

“Improve Shopping Experience & Grow Basket Size”

Winning Case of Veropoulos in Greece

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Nicosia, 15th of May 2013

Why is important to affect Shopping Experience ...these days?



Recession is here...



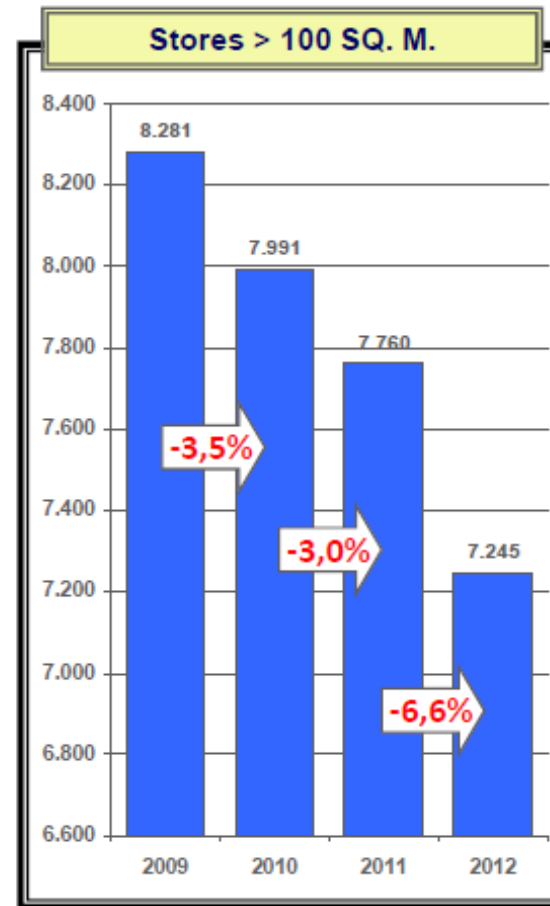
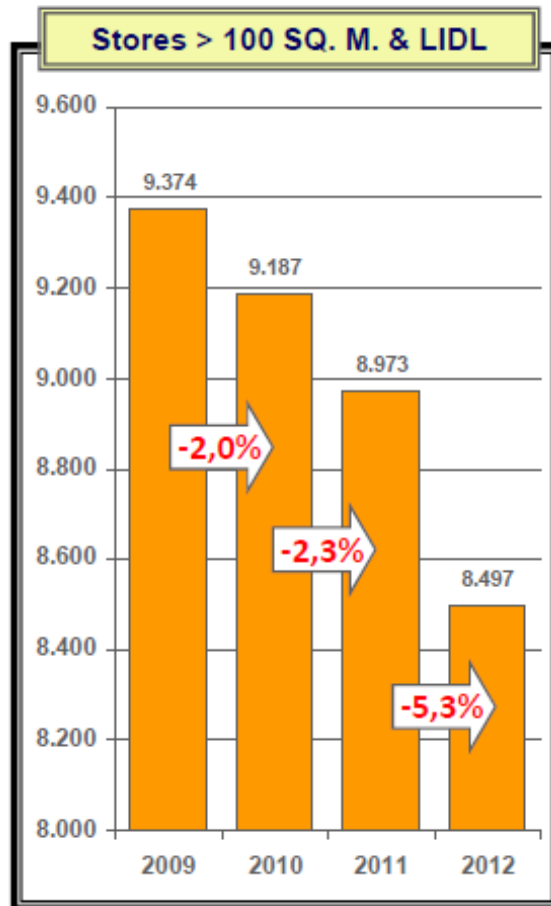
Leading to the lowest Consumer Confidence Index in the world

Greek CCI evolution



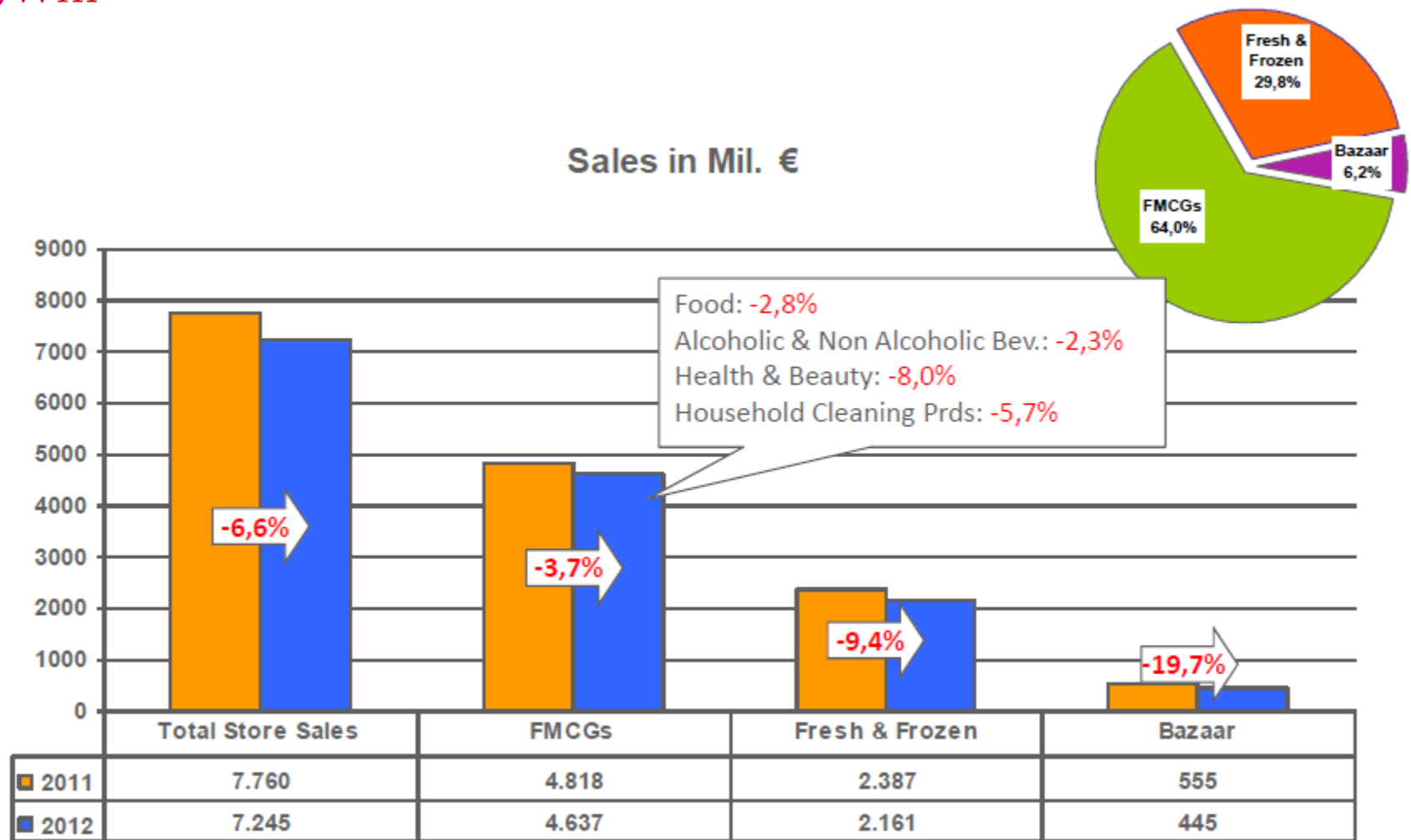
Πηγή: Nielsen Global Consumer Confidence Survey

Stores Turnover is dropping year on year...



