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bellomy
MARKET INTELLIGENCE

eliminating guesswork

with DYNAMIC IN-MARKET TESTING

Ben Pagel

MARKETING MANAGER,
SPECIALTY BRANDS

Todd Jordan

VP, CLIENT SOLUTIONS

Bellomy and McCormick partnered to redefine the shelf set for the Broth + Stock category

McCormick's category knowledge and an audit of the section nationwide suggested a disjointed and difficult shopping experience for category users. Our goal was to design a shelf set that allowed the shopper to more easily shop the category—encouraging exploration—instead of the frustration of searching through a disorganized category.





THE CHALLENGE:

confusing
+ cluttered



The Broth + Stock category is incredibly complex

So it's very important to understand it. You think you're going to buy chicken broth, but you're faced with multiple options like reduced sodium, organic, free range. Chicken stock. Seafood stock. Unsalted vegetable stock. Chicken bone broth—you get the idea.



How did we approach the problem?





THE JOURNEY

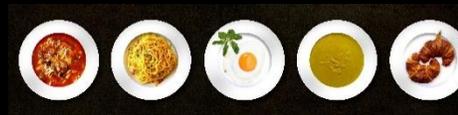
listen:





SHOPPERS FOCUS ON

flavor

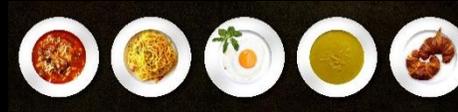


When we engaged with customers, we found the first word that's listed on their shopping list (and also the top of their decision tree) when they're shopping for broth or stock is the flavor: beef, chicken, vegetable, seafood, etc.



SHOPPERS FOCUS ON

flavor



How did we land here,
with our flavor focus?



THE JOURNEY:

quantify

We talked with people across the country to validate what we had heard qualitatively. We discovered how few actually know the difference between stock and broth (do you?). And we heard over and over how overwhelming and confusing they found the category shopping experience to be.

Importantly, this step clearly validated the findings from our initial consumer discussions.



THE JOURNEY:

translate

We conducted a one-day work session with McCormick that was two-fold:

1. We reviewed all research and sales data to determine how we wanted to move forward in the category, **and**
2. We whiteboarded our ideas for two new planogram options



Next, we tested our
planograms **in REAL stores**
with REAL transaction data



Lowes FOODS

Bellomy has a unique partnership with Lowes Foods in North Carolina.

In their rebranding efforts over \$1M was invested in every store to improve shopper experience.

Not only is Lowes Foods an incredible lab for learning, the shoppers in the Piedmont of North Carolina have been proven to be a very close representation of the demographics and buying behaviors of the **country as a whole.**

Lowes Foods is very progressive in how they think about their shopper.

They've found that by slowing the shopping experience down, they build loyalty.

Lowes Foods allows Bellomy to use a subset of their stores for controlled-store testing for our grocery clients. Because Lowes is actively interested in innovation at retail, they are open to testing not only planogram changes, but also new products, merchandising, temporary displays, etc.



THE JOURNEY:

validate





We utilized nine stores as learning lab stores for this test:

- Three control stores
- Three test stores set with flavor-informed planogram
- Three stores set with the flavor-and-form planogram

Over an eight-week period, we collected over 12,000 category purchases for the test, evaluating transactions at the basket and shopper level





In addition to collecting actual sales transaction data, we conducted in-store ethnographies with category shoppers, comparing both the control and test planograms. With the flavor-focused planogram, many recognized the nature of the organization and displayed the desired reaction: **exploration!**

Many even felt that there was a larger selection available to them, and they spent more time shopping (happy) as opposed to hunting (frustrated).





+15%

The optimized flavor planogram
increased average brand and
category sales by 15%

Lowes FOODS

What we learned from this test was that by simply organizing the shelf in a way that matched shoppers needs, consumers explored other products in the category and increased both basket size and basket spend.

In addition to increasing sales of the McCormick brand, it also increased sales for the category leaders, as well as the store brand. In fact, no brands were adversely impacted by the change in shelf set.



With double-digit growth across the category in the test, McCormick is armed to share these findings with retailers across the country, positioning themselves as a category thought leader.

a rising tide lifts all boats



shopper lab

We're always curious

With deep roots in anthropological and psychological research, our highly experienced team seeks to better understand your shoppers.

We're everywhere

From Grocery, to Club, to Prestige Beauty, to Online Shopping, you'll find us. Watching and listening, seeking to better understand shoppers' needs, both today and tomorrow.

We're decision tree experts

Just one of our specialties. Understanding shopping behavior can build more intuitive shelf sets.

We're leveraging robust partnerships

We partner with a retail network to provide a transaction level analysis of shopping behavior.



bellomy

informing
your best
thinking™

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