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IN-STORE MESSAGES –
CONVEYING COMPLEX MESSAGES TO SHOPPERS

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Creating great in-store messaging isn't easy (which is why we have a training program focused on creating effective shopper communication!). **But there are a number of things we can get right. And one of the most important principles is to use the shopper's language for our in-store messages.**

KEEP IT SIMPLE (EVEN WHEN IT'S COMPLICATED)

Shoppers will typically spend very little time reading signs and messages. But that doesn't mean we can't get across some pretty complicated ideas.

The top message says, The right taste for the right food. That's clear to anyone, especially those that perhaps don't really understand the complexity of beer varieties. Then a simple graphic kicks in and helps shoppers match food to different types of beer.

Really simple! The message explains the concept in four words! That's pretty much textbook in-store messaging

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USE THE RIGHT LANGUAGE
FOR THE TARGET SHOPPER

This in-store messaging doesn't start with the name of the cheese and then describe it. **It starts with the description, then tells the shopper which cheeses have those characteristics.** This is powerful in-store messaging for two reasons.

- Enables them to describe a lot of cheeses in less space.

- The communication from the shoppers' point of view. An inexperienced shopper doesn't necessarily recognize the names of the cheeses, but they will recognize the characteristics. They will fit with the shopper mission and consumer preference. This execution helps the shopper find what they like and encourages them to try new cheeses

GREAT IN-STORE MESSAGES
START WITH A CLEAR TARGET SHOPPER AND A CLEAR OBJECTIVE

This demonstrates **the power of two of the key concepts** we cover in <u>all our shopper communication training</u>:

- Make sure you have a **clear target shopper**

- Have a clear **behavioral objective**.

This retailer clearly understands their target market (shoppers who wish to explore cheese but find it all a bit complicated) and a clear objective (encourage shoppers to buy a variety of cheeses).

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WHEN IN-STORE MESSAGING
GOES WRONG

They've got nice images to catch the eye, but there is a lot of text and looks complicated.

'Who is the target shopper?' The aim seems to be to educate the shopper on different beer types, that the target shopper is relatively new to the complexities of the beer category. If that is the case, why announce the beers using category language (Dubbel, Tripel, Blond, Zwaar bier) instead of using consumer/shopper language in for someone who doesn't understand the category?

SAME CATEGORY, DIFFERENT SHOPPERS: DIFFERENT SHOPPER MESSAGING

It is important to really consider **different shopper segments, their understanding of the category**, and the in-store messages that will help them and guide them to make the purchase decisions we'd like them to make.

It is possible to take complex ideas and share them with shoppers in an engaging, in-store appropriate way.

Why make it so hard? With a little more creativity and shopper focus, the number of shoppers who engage with this communication can be increased dramatically.

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SHOPPER MESSAGING ISN'T AS SIMPLE AS 'KEEP IT SIMPLE'

Getting in-store messages right isn't easy. It requires an understanding of the principles of shopper psychology, shopper behavior and shopper communication techniques.

But most of all it requires an **understanding of your target shopper, their behavior and mission, and what they are looking for from their shopping trip and your brand**. It isn't as simple as following guidelines or copying what everyone else is doing. **Your target shoppers are different and will engage with content differently.**

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If you'd like to know more about all these elements, as well as to learn a proven methodology to develop more effective shopper communication, **please check out our training programs** or **get in touch now.**