Source : Nielsen Greece

Drop is dominant across all categories...

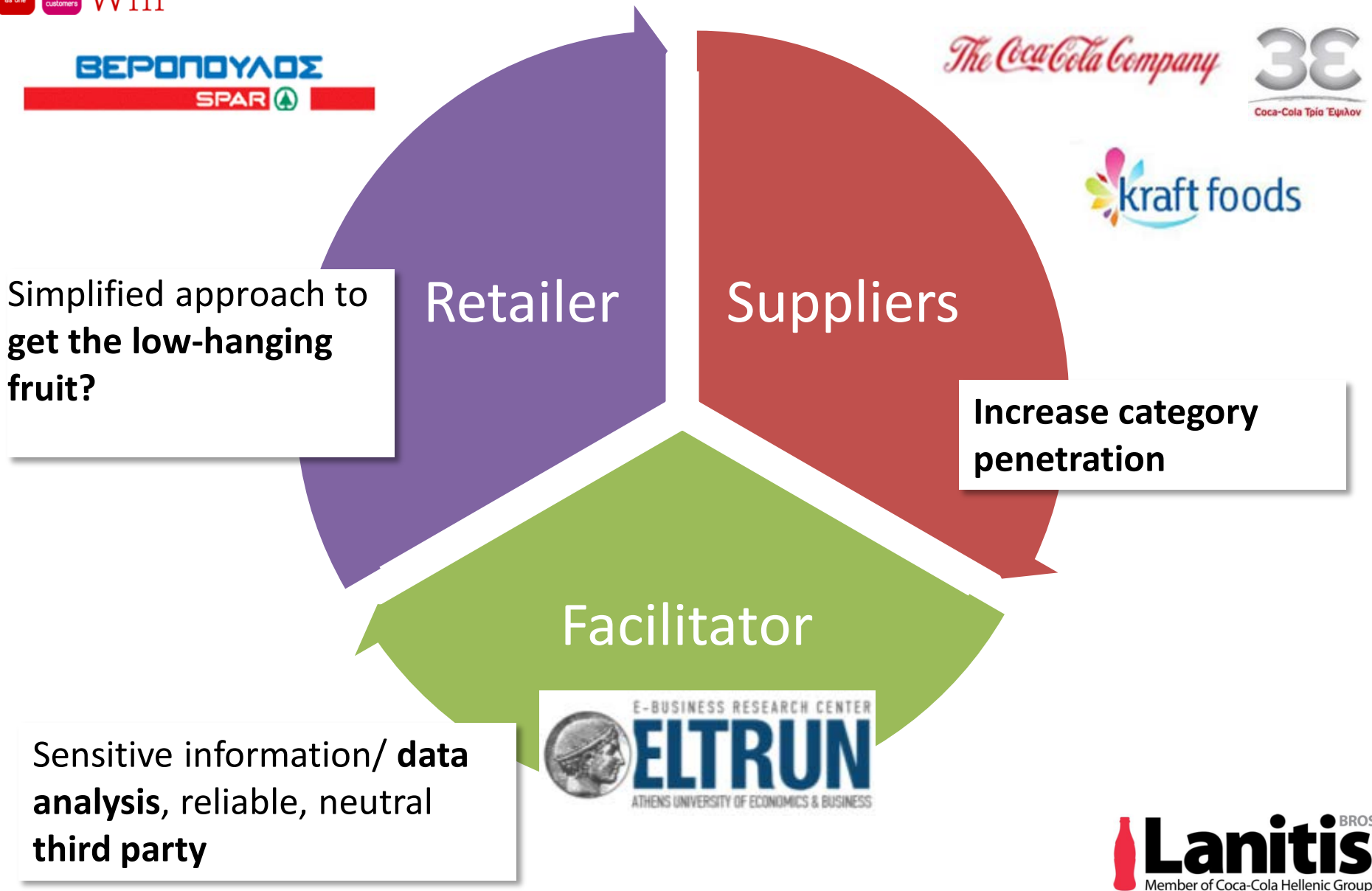


Source : Nielsen Greece

How Shoppers' Experience can result in increased sales
and profit ?



Each Stakeholder had specific Role & Objectives



First Step

BASKET DATA ANALYSIS: Identify Shopping Missions

Basket Analysis, with limited data available

- No loyalty card data
- Detailed basket data from 66 representative stores over two years period

