

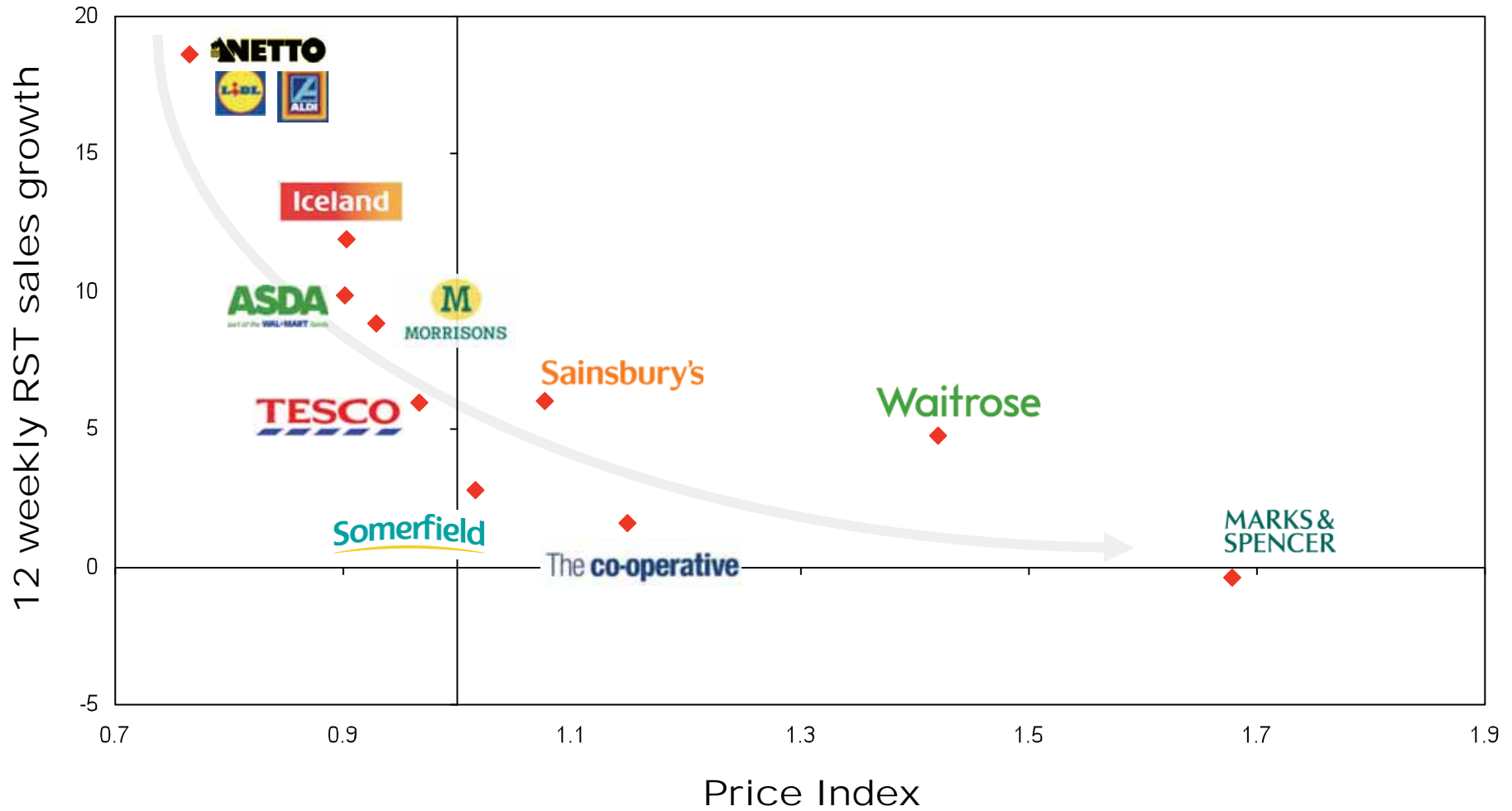


The redbox Automated Convenience Store – USA © OBJET design



# convenience shopping

and the retailers that are in growth are low price operators



...so what does that mean for convenience?



**reappraisal**

**...so what does that mean for convenience?**

- **Switch towards main shops means lower traffic**
- **Drive towards lower price retailers means lower traffic - “convenience” as a driver suits Discount as well as Convenience channels**
- **Need to work existing real estate a lot harder with fewer shoppers**
- **Stop spending money on things that don't work – start spending on things that do**

