

Value Messaging Lunch & Learn

RCCSTORE24



Introducing



Victor Imbrogno
Director of Business Development
TDS Digital & Premedia

Victor is the Director of Business Development at TC Transcontinental Premedia with over 20 years in the industry serving some of Canada's largest retailers, specializing in providing omnichannel solutions for clients in areas of print, ecommerce, and instore marketing. As part of the innovation team, Victor assisted in launching the Advanced Digital Flyer, leveraging a combination of traditional and digital channels to maximize engagement as part of the path to purchase.



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.



Title: Why Value First Messaging Matters ...

Key Take-Aways:

- ❑ Practical Ideas to drive Value Messaging, while also enhancing Customer Engagement and critical Measures like Exploration and Education in the Store.
- ❑ Ensuring we're building Positive Brand Equity for Partners.
- ❑ Current Examples of Best Practices from some of Canada's largest Retailers.
- ❑ Innovative Concepts that will spark Ideas to take-back to your Marketing Team.

2 Big Questions

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How do we drive Value Messaging, while also enhancing Customer Engagement and things like Exploration and Education in the Store?

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How do we ensure we're building Positive Brand Equity for both Partners and Ourselves, and not negatively impacting it with Value Messaging?

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."

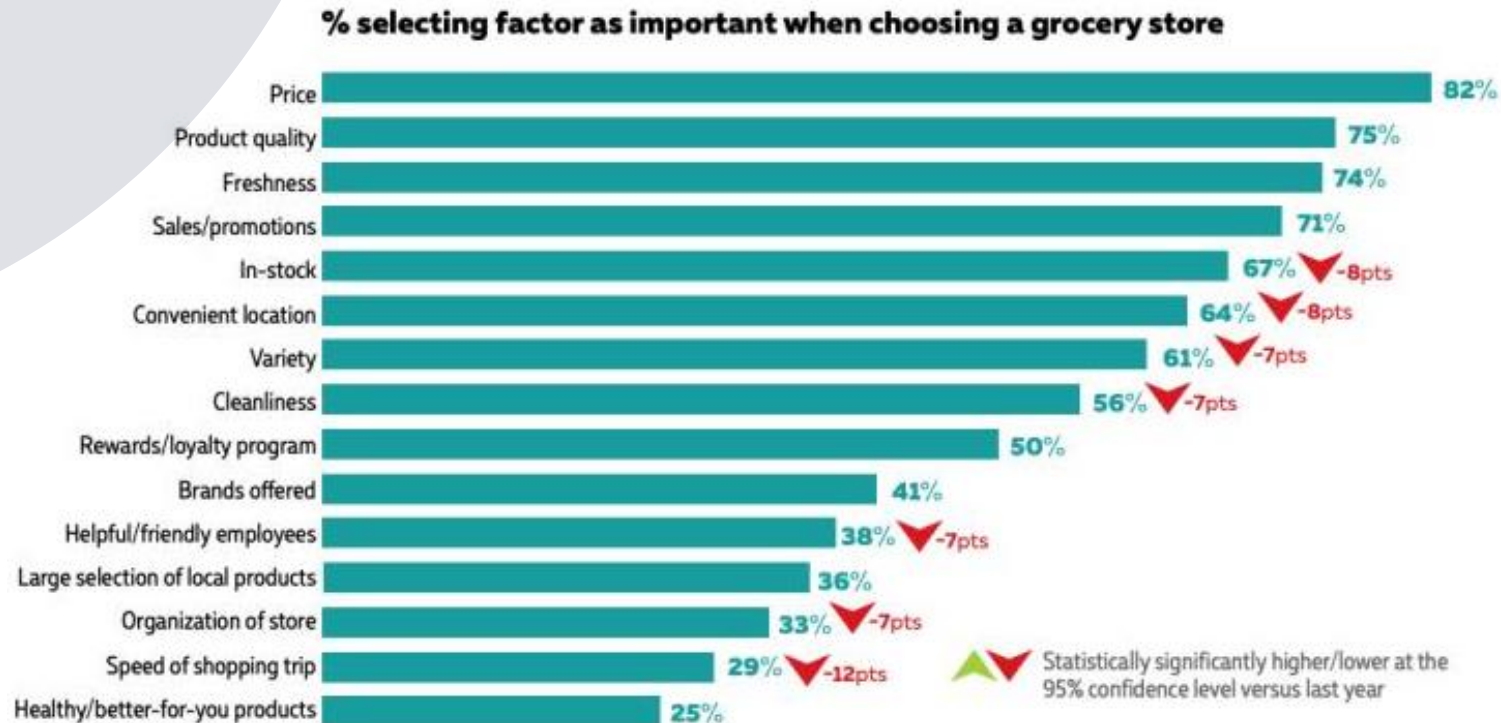
"Good prices and freshness."