1

Analysis per basket size

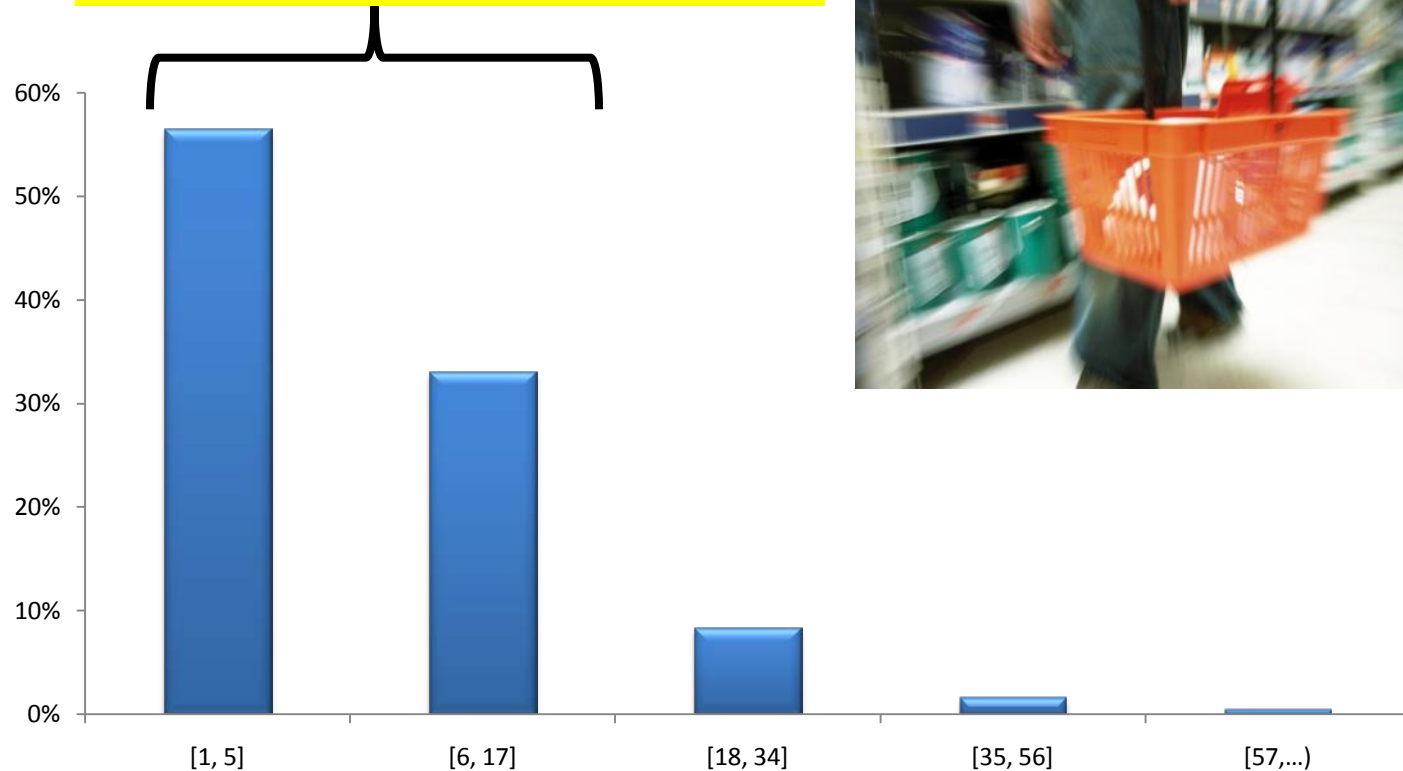
2

Basket clustering



Many shopping visits but small baskets

More than 90% below 17 items



Items per basket

Basket Clustering...no special pattern

performing as one winning with everyone **Win**



Fruits & vgs: **12%**

Toast
Products: **12,4%**

Milk, yogurt, cereal,
coffee etc.: **11,9%**

Chocolate,
chips etc.: **9,3%**



Beer, chips,
Refreshments:
10,6%

Detergents and
non-food: **9,3%**

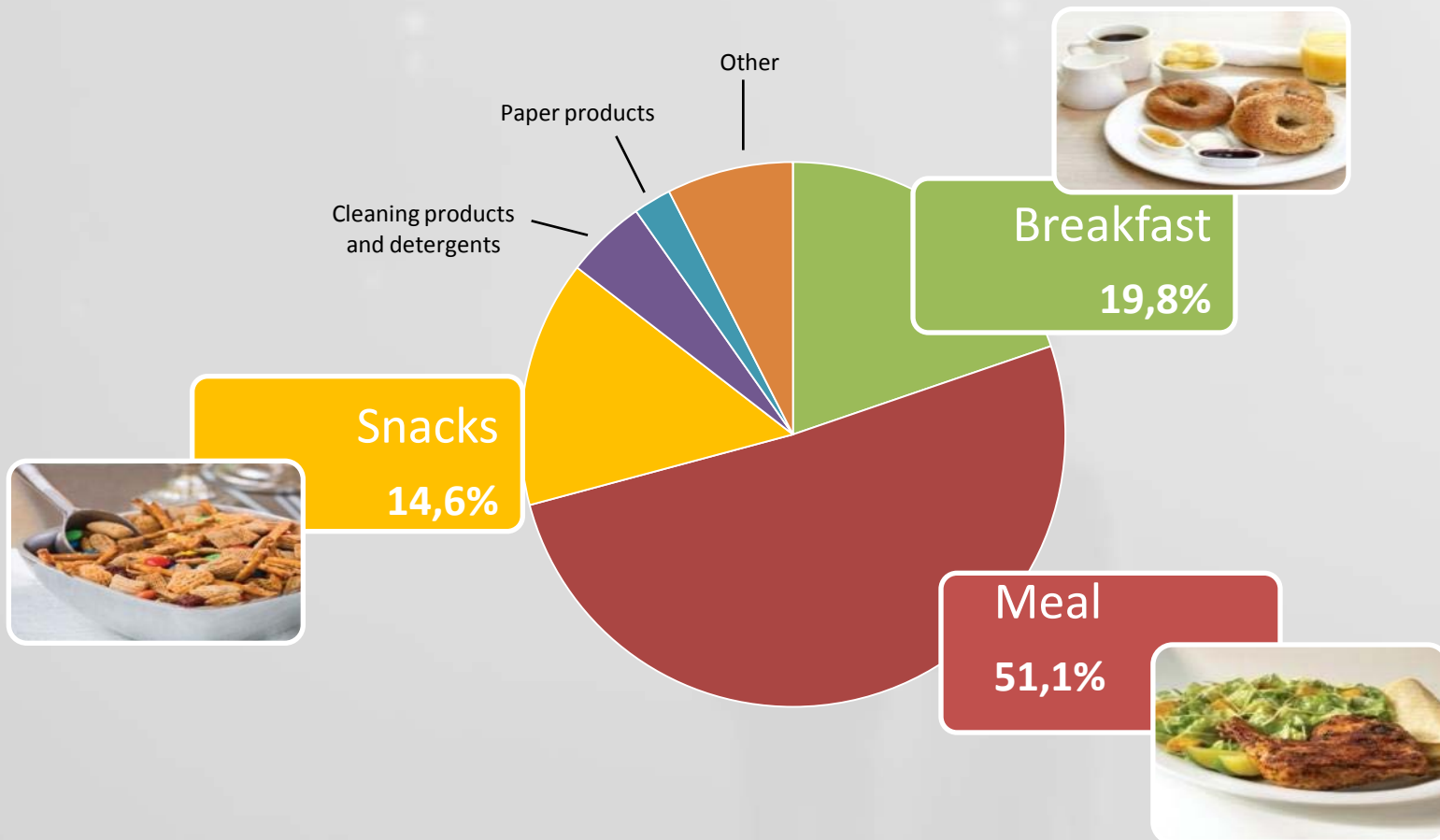
Meat, tomato
products, pasta, etc.
9,2%

Non-packed cheese
(feta) et al.: **8,7%**



From Basket Clusters
to Shopping Missions

The shopper survey confirmed the identified missions



Scope of Business Planning...**increase basket size!!**



Adapt & reinforce shopping experience to **current shopping missions**



Encourage / help shoppers buy **more** while they are on a specific shopping mission



Achieve **bigger baskets**
(#categories, value)



Second Step

How is it possible to influence shoppers' decision making ?