---

# approach & entering



recall = 0

# approach



# approach

---



***“Remembering pump number”***  
***“How big is the queue”***

## approach & entrance

---

Role of POS is **limited**

Mindset is

**functional** and task

orientated

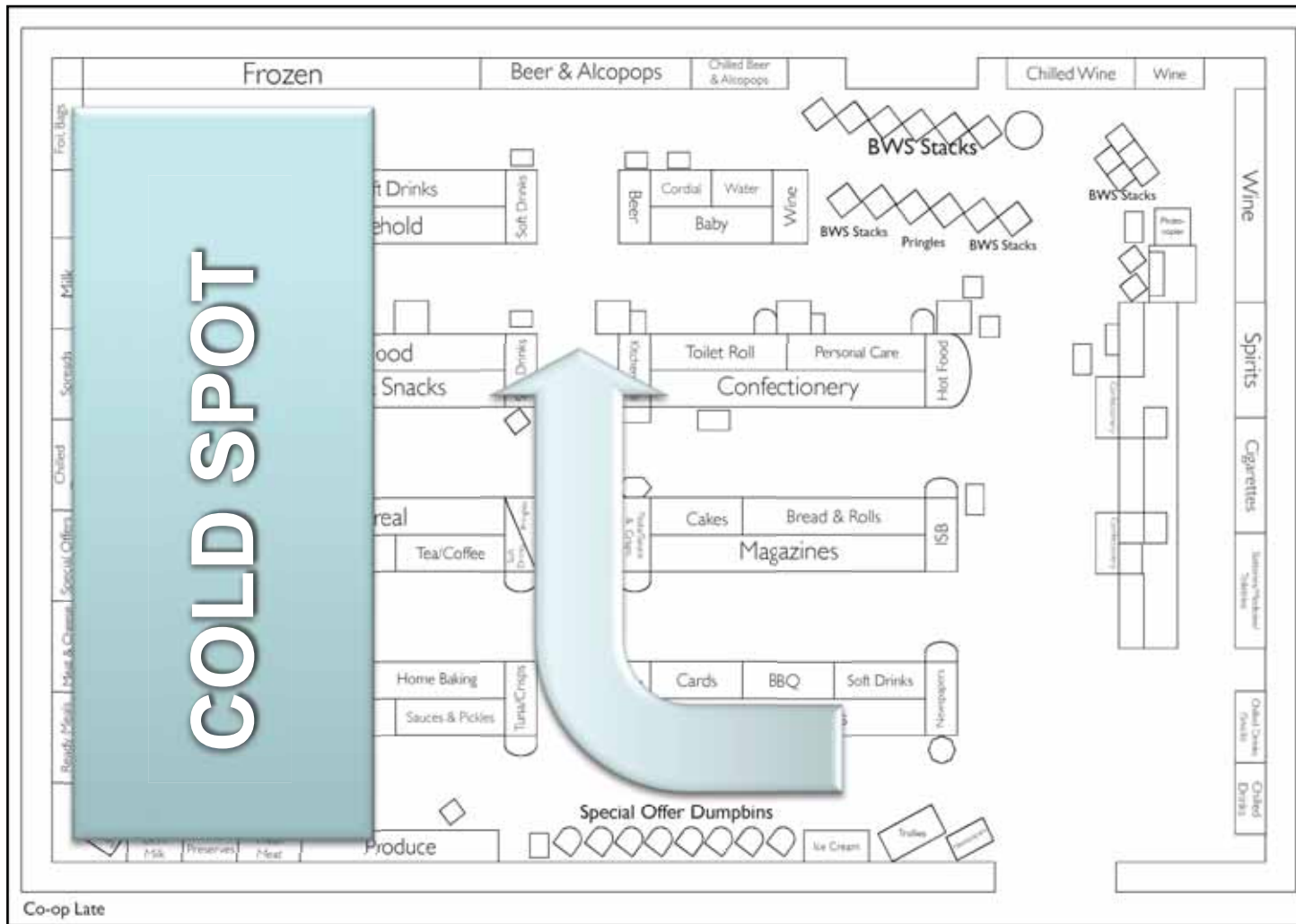
---

# Store Interior & layout





# Using cross breaks in small stores creates cut throughs, resulting in cold spots







# Store usage will change by mission

## Top Up



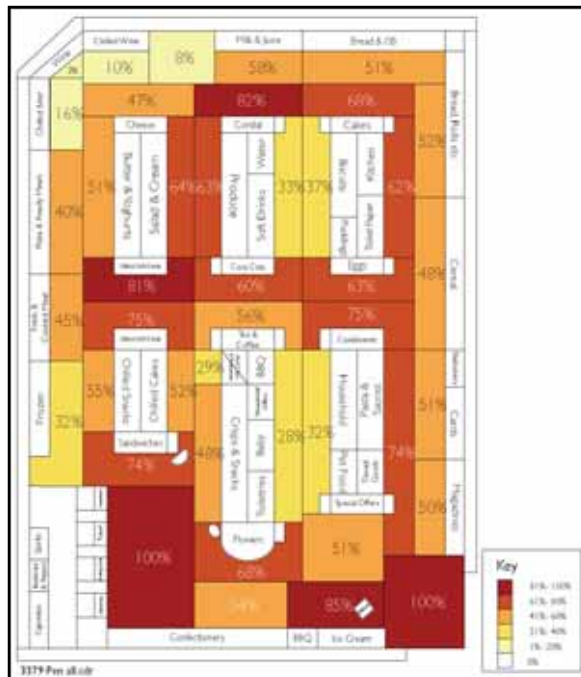
## 8 minutes



## Snack & Drink



## 4 minutes



---

**Around 40% shoppers buy more than they expected to within C Store**

**Locating baskets throughout the stores encourages incremental purchasing**



---

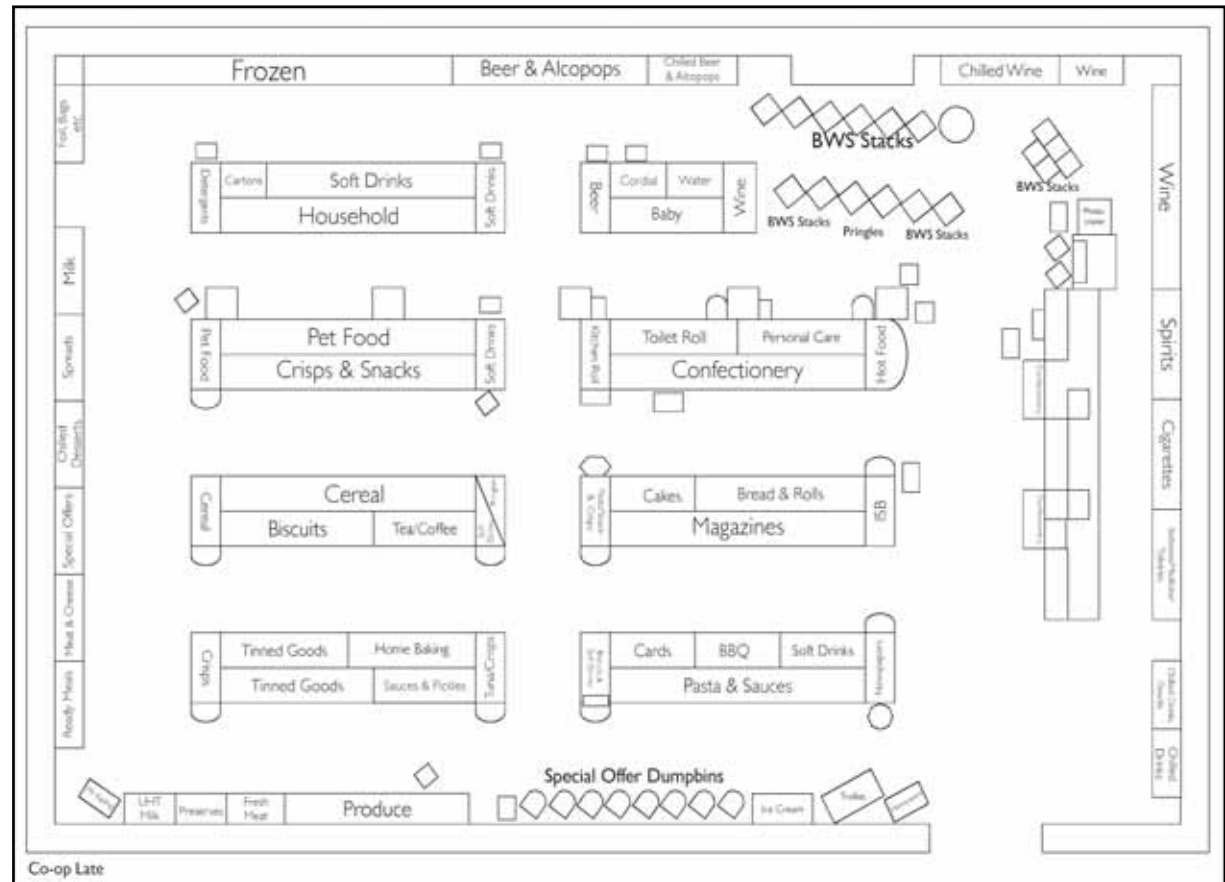
Improve store layout,  
considering **missions** and  
the location of key categories