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

³ *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.*

⁴ *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>*

Current Value Messaging Trends...



Value Messaging is Front and Centre

All markets are focused on value messaging currently – Price is Key



New Channels Open for Competition as Shopper Values & Habits Change



McDonald's plans more value to win back low-income consumers. [Photo courtesy of McDonald's]

Using Digital Technology to Drive Value Messaging + A Better Shopping Experience

Using Digital Technology to tie into Physical Store

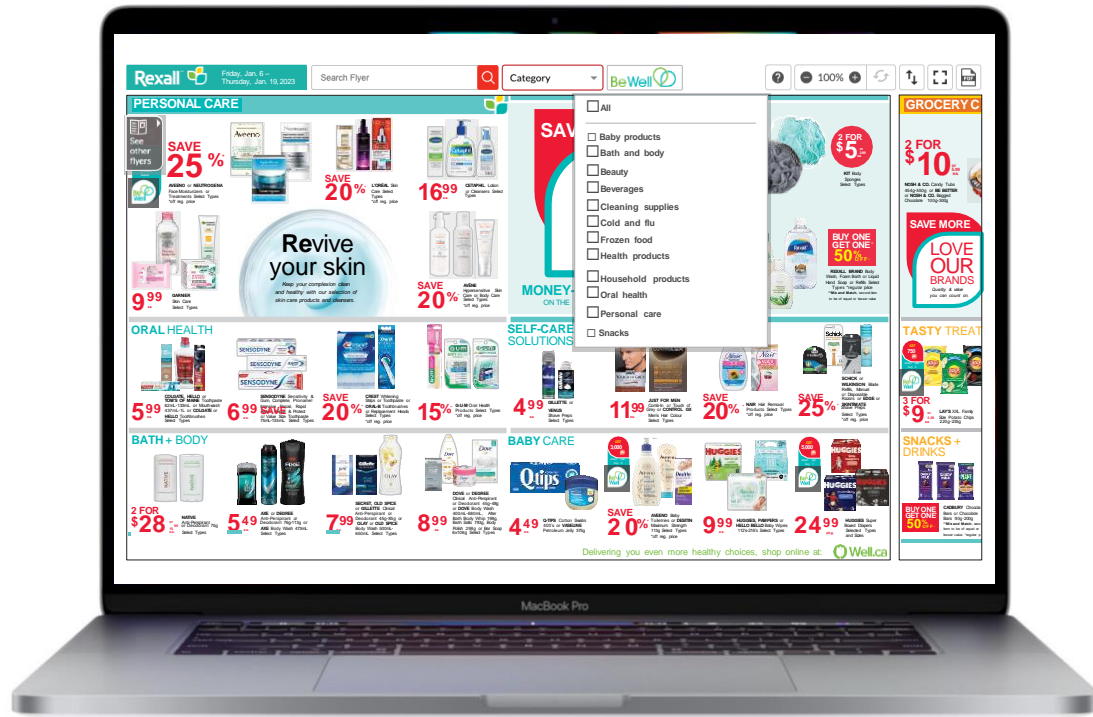


Can be used to highlight value pricing and featured products, while also speaking to additional benefits, building basket size and driving engagement.