1

Category Relocation

2

Zone Signage

3

Joint Promotional Activity

Implement in a representative Veropoulos store as pilot

Breakfast

Meal

Snacking

Puree

Cereals (1st floor)

Toast Bread / Crackers

Biscuits

Cakes

Bread products

Honey / Jams

Chocolate

Chocolate

Pralines

Coffee

Tea

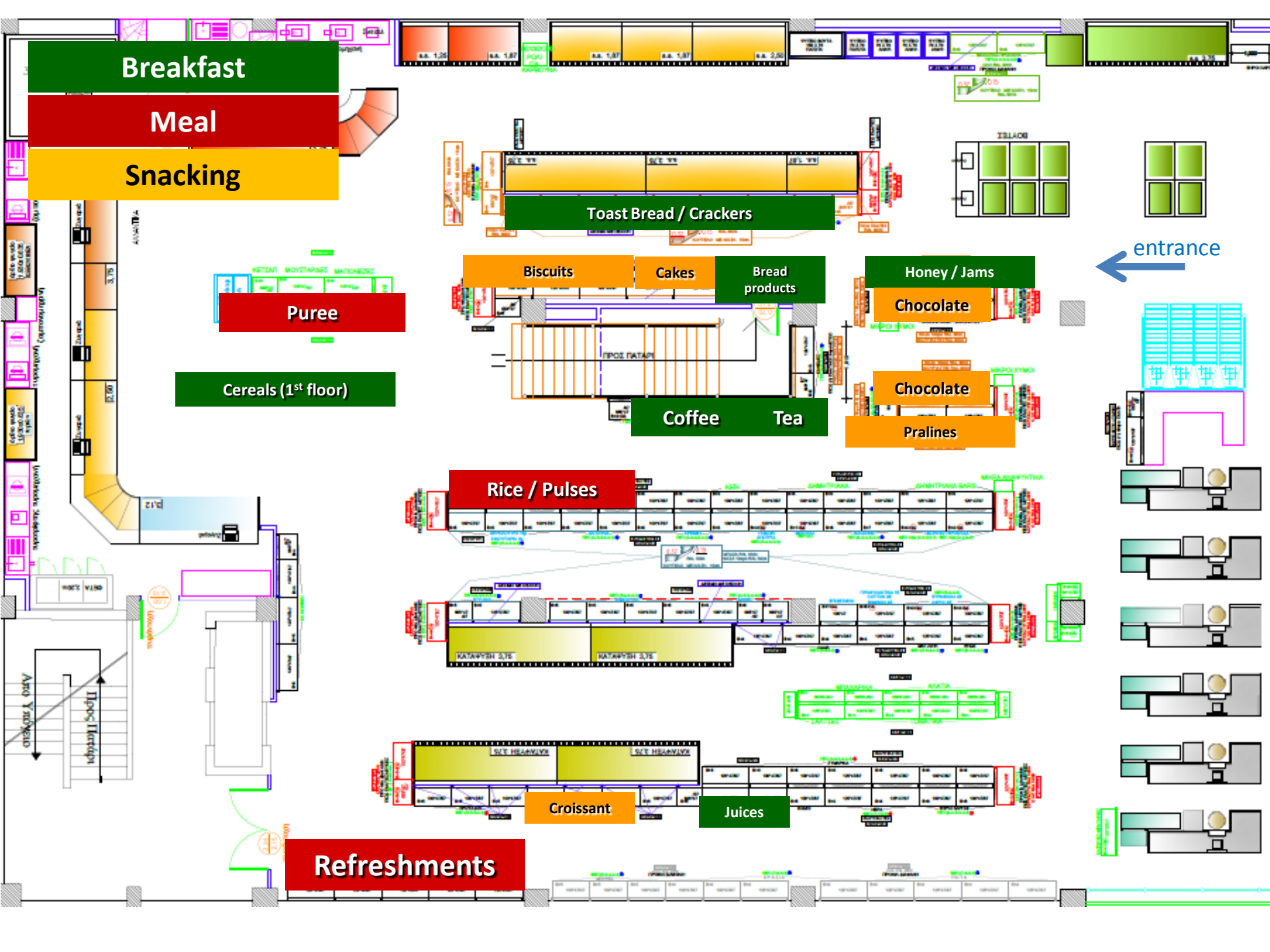
Rice / Pulses

Croissant

Juices

Refreshments

entrance



Breakfast

Meal

Snacking

Toast Bread / Crackers

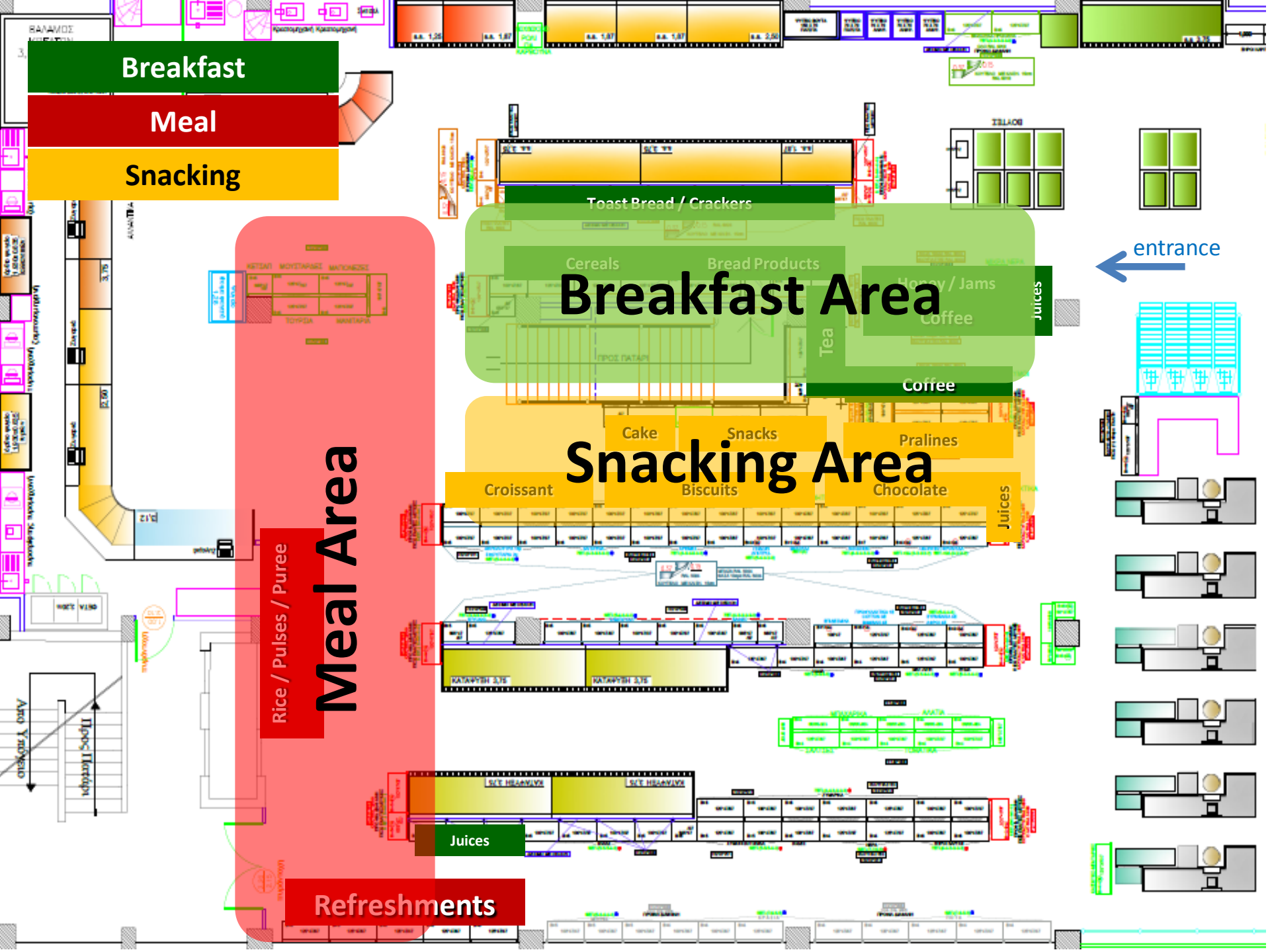
Cereals Bread Products Honey / Jams Coffee