to **reduce** cold spots

# case study!

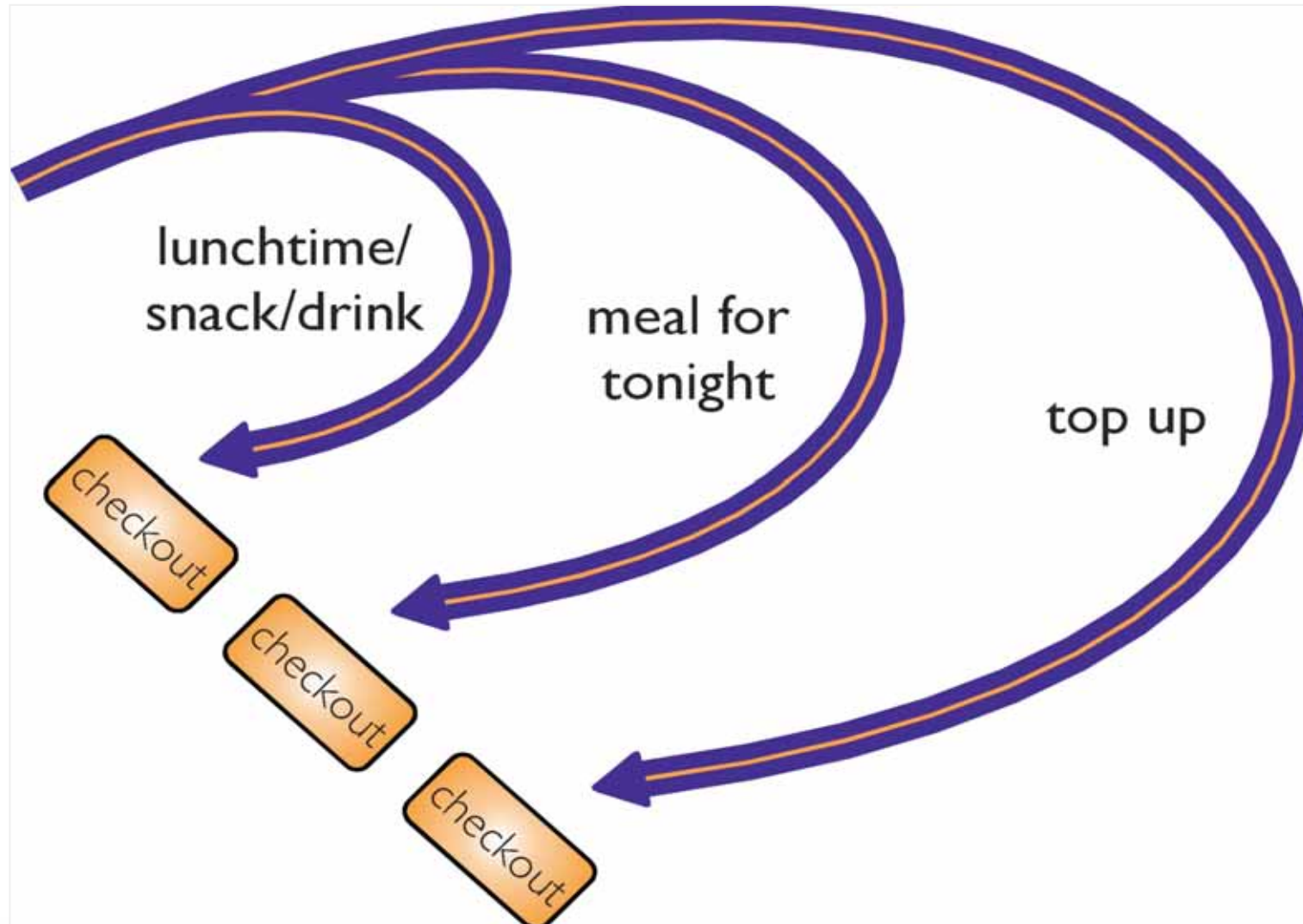


# Original store



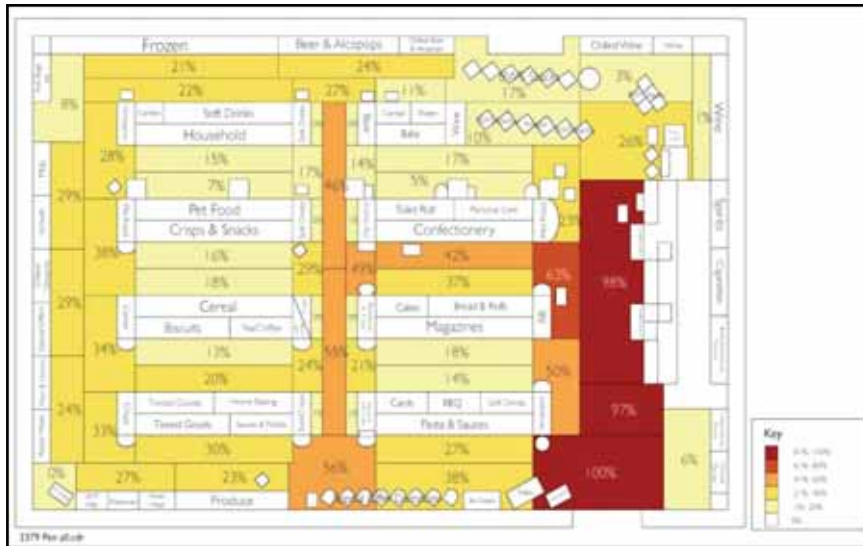
# Shopper behaviour studies illustrate the change in usage by mission