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

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

Desktop



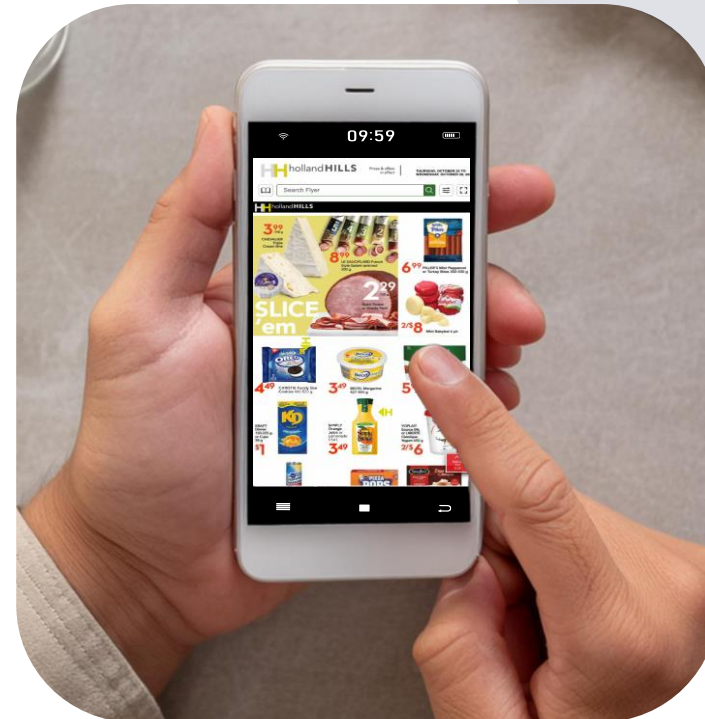
Tablet



Mobile



