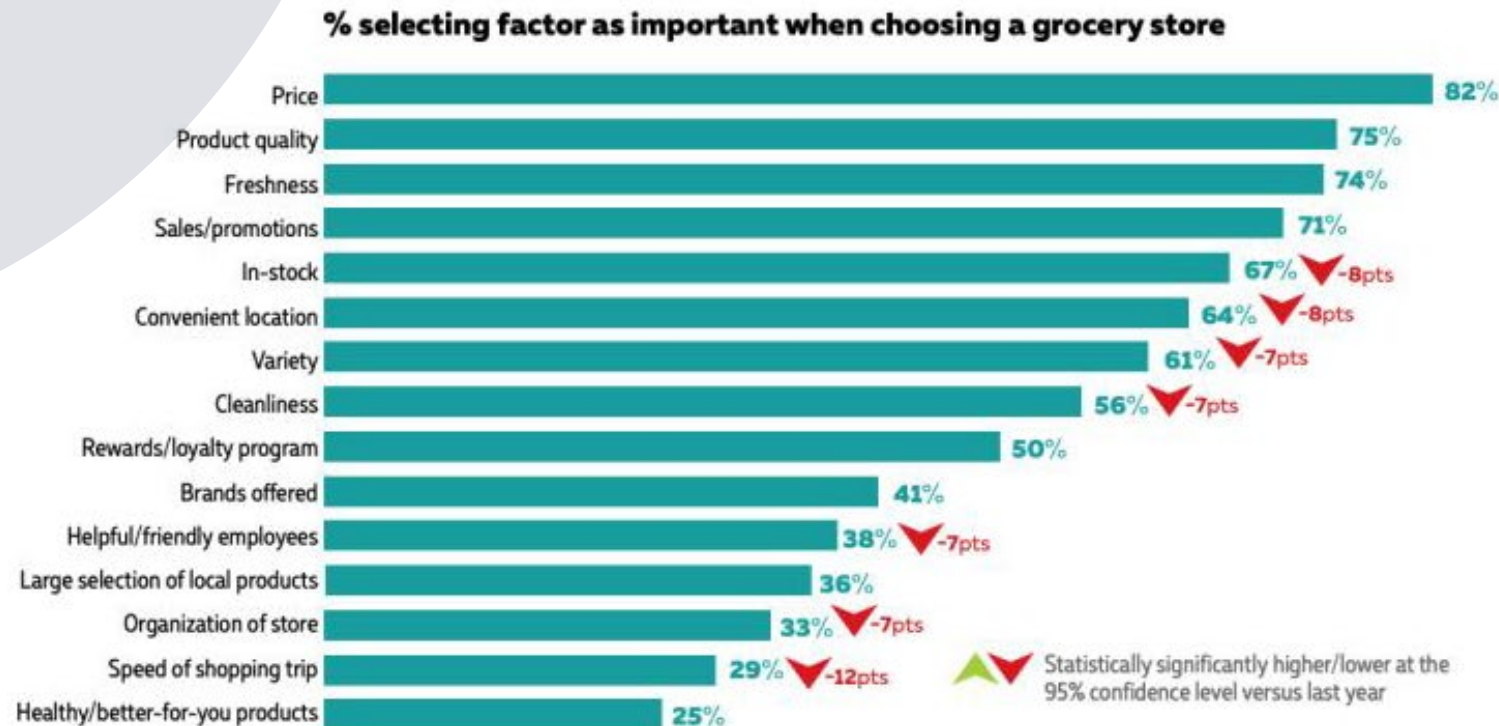
**"Good prices and freshness."**

# Value Factors

how do we cater to price, while also maintaining the other factors that drive people to grocery stores

## TOP FACTORS WHEN CHOOSING A GROCERY STORE

Price remains the top factor when deciding where to shop for groceries.



### Highest subgroup scores

Boomers (90%) score "price" significantly higher than all other generations.