Cake Snacks Pralines Biscuits Chocolate

Rice / Pulses / Puree

Refreshments

entrance



1 Color coding by shopping mission

"Green" for Breakfast



"Red" for Meal



"Orange" for Snacking



2

Different key visuals by shopping mission to link the categories to consumption occasions



Breakfast



Meal



Snacking

3

Wording / shopping mission



Καλημέρα...!

Good morning...!



Λαχταριστά γεύματα...!

Indulging meals...!



Απολαυστικά διαλείμματα...!

Delicious Snacking... !

And Joint promotions, in-store communication related with each mission

Coupons



Shelf Talkers



Banners

Αγοράζοντας:

- 1 JACOBS Εκλεκτό 250gr
- + 1 Amita 1 λίτρο*
- + 1 ψωμί τσστ ΚΑΤΣΕΛΗΣ 350gr
- + 1 μορμελόδα sprintsan 380gr

Κερδίζετε
4€



Καλημέρα...!

Αγοράζοντας:

- 1 σκευασία Lacta Lov'it choc 'n' cake
- + 1 σκευασία Oreo 154gr
- + 1 Amita 1 λίτρο*

Κερδίζετε
1,5€



Απολαυστικά
διαλείμματα...!

Αγοράζοντας:

- 1 σκευασία Coca-Cola Regular 2x1.5 λίτρα
- + 1 πακέτο Σπαγγέτι Melissa 500gr*

Κερδίζετε
1,5€



Λαχαριστά
γεύματα...!

Objective was to offer... a clear “solution”



Why?

Mission



Where?

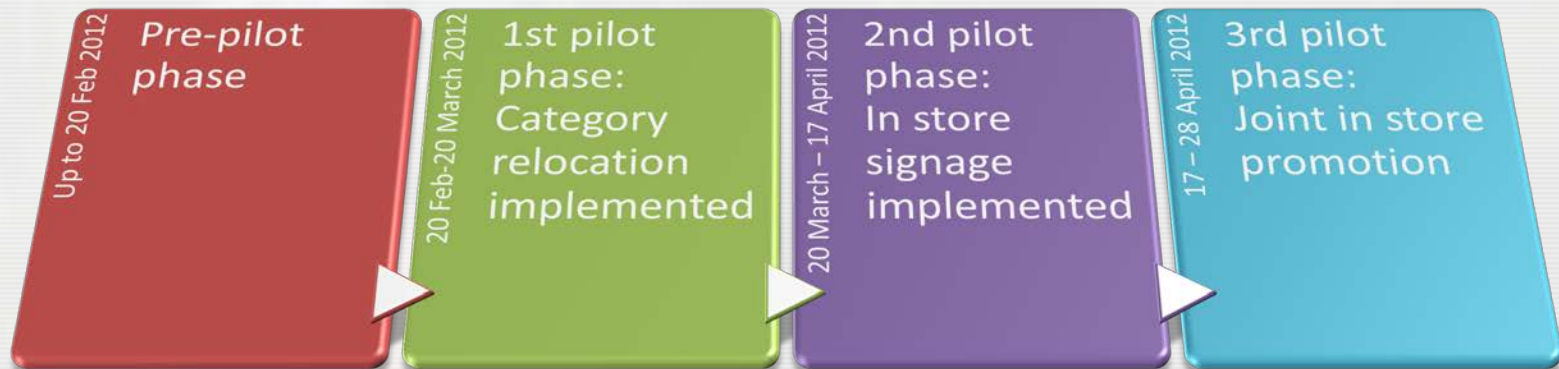
Navigation



What were the actual results?



Pilot Setup to identify results



Did the shoppers notice and like the change?

64,1% noticed that some product categories have been relocated

45% consider the changes very good/ interesting/convenient and
only **13%** felt negative about the changes



RELOCATION

**Did the category relocation affect
consumers' shopping behavior?**

The shopper survey showed that the category relocation worked

Did you purchase extra items that were not in your shopping list/plans?

