



MAN IN AISLE 5

WHAT YOU NEED TO KNOW ABOUT THE INCREASING NUMBER OF MEN DOING THE HOUSEHOLD SHOPPING

You may be surprised by who you see in grocery stores these days. Recent studies reveal that approximately a third of the primary shoppers for groceries and household goods are now men—a percentage that has more than doubled in the last 25 years.

As men venture into retail channels and start making more brand decisions on behalf of their families, the need becomes greater for marketers to understand how male shoppers are different from—and similar to—their female counterparts.

A study by the shopper-marketing group at Rivet recently surveyed 425 household shoppers. Here's six simple questions brand marketers need to ask themselves about the increasing number of men who may—or may not—be choosing their products from store shelves.

they head to the store. Even those who might enjoy the shopping process are more likely to view it as a “task.” To activate their purchases, messages and promotions need to resonate inside the retail environment. To reach men, having messages in-store that either reinforce loyalty or are calculated to interrupt them as they pick their default choices are extremely important.

3. AT RETAIL, ARE YOU USING A CLEAR VOICE TO BECOME HIS CLEAR CHOICE?

Men are less likely to shop with a list than their wives, but they arrive at retail with a plan, even if it's only in their heads, and they are more likely to stick to that plan when shopping. While women are more likely to explore every aisle, to consider new brand messages more thoroughly, and to enjoy the process of finding new items, men in our study reported being more likely to get in, stick to their plan and complete the task.

In the survey, women were 42% more prone to change brands in some categories simply for the sake of variety. Men were more likely to find their brand and stay loyal and less likely to switch without a strong reason to do so. Messaging that clearly states a compelling reason that mitigates their risk while demonstrating value is imperative. Giving them a sample is even better, since 65% of the male shoppers said a sample would make them consider a new brand choice. —**BRAD FULLER**, executive vice president and managing director, Rivet St. Louis

1. WHO DID YOU TALK TO TODAY?

Many CPG brands are still relying on the old model that assumes women are doing the purchasing and brand selection for the home. Are they really speaking to everyone they need to? A CRM program for a popular kids' snack brand starts much of its copy with “Hey, mom....” And with ever-greater frequency, they are getting consumer emails reminding them that after-school snack moments aren't just the domain of mom anymore. Perturbed males are asking that the brand recognize that dad is just as involved and interested.

The good news for popular name brands is the survey shows male shoppers are more likely than women, by at least 17%, to stick with the brands that they know and are less likely to take risks on cheaper alternatives or private label products. Speaking to men is indeed important.

2. DO YOU HAVE MALE SHELF ESTEEM?

Women tend to do more preparation for the shopping trip. They are in shopping mode much earlier as they plan the journey, search for coupons, do “pre-shopping” online, etc.

Men see the shopping process as a more isolated function that begins when

HOW TO:

Environmentally Friendly P-O-P

5 ELEMENTS TO CONSIDER WHEN DESIGNING GREEN POINT-OF-SALE DISPLAYS

1. SIMPLIFICATION

You want to design for fewer components, which means less manufacturing and materials. This controls waste and is beneficial for storage and freight.

2. FLEXIBILITY

Create a POS system or element that can be easily updated or refreshed without having to dispose of the entire structure.

3. WEIGHT

Lower weight translates to fewer materials, less energy consumed in manufacturing and lower costs for freight and fuel.

4. STREAMLINE

Make the manufacturing stage less costly and decrease labor and material costs by limiting the number of elements and materials in the design phase.

5. RECYCLING

Be selective in specifying materials and substrates, as well as green materials. Think about the production processes for your design as well as the materials that go into it to assure materials can be easily recycled. —**JIM POLOWY**, vice president environmental design director at TPN



Results based on a survey of male and female shoppers conducted by RIVET June 2010



LESSONS FROM THE PAST

TIPS FOR REACHING AFRICAN-AMERICANS AT RETAIL

Those thinking of creating retail campaigns tailored to African American consumers can get some good ideas from these initiatives, done last February for Black History Month.