Female shoppers score the following factors significantly higher in importance than male shoppers:

**In-stock**  
**Rewards/loyalty program**  
**Sales/promotions**  
**Freshness**  
**Product quality**  
**Variety**  
**Convenient location**  
**Cleanliness**  
**Healthy/better-for-you products**  
**Commitment to sustainable practices**

# It's not just in Grocery, and it's not just in Canada...

**96%** of Consumers to Adopt Cost Saving Behaviours

Better Shopping Experience = **3X** Resiliency

<sup>3</sup> Consumers seek frictionless experiences in a world of disruptions, PwC, February 2023, <https://www.pwc.com/gx/en/industries/consumer-markets/consumer-insights-survey-feb-2023.html> Improve the customer shopping experience across all channels.

<sup>4</sup> Adapting to the next normal in retail: The customer experience imperative, McKinsey, May 20, 2020, <https://www.mckinsey.com/industries/retail/our-insights/adapting-to-the-next-normal-in-retail-the-customer-experience-imperative>

# Why is Personalization Relevant?

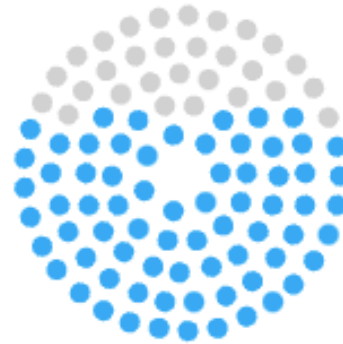
Loyalty is up for grabs...



**75%**

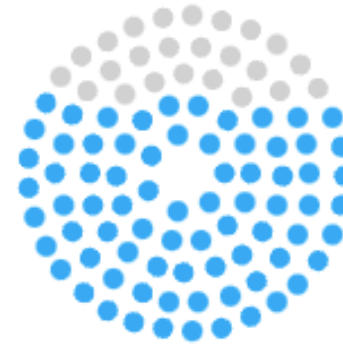
of consumers tried a new shopping behavior during the pandemic<sup>1</sup>

...and consumers expect personalization from the brands and businesses they choose.



**71%**

of consumers expect personalization<sup>2</sup>



**76%**

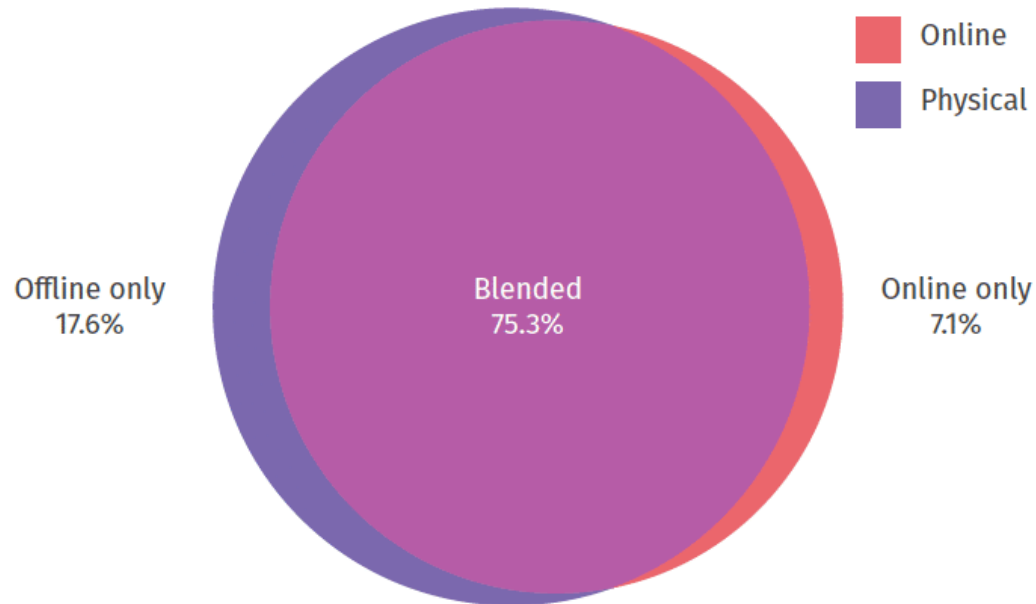
of consumers get frustrated when they don't find it<sup>2</sup>

# It's an Integrated Shopper Journey

Digital and Physical Experiences Don't Live in Isolation

**The world of shopping is blended**

World - Online vs physical shopping habits %



Physical retail is at a crossroads. YES, you need to embrace technology. But this technology must embrace your customers. They demand a highly personal shopping experience as standard."