Optimized Digital Experience



Enhanced Content



In-Block Videos

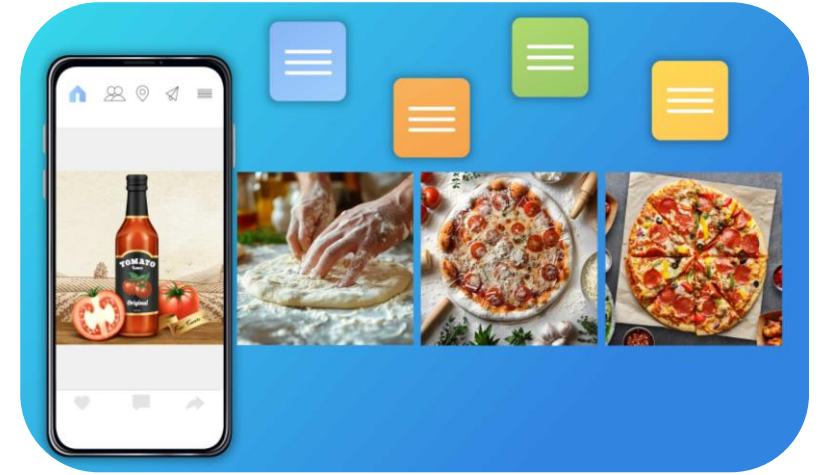


Image Carousels

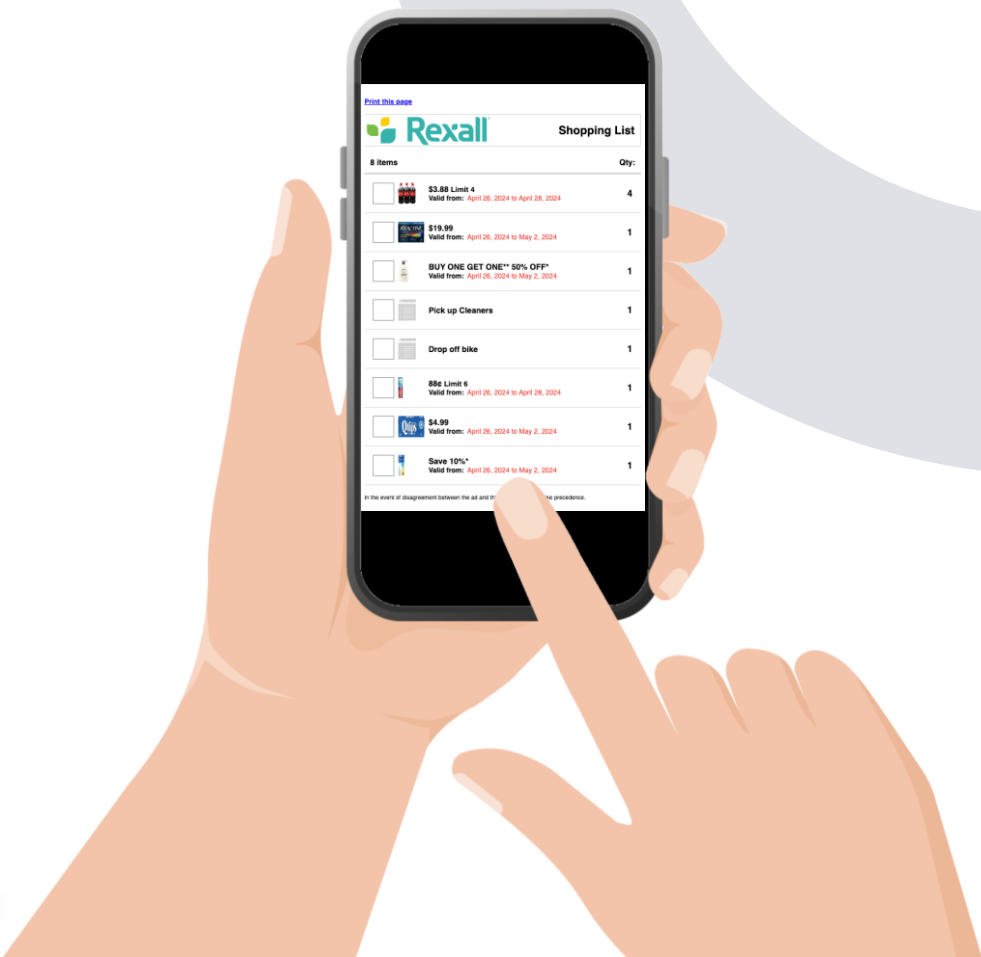
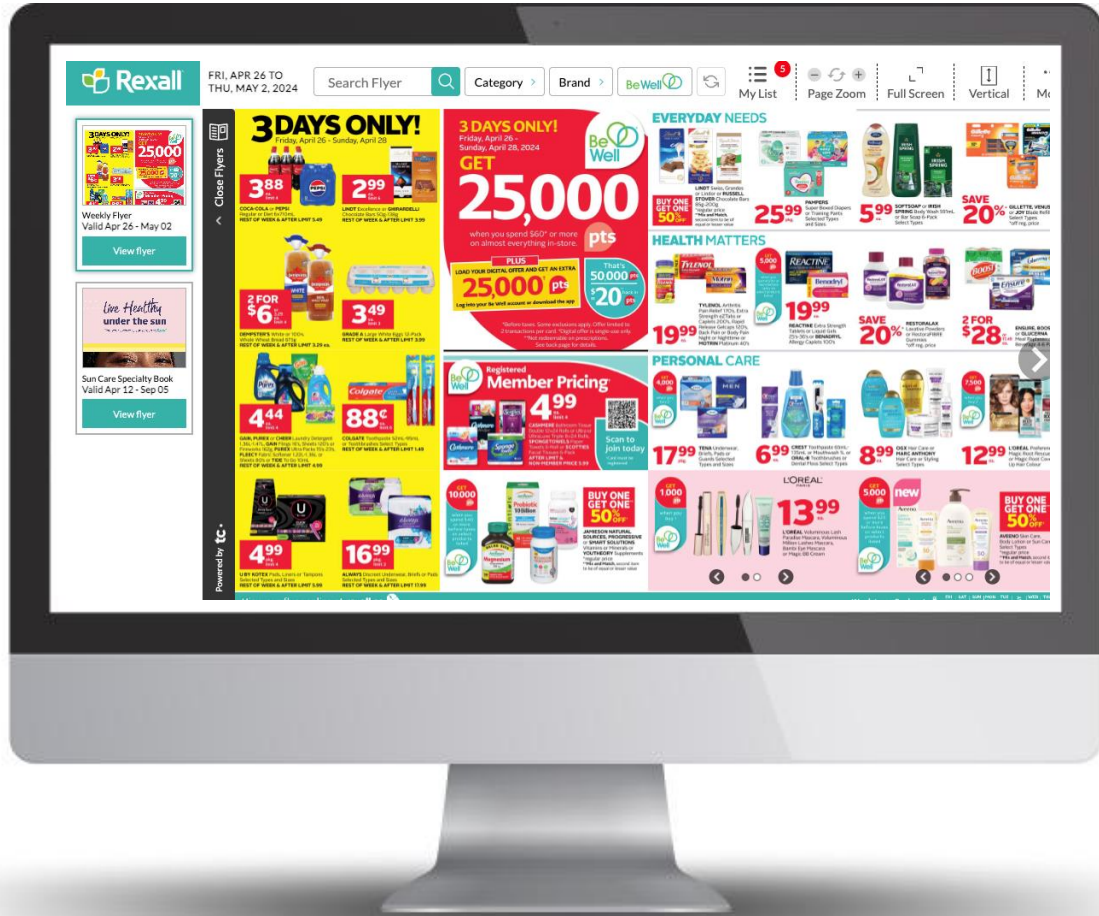