---

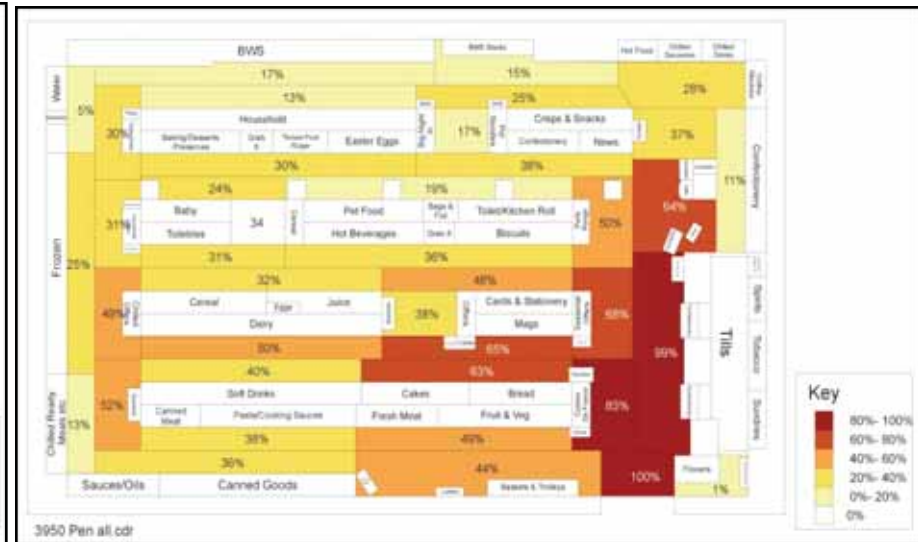


# Higher penetration to nearly all categories

Pre



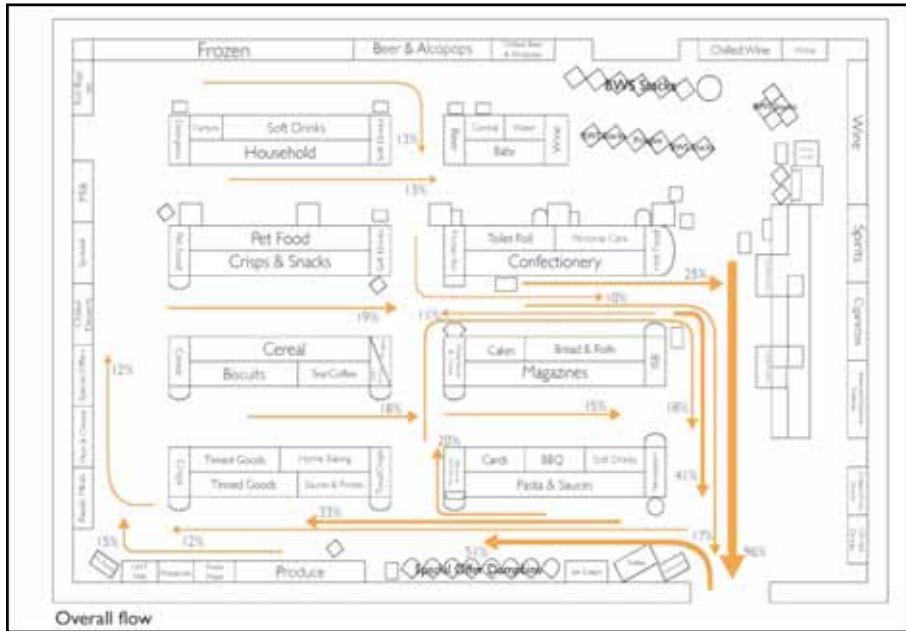
Post



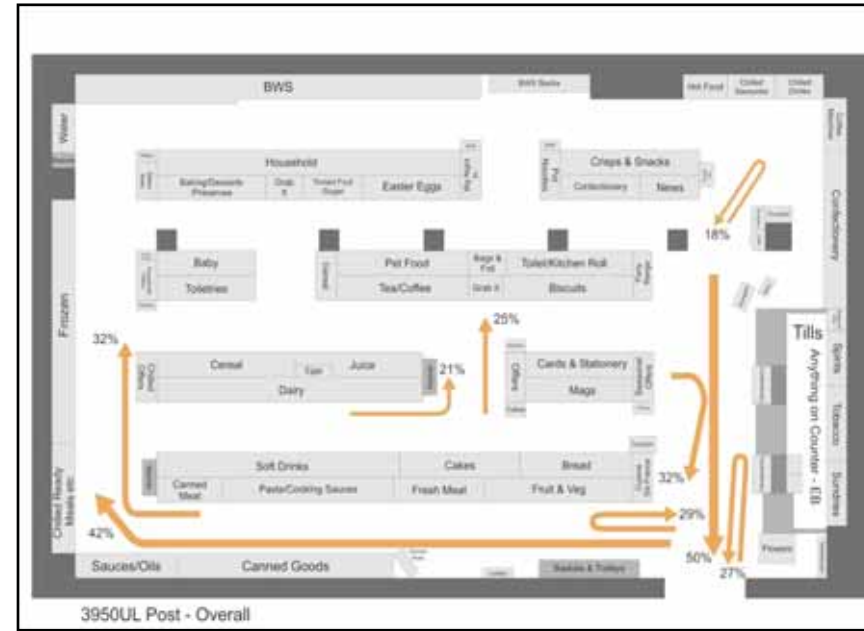
Category	Overall			Category	Overall			Category	Overall		
	Pre	Post	Change		Pre	Post	Change		Pre	Post	Change
Magazines	19%	65%	46%	Fresh Meat	27%	49%	22%	Juice	23%	32%	10%
Cards & Stationery	14%	48%	34%	Chilled Offers	30%	49%	19%	Dairy	41%	50%	9%
Fruit & Veg	24%	49%	25%	ISB	64%	83%	19%	Crisps & Snacks	16%	25%	9%
Bread	38%	63%	25%	Canned Meat	21%	38%	17%	Sauces/Oils	30%	36%	5%
Cakes	38%	63%	25%	Soft Drinks	23%	40%	17%	Frozen	21%	25%	4%
Biscuits	13%	36%	23%	Canned Goods	21%	36%	15%	Confectionery	43%	44%	1%
Hot Beverages	13%	36%	23%	Cereal	18%	32%	14%	Newspapers	51%	38%	-14%
Chilled Drinks	6%	28%	22%	Frozen Chiller	39%	50%	11%	BWS	39%	23%	-16%
Chilled Savouries	6%	28%	22%	Pasta/Cooking Sauces	27%	38%	11%	Total	500	501	-