**Sir Terry Leahy**

# Personalizing Value Messaging Across Touchpoints

# A Changing Customer Journey



Friday, July 26 to Thursday, August 1, 2024

PREMIER NATIONAL PARTNER  
GRAND PARTENAIRE NATIONAL

# CANADA'S STORE™

BLACK & DECKER

TOP  
PRICE  
ON SALE

**SAVE  
\$70**

**Save \$69.99** Ring \$139.99  
20V MAX Li-Ion Drill/Driver  
with 100-PC Accessory Kit.  
#A-3985-2

HEATPRO®

TOP  
PRICE  
ON SALE

**SAVE  
\$50**

**Save \$106.66** Ring \$159.99  
10-PC Copper Essentials Forgotten  
Non-Stick Cookware, 10 x 100-1-1

FRIDAY, JULY 26

SPECIAL OFFER

**Redeem  
CT Money™**  
and get

**20%  
BACK**

in CT Money on the  
amount redeemed for  
your pre-purchase\*  
purchase\*

That's 50x

Example: If you  
redeem \$100 before  
tax you will collect  
\$20 CT Money.

\*See purchase. Redeem applied  
to maximum redemption of  
\$1,000. Combination of  
redeemable and non-redeemable  
items. See rules for details.

**RED  
ALERT DEALS**

**SAVE  
25%**  
Sale \$10.99-22.99 Ring \$19.99-49.99  
Measuring Cup 5-PC Set and Self-Standing  
Baking Bowls. #A-2000-10-0000

**SAVE  
25%**  
Sale \$7.99 ea  
Ring \$9.99 Model 1  
Nordicware 5-oz. Cup  
7 gradient available.  
#A-750-10-0000

**SAVE  
30%**  
Sale \$9.99  
Ring \$14.99  
Whisper Garage Light,  
6000 Lumen, 15.2 x 14.2 x 3

MAKITA

**SAVE  
\$30**

**Save \$100.99** Ring \$130.99  
7.02/4.04" 20V  
RadioVolt Blue 3-Speed, 3-1/2" x 11-1/2"  
Save \$120 Sale \$199.99  
3.6/4.04" 20V Ring \$199.99 Radio  
Adult Blue, 25-Speed, 3-1/2" x 11-1/2"