Pilot Store

VS

Control Stores

62%

yes

42%

NO. of products

46%

1-3

34%

11%

4-6

7%

3%

7-9

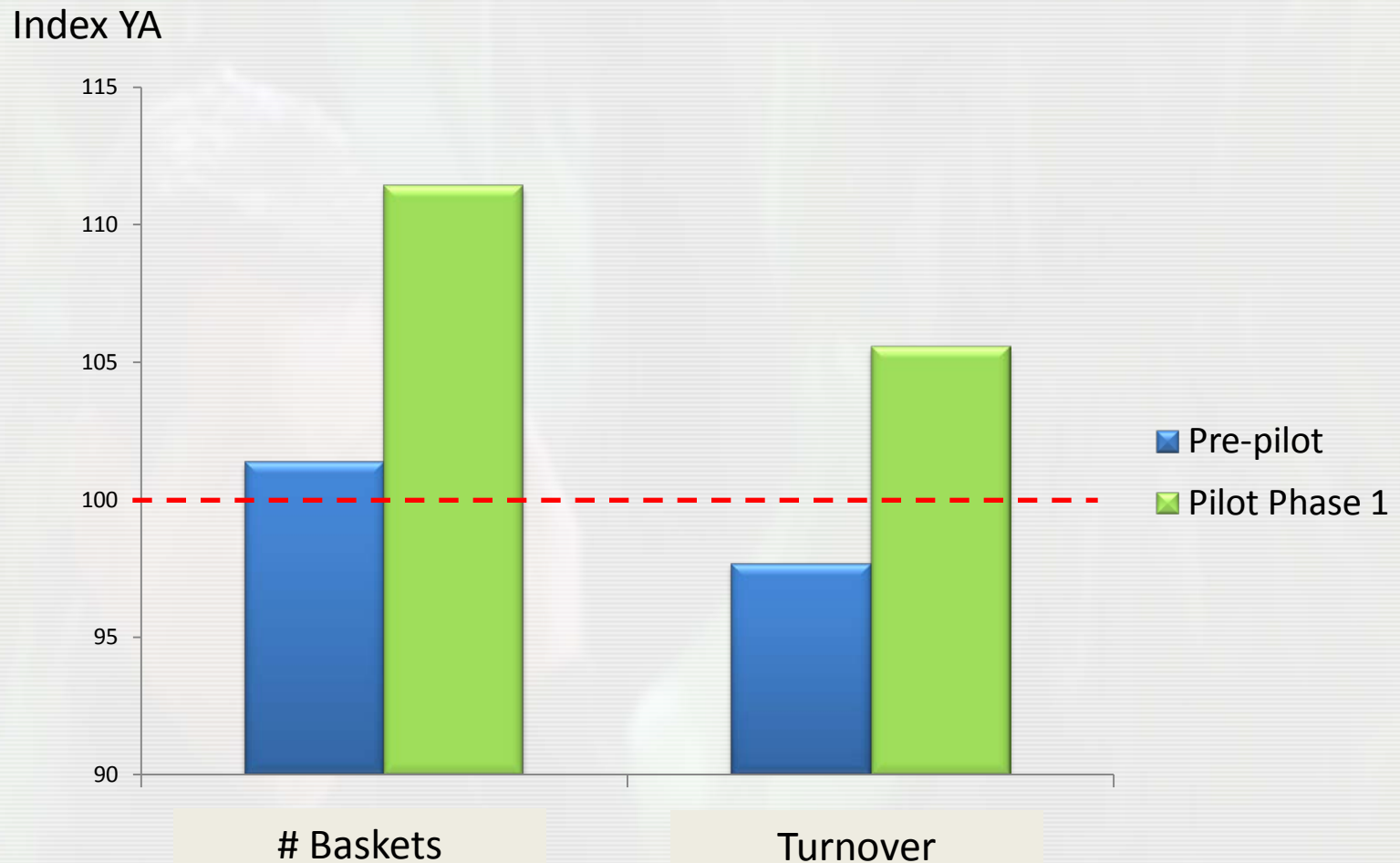
1%

2%

10-12

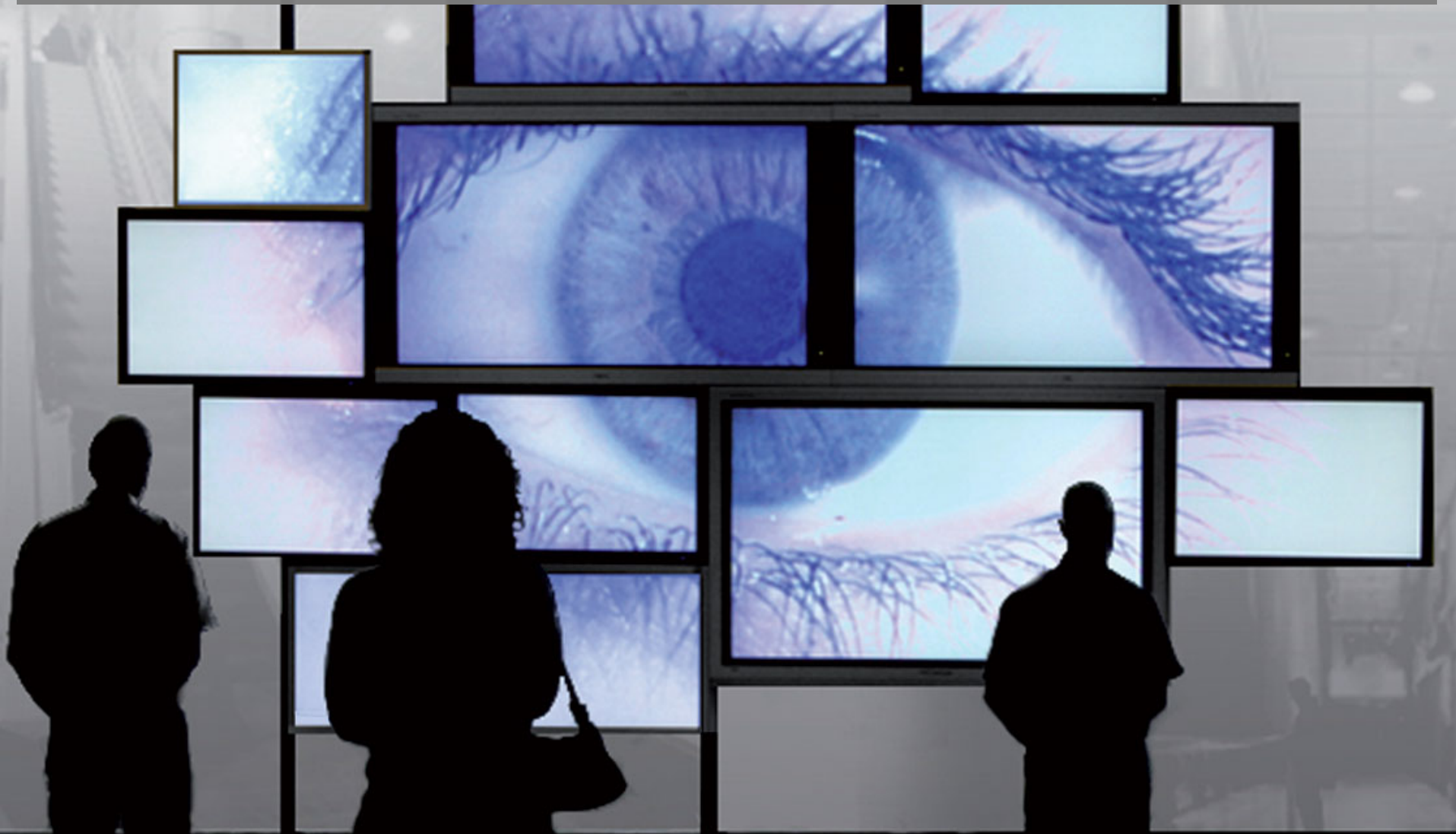
0%

The pilot store further improved its performance, managing to turn its overall turnover positive...