# Better flow around the store

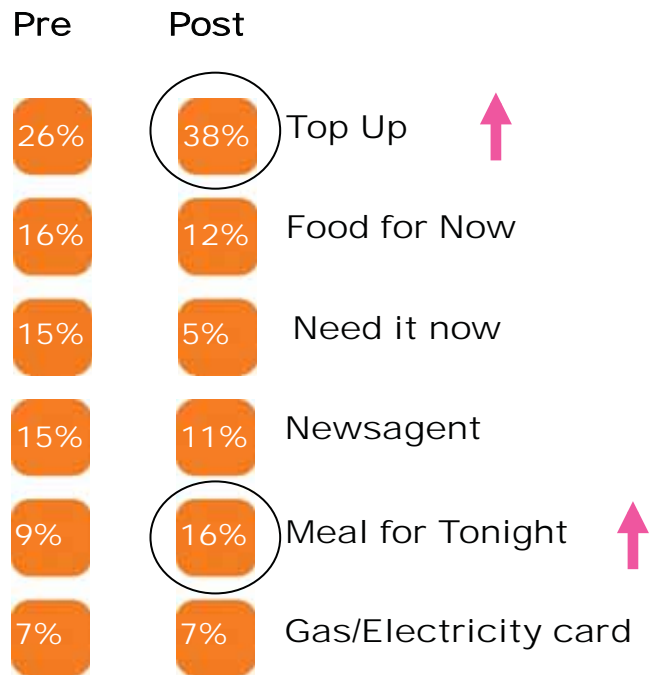
Pre



Post

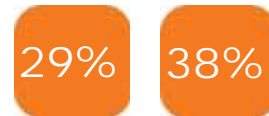


# Increase in key missions and an uplift in sales



Use Carrier

Pre Post



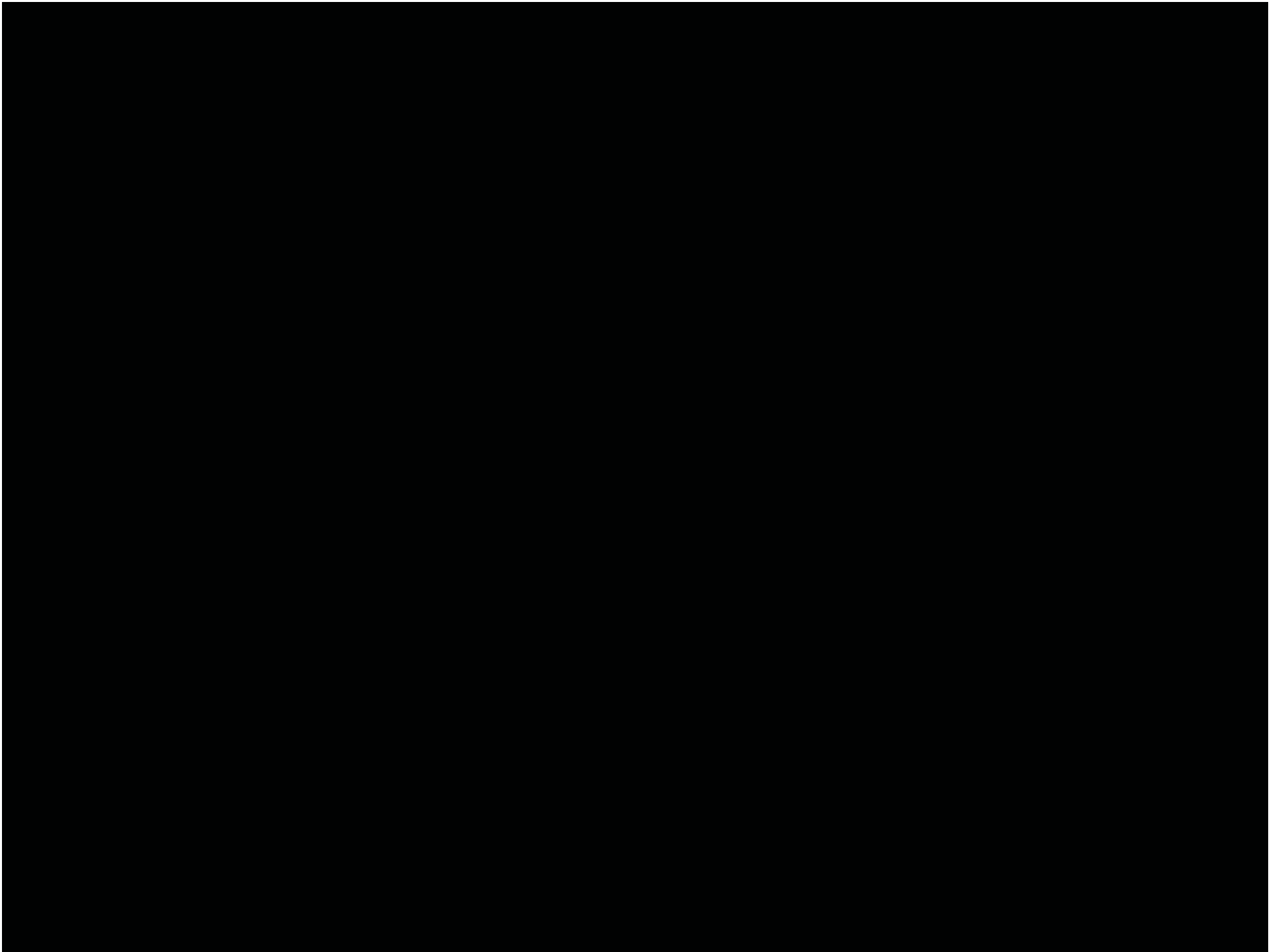
---

# navigation

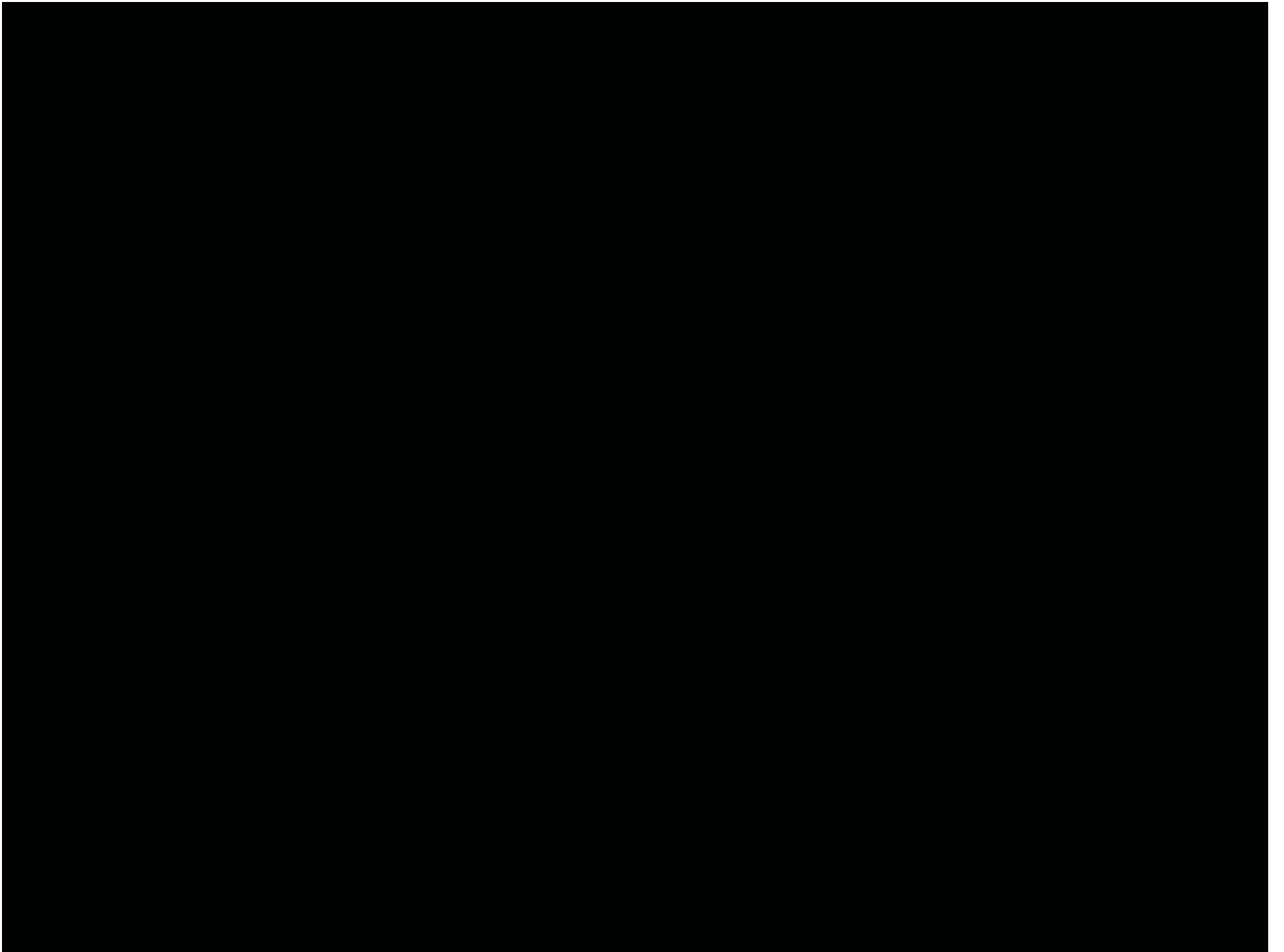
task.....

What are these

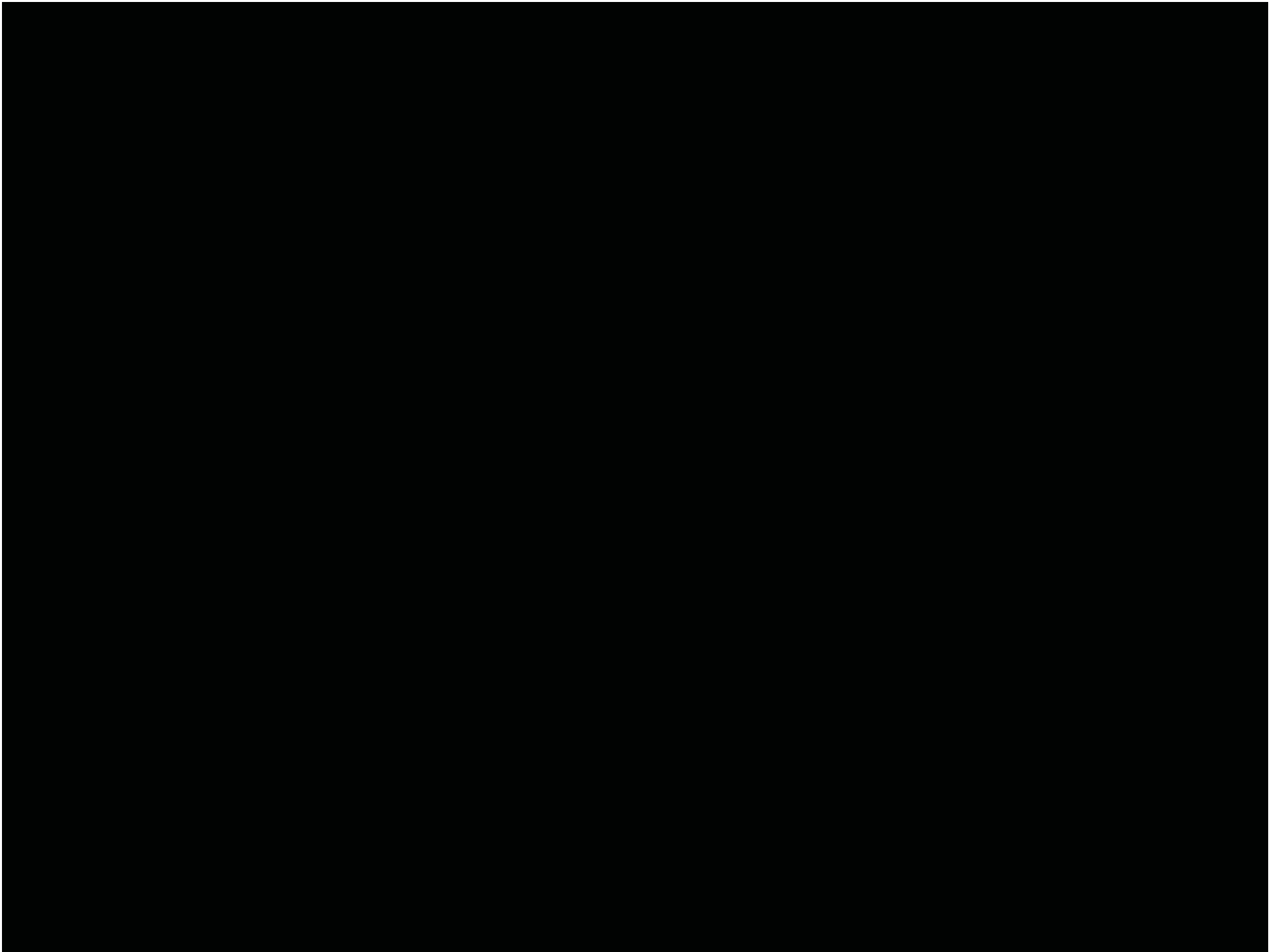
brands?