RYOBI

**SAVE  
45%**

**Save \$30.99** Ring \$55.99  
Heavy-Duty Garden Hose, 75' x 1/2" ID

MOORE

**SAVE  
\$50**

**Save \$299.99** Ring \$349.99  
400 Watt Lithium-Ion Poly Mulching Lawn  
Mower, 18" x 42" x 42"

ZELEZIL

**TESTED  
SAVE  
\$30**

**Save \$39.99** Ring \$69.99  
Summit  
1000-50-40 Kapsle  
275-l capacity 10-  
#A-200-1-1

HYGIE

**SAVE  
10%**

**Save \$14.40-43.19** Ring \$15.99-47.99  
Selecter Cat Cleaning  
and Deodorizing Products, 7-9400

Triangle

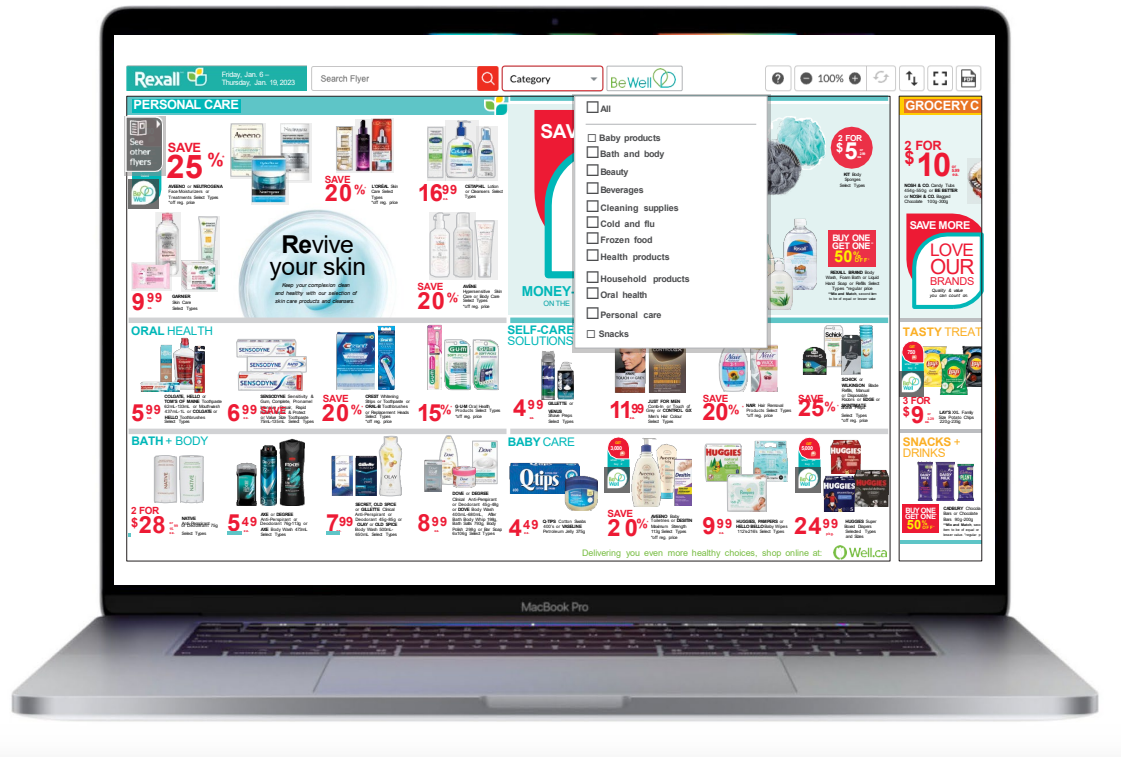
No Fee, No Interest financing\* on purchases of \$150 or more.

\*24 month monthly payments.  
Conditions apply. See rules back page.