Analysis of basket data, 1st pilot phase

**Did the shoppers notice the new signage and
did they like the change?**



Shoppers seemed to notice more the categories relocation after the new signage...



64% before new signage



68% after new signage

...and they were positively influenced

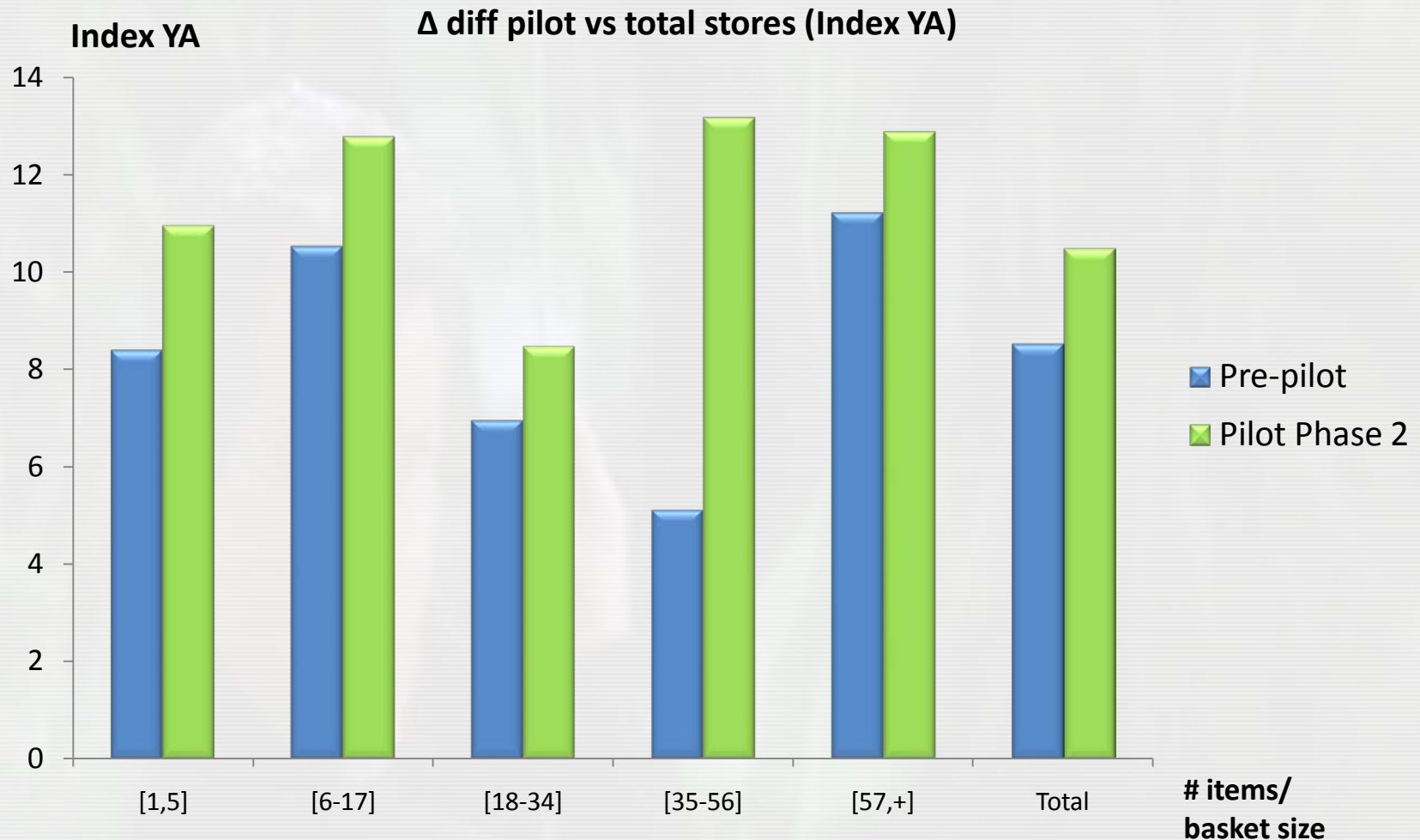


- Satisfied
- Modern
- Convenient
- Exciting colours

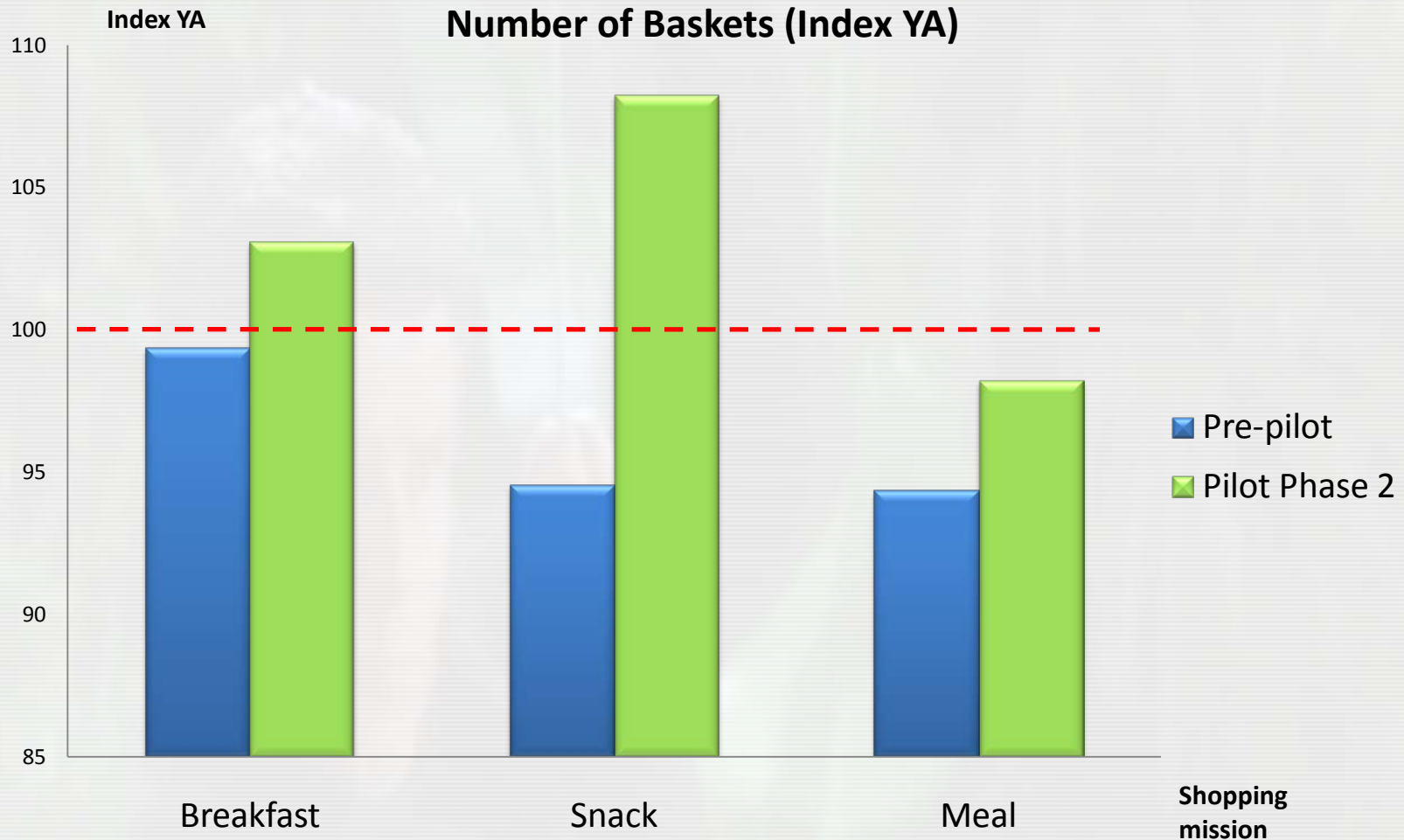


Did these changes have an effect on size and type of baskets?

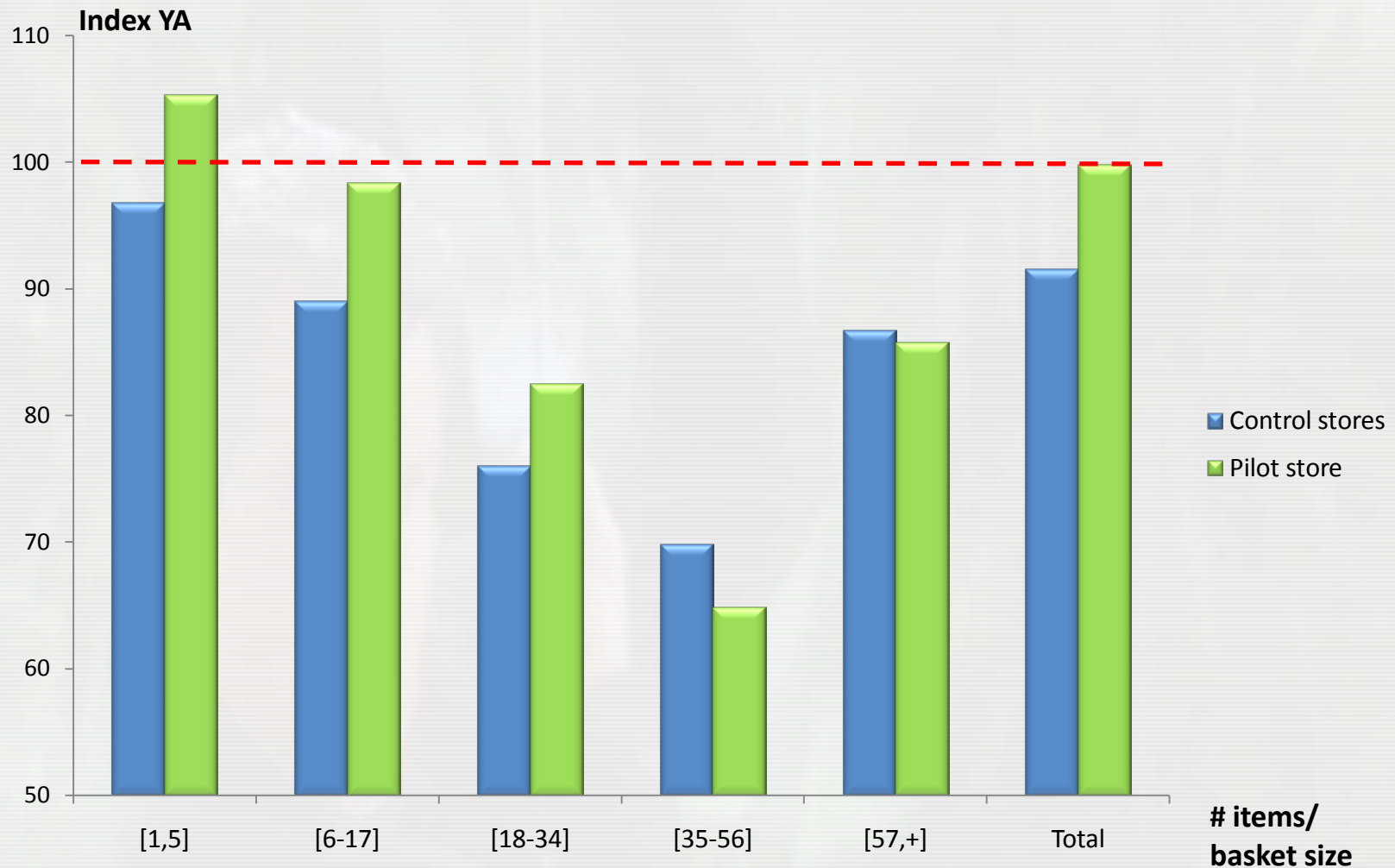
Our pilot store managed to increase the difference with total chain trend across all basket sizes...



... while Breakfast, Snacking, Meal continued to increase



Positive indications in joint promo activities...



Analysis of basket data, 3rd pilot phase

To summarize..what is the “***Consumer and Shopper Insight Model***” ?

1. A project where **each stakeholder have specific Roles & Objectives**
2. Data analysis is required to identify **Shopping Missions**
3. Model Key pillars are:
 - Reinforce **shopping experience** to current shopping missions
 - Help shoppers **buy more** while they are on a specific shopping mission
 - Achieve **bigger baskets**
4. With the following tools
 - Category Relocation**
 - Zone Signage**
 - Joint Promotional Activity**

Our Objective is to offer....

...a clear “solution” to our shoppers & Consumers



The Consumer and Shopper Insight Model :

- Works even in the **toughest economic environments**
- It creates **multi-category solutions**

Create solutions to...
deliver results