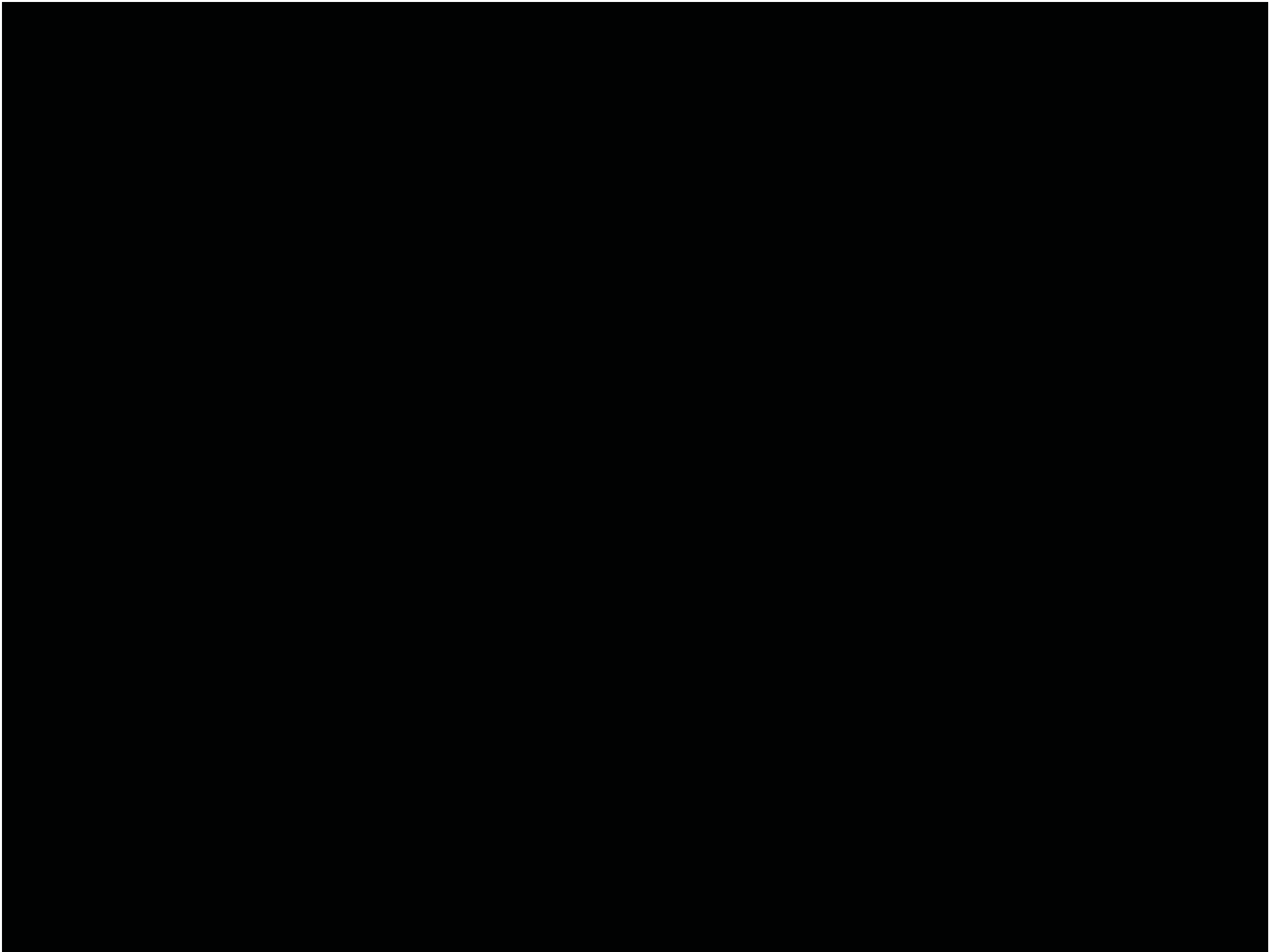












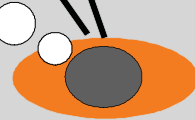
---

Shoppers recognise products  
using **colour** and shape



Brown liquid  
Grey label

**colourshape**





**over 2/3rds of fixations are on colour**

# Shoppers use colour and shape to recognise signpost brands, which are used to navigate within stores

---



# case study!

Use the **colourshape** of signpost brands  
to help shoppers **navigate**

£=23%



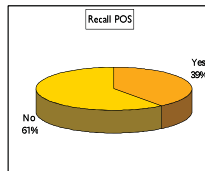
---

# promotions



# don't expect offers...need to work hard to cut through

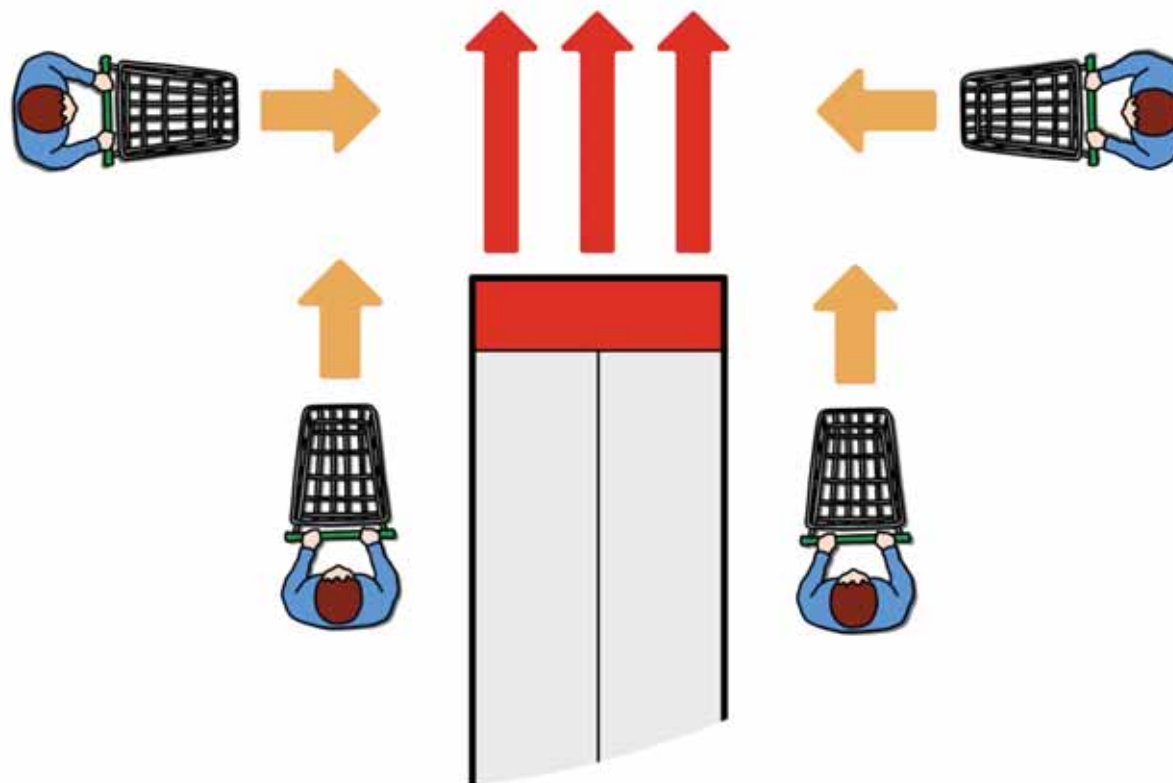
---



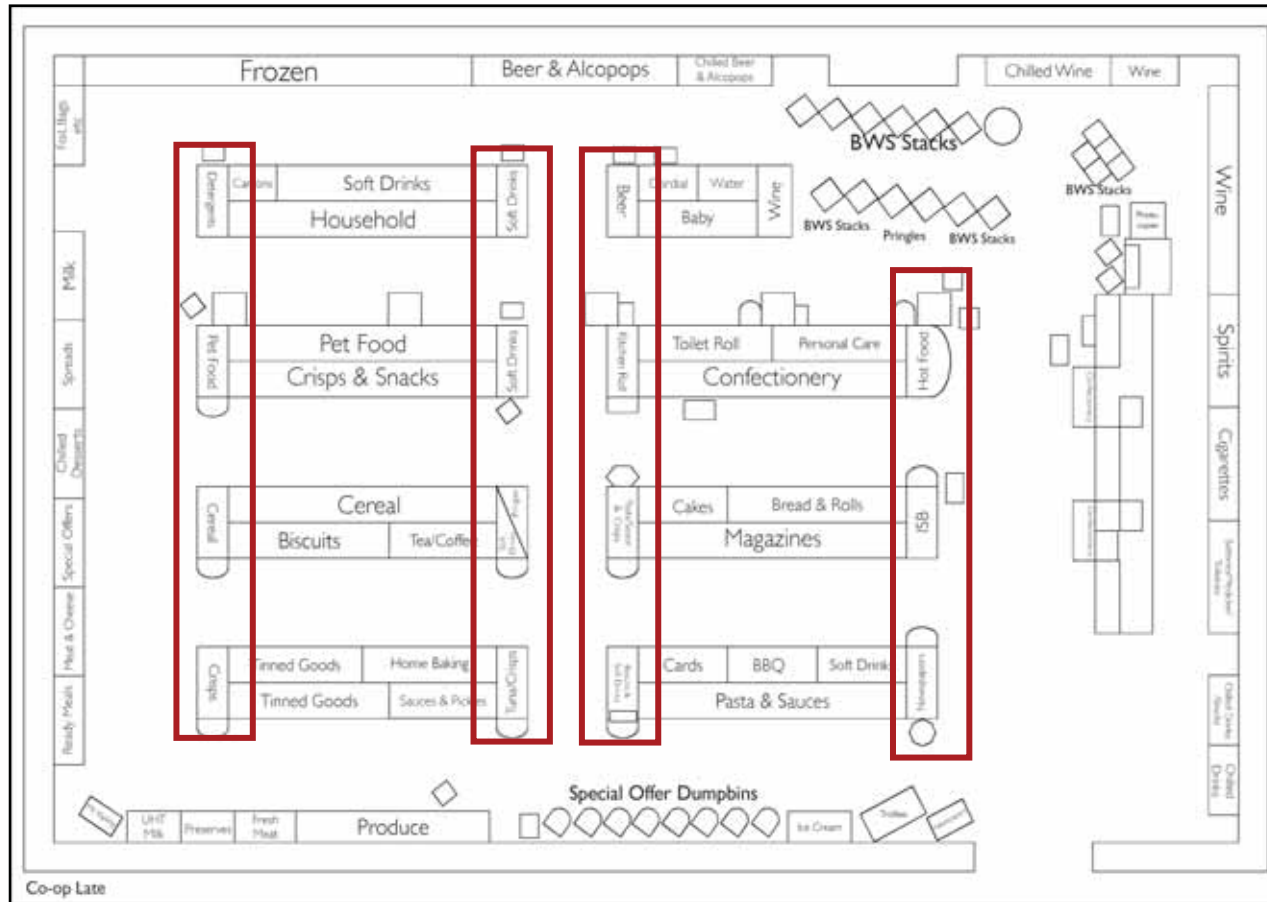