# Leverage Digital Assets In-Store: Highlights of the ADF Digital Experience

Desktop



Tablet

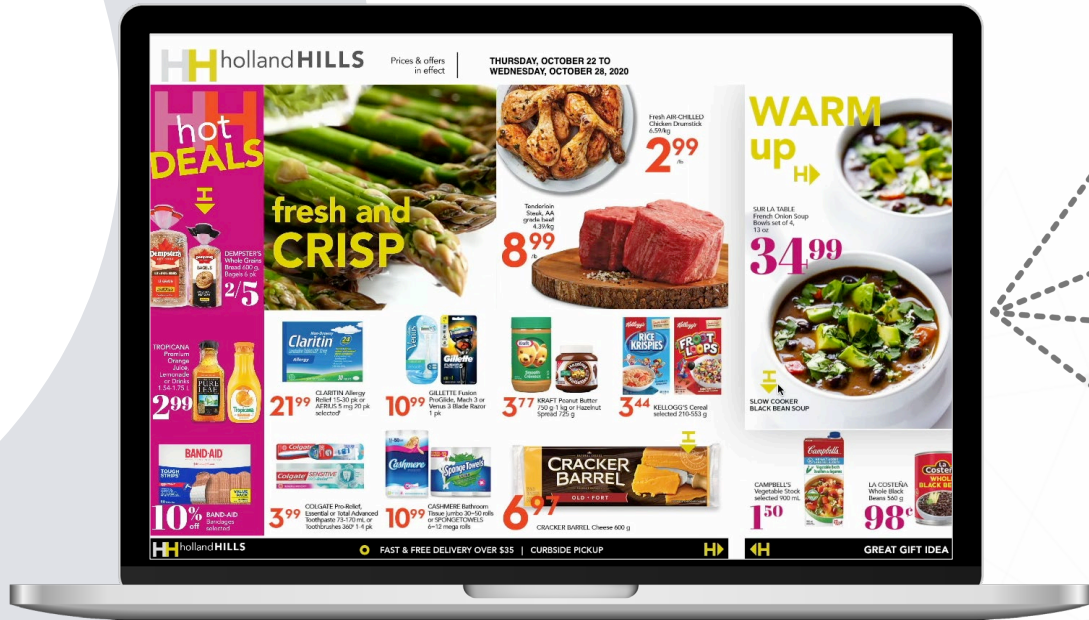


Mobile



# Optimized Digital Experience

# Automate Output to Omni-Channel



T-stand Poster

Digital Display

# Automated Output For Dynamic Ad Generation

19



**Agile Signage to keep  
Messaging fresh, new  
and personalized.**

# Using Digital Technology to tie into Physical Store



*Can be used to highlight value pricing and