ALBERTSONS, FARM FRESH and JEWEL-OSCO dug into the history books to highlight African-American inventors such as George Washington Carver, who gets credit for creating peanut butter. Stanchion signs presented food-related facts sponsored by Glory Foods, General Mill's Pillsbury and Betty Crocker, ConAgra's Peter Pan and Sara Lee's Hillshire Farm.

KROGER used its circular to direct custom-

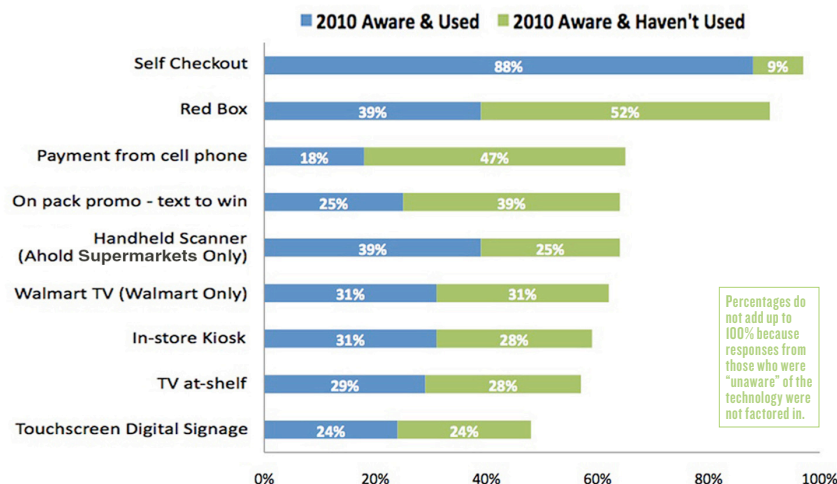
ers to a promotional Web site dedicated to Black History Month that provided health tips, recipes and a sweeps offering a \$1,000 store gift card. Floor clings couldn't be missed as Kroger promoted Black History Month.

WALGREENS took the opportunity to launch a new program, Community Corner, to highlight minority-owned product manufacturers and their brands. The companies are promoted through print ads, in-store radio and product demonstrations, coupon booklets, shelf tags and features on Walgreens.com.

THE HOME DEPOT launched a "Retool Your School" program designed to benefit "Historically Black Colleges and Universities" in the U.S. The retailer pledged to donate 5% of sales from three commemorative gift cards (up to a combined \$150,000) to help fund on-campus improvement projects. —SOURCE: In-store Marketing Institute, courtesy of Think360.



In-Store Technology (Awareness & Usage)



Catapult theorizes that in-store technologies are having a much greater effect on impulse purchases than they are on premeditated shopping trips, which are more likely planned out using at-home and on-the-go tools.

INNOVATIONS:

EYE-POPPING PACKAGING

HOLOGRAPHIC ADVANCES CAN ADD SHELF APPEAL

Want to draw consumers' attention on crowded store shelves? Try holographic packaging. The latest advances in film coating and manufacturing technology have opened the door for innovative opportunities to use embossed holographic materials used in packaging.

"Manufacturers have the considerable challenge of capturing customer attention and maintaining or growing market share, so the eye-catching and creative appeal of holograms helps to meet these challenges by giving products a highly distinctive decorative edge over competitors," says Glenn Wood of the International Hologram Manufacturers Association.

HERE ARE FOUR EXAMPLES:

• Colgate Palmolive/ Holographic Foil

The brand tucked its new line of Total and Whitening toothpaste on shelves among row after row of dozens of other brands. Aimed at the premium end of the market, holographic foil was incorporated into the packaging design as a means to reinforce the high quality values of the brand. (Vendor: UK-based API)

• Imperial Tobacco/ Hologram

This hologram was created featuring a starburst visual effect to ensure that the Lambert & Butler brand makes a statement at point-of-sale. (Vendor: API/API Laminates)

• Hasbro Games/HoloPRISM

Holographic foil was used for boxes of Monopoly: The Disney Edition and other packaged games. (Vendor: Vacumet Corp.)

• Parker Bros./ Holographic Packaging

This concept for Trivial Pursuit 25th Anniversary Edition had previously been commended by the IHMA for its added value appeal for brand design and packaging. (Vendor: Vacumet)—PATRICIA ODELL