# Not visible to passing traffic

---



# Pre – several promotions

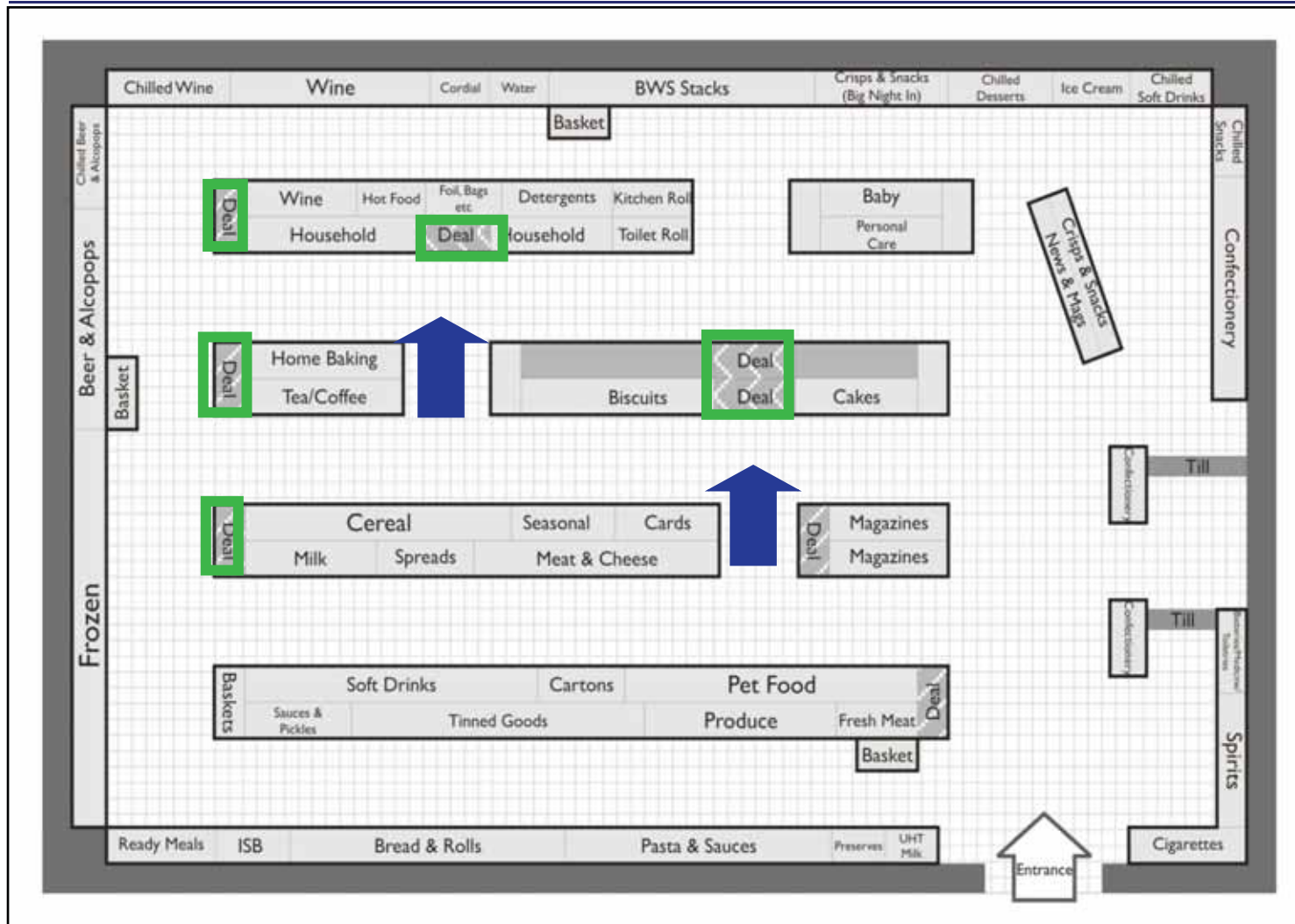


Several gondola ends in poor flow



Poor sales performance

# Post – less promotions

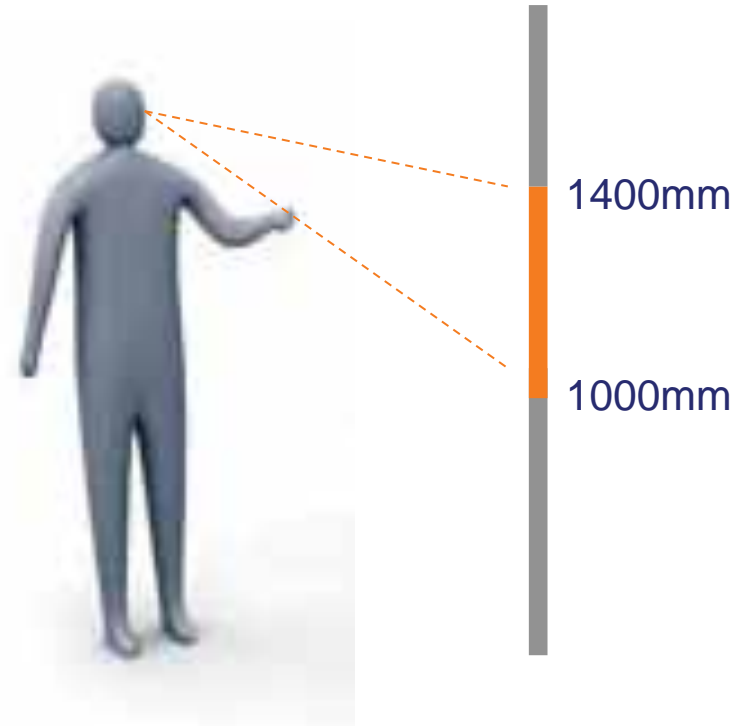


Fewer  
gondola ends  
in better flow

Improves  
sales  
performance

# eye level

15-30 degrees downwards



# Locate promotions within products at eye level

ID Magasin General Learnings

**Remember, less is more!**

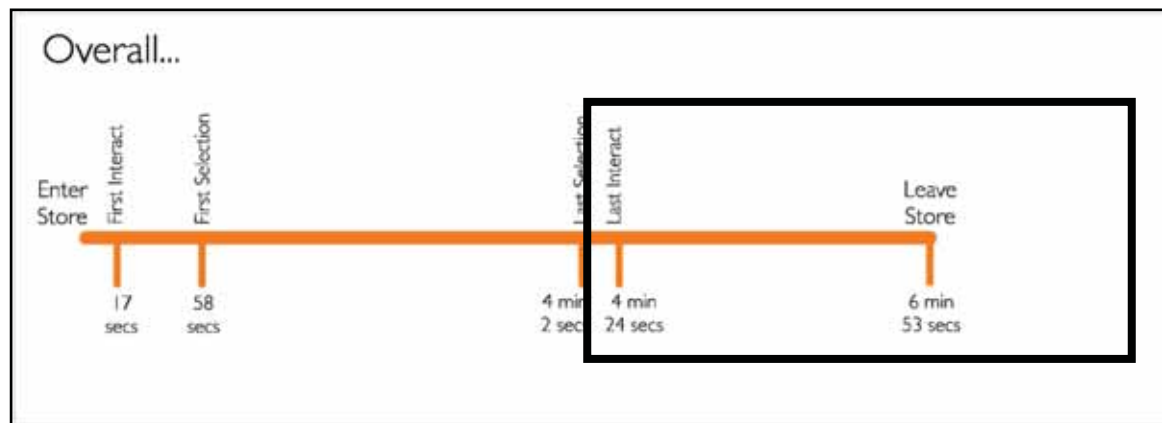


---

# queuing

In convenience, almost **half** of the total time spent in the store is spent in the queue

*“...Getting in and out as quickly as possible?”*

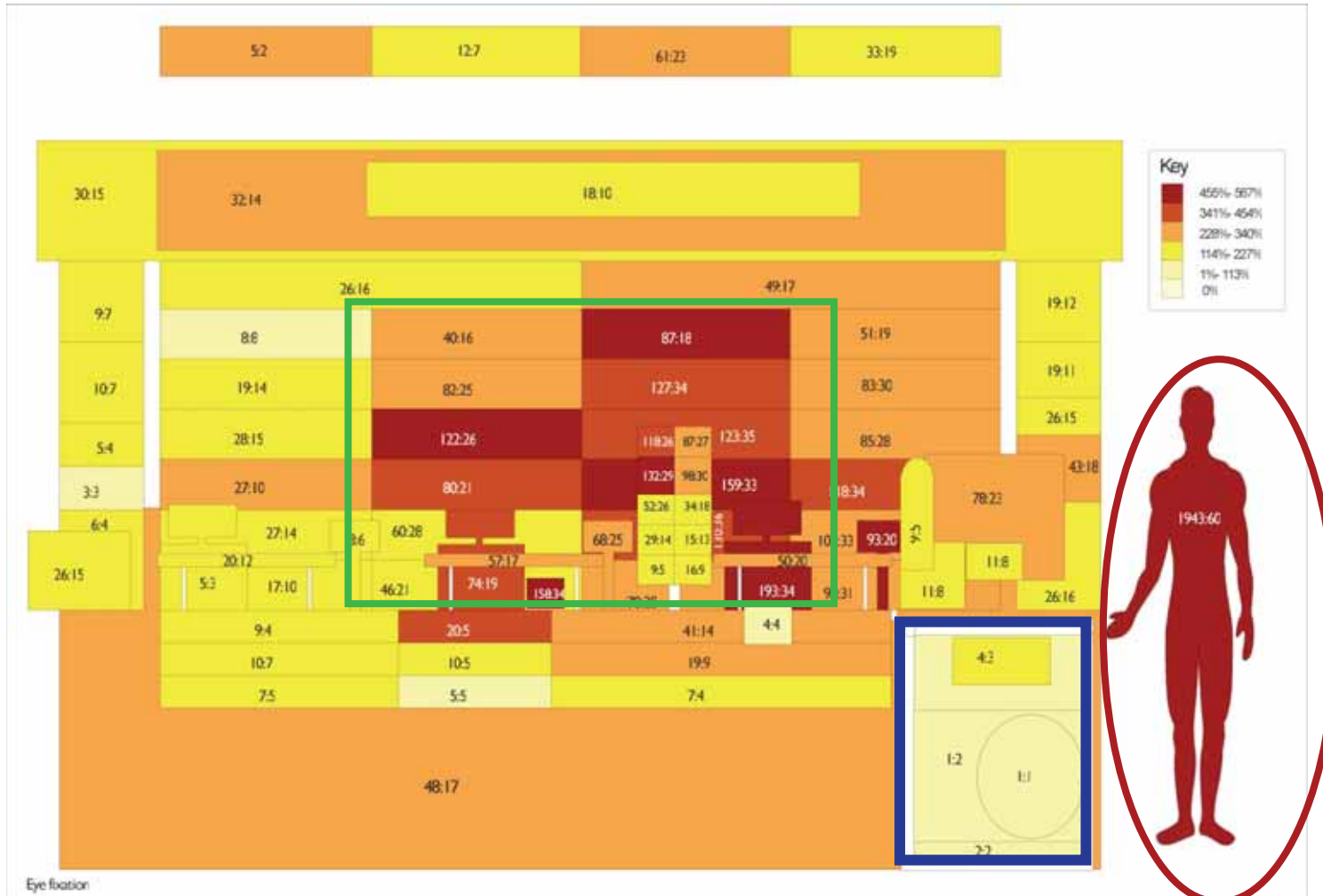


# impulsive products at checkouts do attract shoppers

- ✓ Chewing Gum
- ✓ Confectionery
- ✓ Snacks



# look at staff



# summary

---

- **Study what shoppers actually do – not what they say!**
- **Use shoppers to maximise your real estate in challenging times**

# summary

---

- Don't waste your money communicating outside
- Create **mission based** layout to improve store usage
- Promote within the **product area**
- Ensure product within cash desk area is **within reach** of the queue
- Consider the impact of staff and cash register upon backwall visibility



The redbox Automated Convenience Store – USA © OBJET design



# convenience shopping