featured products, while also speaking to additional benefits, building basket size and driving engagement.*

- *Product Comparison*
- *Exploration & Education*
- *Cross Reference additional Products*
- *Enhanced Storylines*

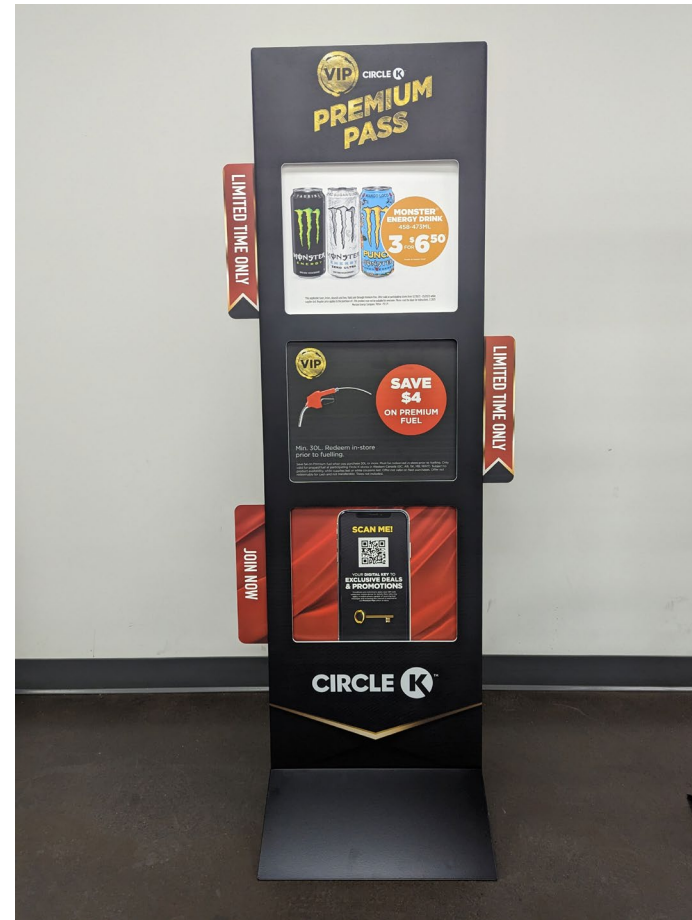
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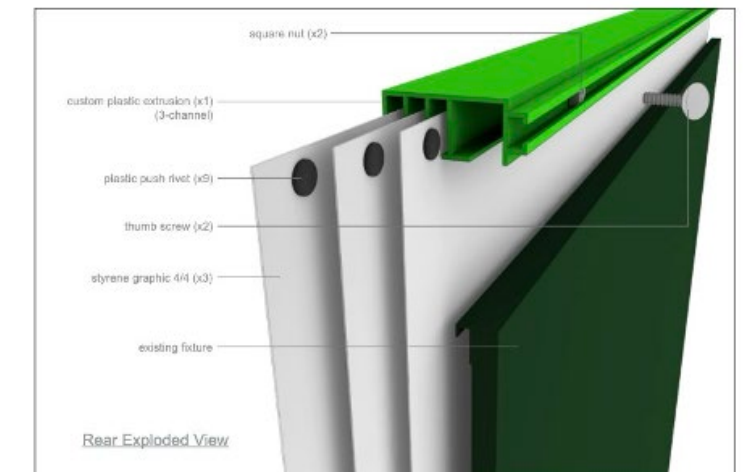
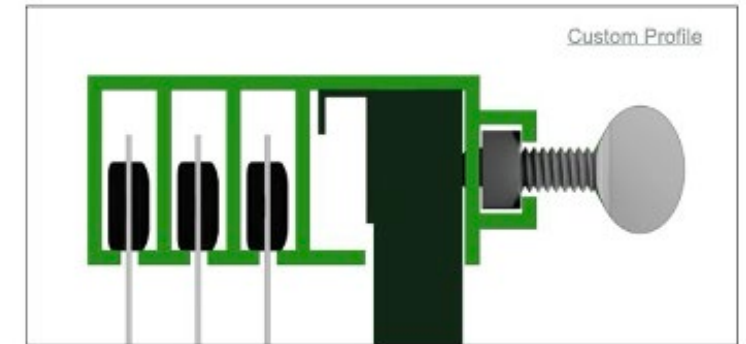
*"Choose your own adventure" provides a unique experience for each user.*