Animation

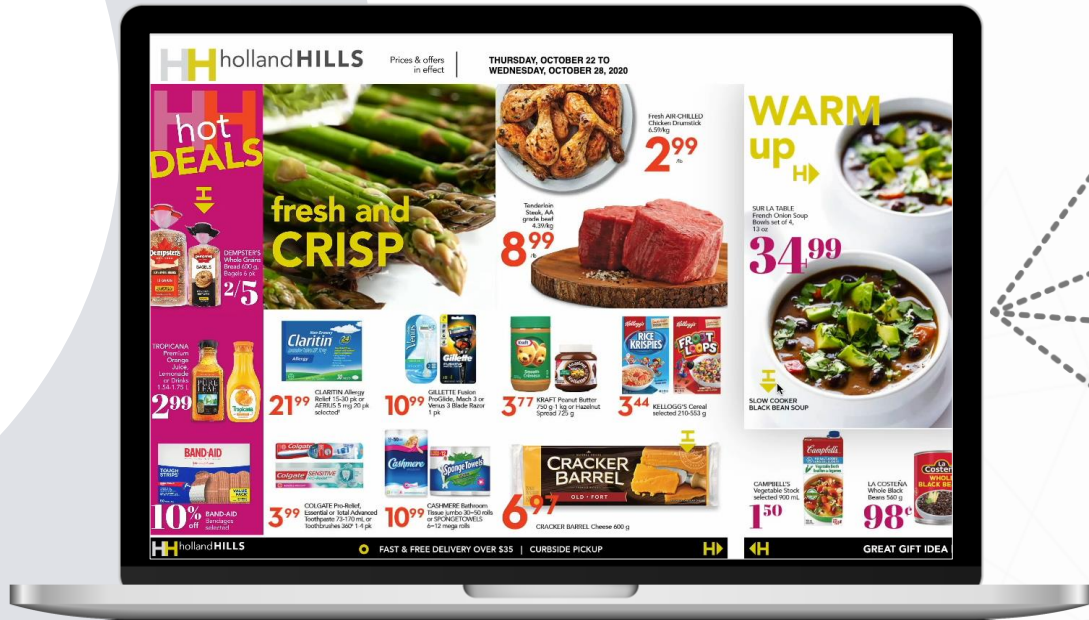
Personalization



Pre-Shop List



Connectivity to In-Store



Digital Display

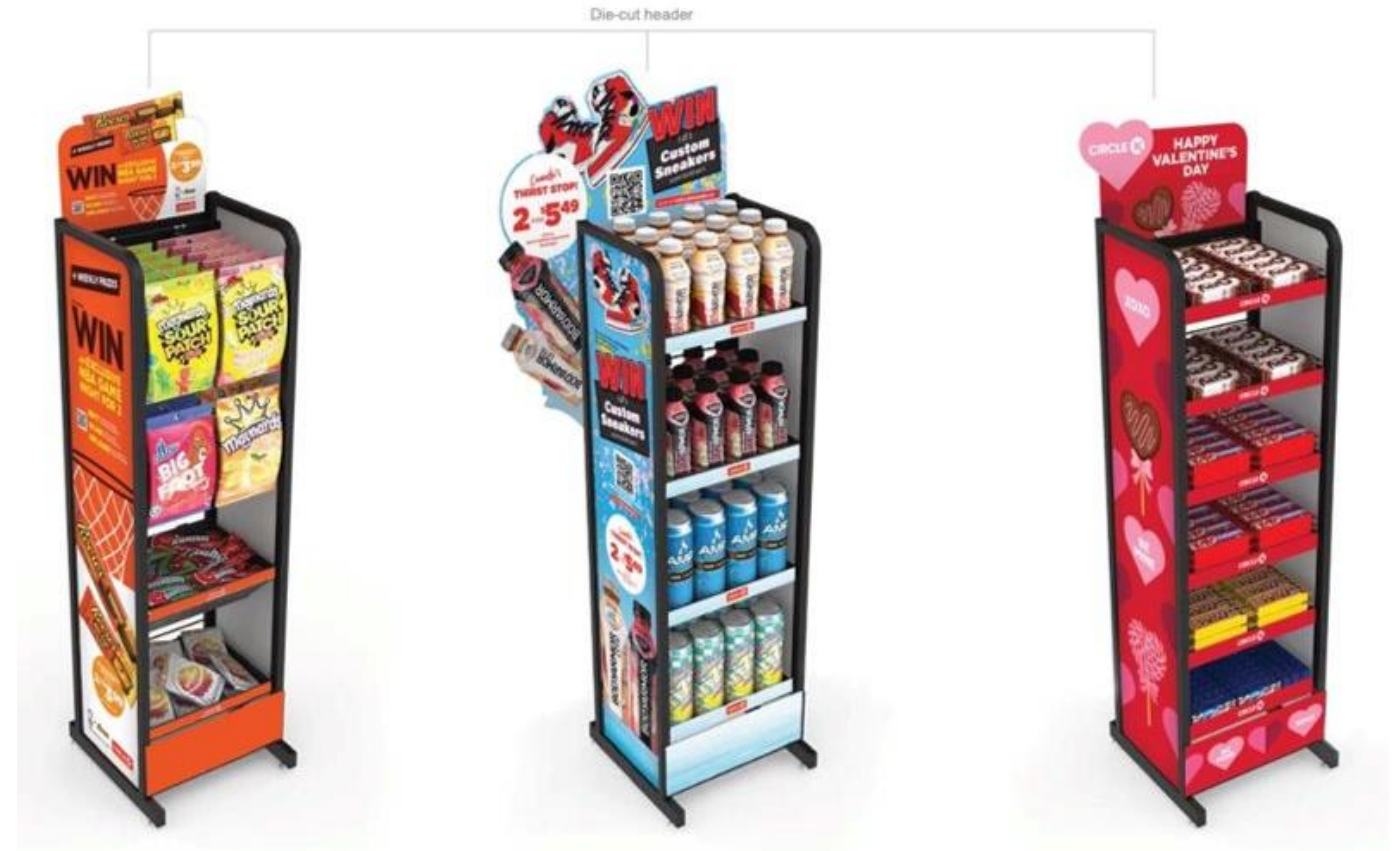
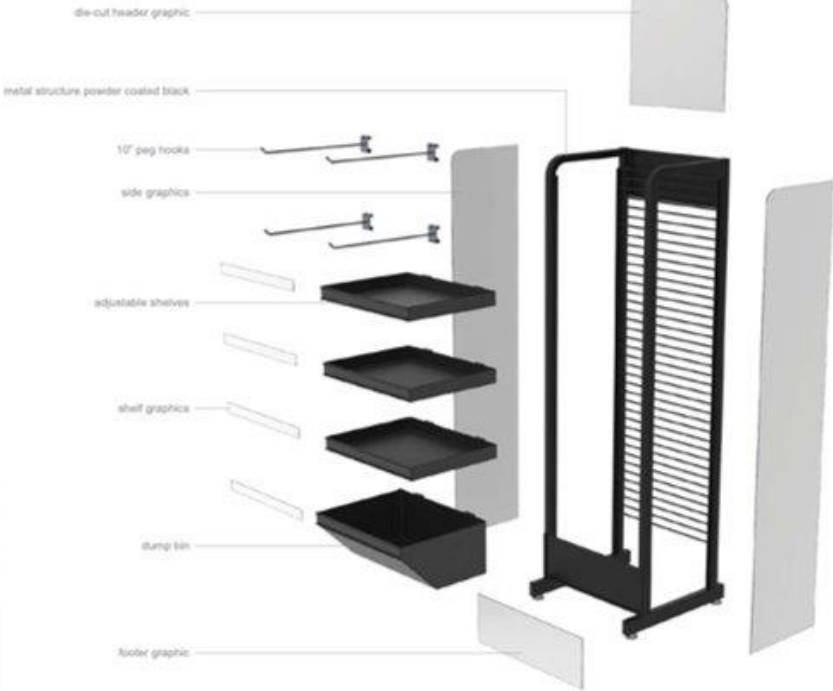
T-Stand Poster

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

Agile Signage



Agile Signage



Brand owned Categories / Shop-in-Shops

Brand owned Categories / Shop-in-Shops



Thank you!