- *Product Comparison*
- *Exploration & Education*
- *Cross Reference additional Products*
- *Enhanced Storylines*

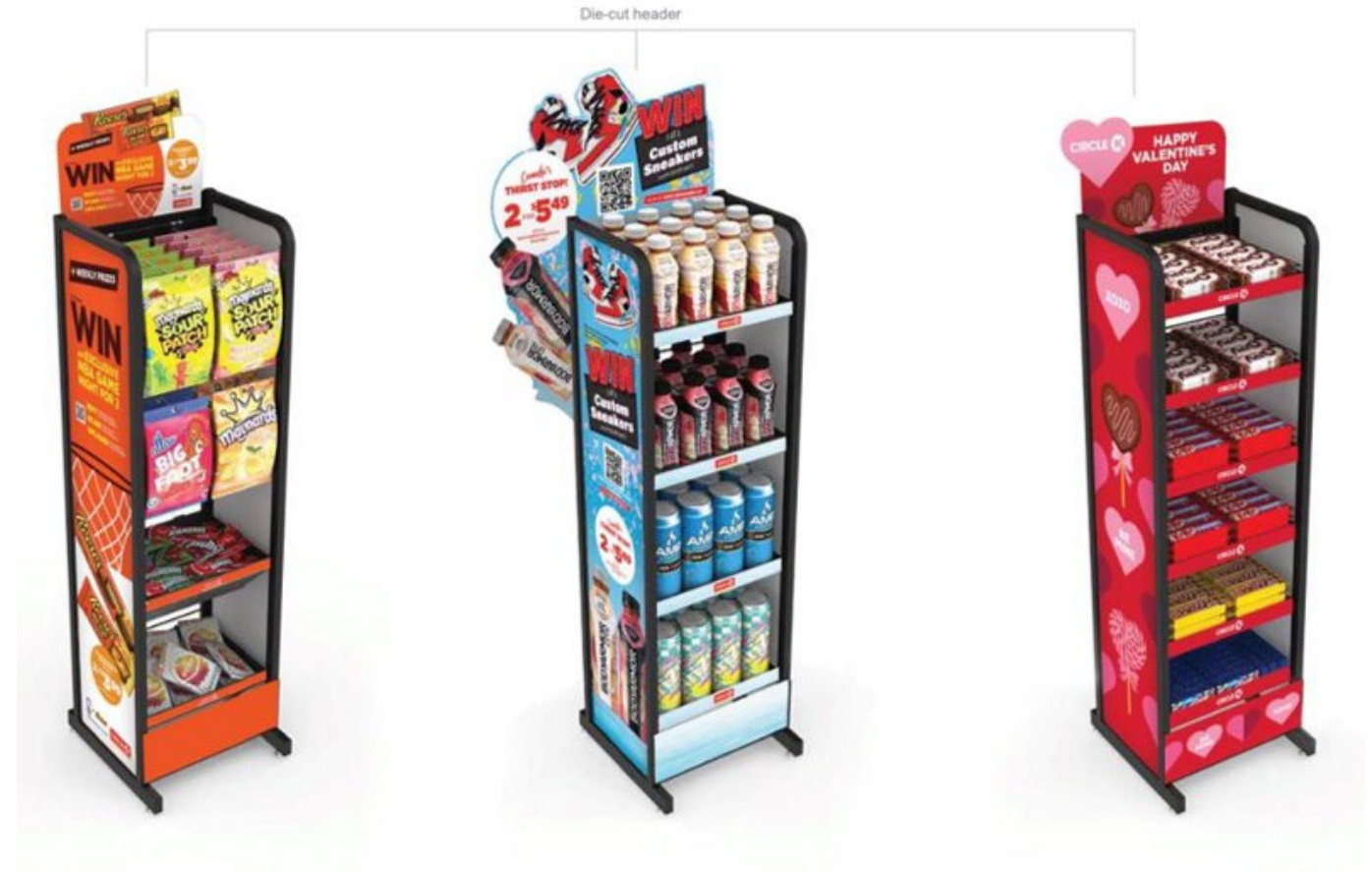
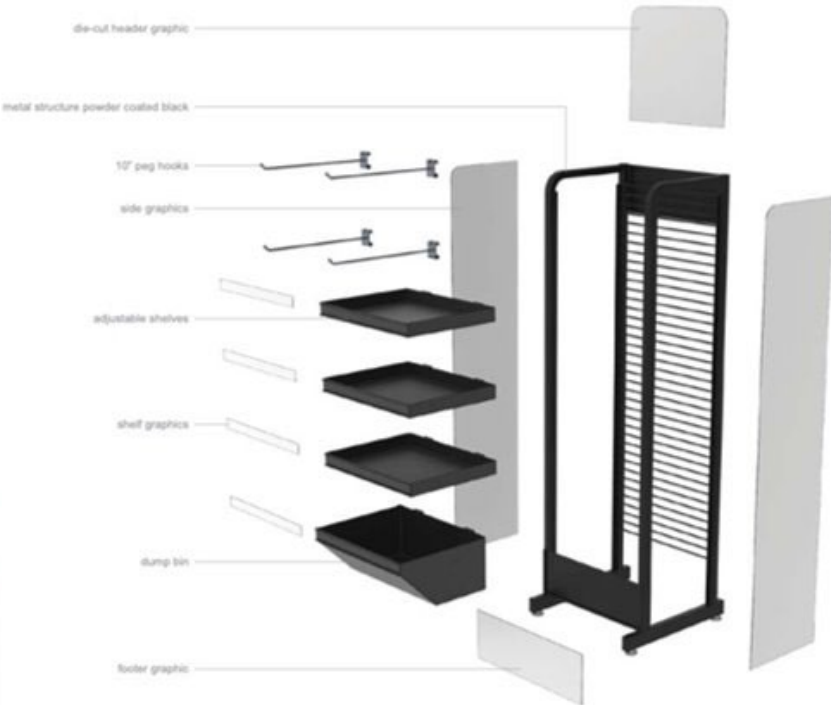
# Agile Signage



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# Fixture Versatility



# Brand owned Categories / Shop-in-Shops



**Thank you!**