



The Most Important Rule In Shopper Communication Be Single-Minded





Excelling in shopper communication isn't easy. One of the biggest mistakes is to try to do too many things.

One of the key principles of shopper communication that we share in our workshops is that we need to be **single-minded in what we are trying to achieve.**

We must start with a clear shopper behavioral objective.



The example shown here is a **brilliant** example of being single-minded and focused ([check out the full story here!](#))

A sign with three core elements: an image of the product, the headline (Give it a squeeze!), and the smaller sub-copy (The juice from citrus fruits is a great way to add zing to marinades and salad dressing). All these elements are working hard to deliver against **one single-minded objective. They want you to buy more oranges.**

**To see how it delivers
this, as well as avoiding
the biggest trap in
shopper marketing
'trying to do too much',
Let's break this down
into some key principles**



Location Is Everything



With shopper communication, context is everything. Looking at the wide image taken from the entrance to the store, we're in a good traffic location, and the sign can be seen from a distance, with clear lettering and a simple message. I'd argue that the side-display of pineapples partially obscuring the sign doesn't help, but overall the key message is clear from a distance. But what does it say?



Engaging From A Distance

From a distance, 'give it a squeeze' is engaging.

It immediately delivers great fruit connotations: juicy, sweet, fresh. It's tactile. It uses language that gets the shopper thinking about gorgeous juicy fresh fruit.

This sign is working for the entirety of the fruit section. It's saying 'fresh' in an emotive way, in a way that inspires the shopper, and makes them think "fresh fruit – great idea – that would be tasty!"

Even from a distance, we're being inspired.

We're engaging shoppers who might be bypassing the section, or just passing through. We're priming them to think about fresh and juicy fruit.



Keep It Simple

They have ALL that inspiration and communication in just FOUR words and they've played with the shopper brain.

Shopper's filter out (or deselect) a lot of what they see in store. The store environment is jammed with so many messages and so much stimulus, the human brain is conditioned to filter. Anything too complicated, anything irrelevant, runs the risk of being filtered out.



Inspire And Suggest

As we get closer, the message is now associated specifically with the oranges. Give it a squeeze means more than just fresh produce. It means fresh juice! It means actually squeezing the oranges to make juice. It is inspiring shoppers by suggesting a different usage and consumption occasion. You don't just need to eat the fruit; you could juice it!



Engage, Don't Lecture

These four words entice, but they don't over-explain. They don't tell you that you could juice the oranges. The image isn't a step-by-step guide on how to use a juicer. And they haven't fallen into the trap of putting a juicer next to the display (we'll come back to that later!)

They've focused on the inspiration because they've focused on one single-minded objective: to get you to buy oranges.

Layering The Messaging

As the shopper gets close and sees the sub-copy, we get more suggestions and inspirations. This isn't just orange to eat as fruit. This isn't just juice to drink with your breakfast. It says, "The juice from citrus fruits is a great way to add zing to marinades and salad dressing". This is juice that will lift a salad or help marinate some meat.

More layers of inspiration! More layers of excitement. But still focused on one simple single-minded objective. To get you to buy oranges. So where is the juicer!?



One Thing At A Time

We're encouraging people to buy oranges for juicing, right? **So why not sell them a juicer at the same time?**

This retailer sells juicers, so surely there is an opportunity missed? Maybe. But adding the juicer breaks the number one rule of shopper communication. **One objective at a time. Keep it single-minded.**

One Objective At A Time

If you try to achieve more than one objective, you often end up messing things up. You confuse shoppers. You lose focus.

A simple, single-minded objective is to sell oranges. So, what might happen if you put a display of juicers on the display? True, some shoppers might pick up a juicer. That would be great. **But I guarantee you, fewer would pick up oranges.** Why?



Don't Make It Complicated

You've just made juicing complicated. A display of juicers makes a shopper think about how difficult it is to make fresh juice compared to drinking from the carton. It makes the shopper think about the cost of the juicer. In short it triggers the two things that are likely to get a shopper to STOP. The two most common shopper barriers. You've made juice difficult. And you've made juice expensive.

Shopper decisions are governed by Shopper Economics™. It is about the balance between value and cost. When our communication focuses on juice, we are focusing the shopper on value, the consumption value of delicious fresh juice.

When we focus our shopper communication on juicing (rather than juice), we risk the shopper thinking about cost: the cost of the juicer and the time-cost for the consumer. The result? We sell fewer oranges.



Different Objective, Different Communication

Of course, if the objective (the single-minded objective) was to sell juicers, then that would be a different story.

Go right ahead. But then change the messaging to overcome the barriers above. Talk about how little fresh juice actually costs. Show how easy it is to make fresh juice. If the goal was to sell juicers, you'd arguably use completely different messaging.

And you'd sell fewer oranges.

But that wouldn't matter, because that wasn't the objective!



Shopper communication is tricky to get right, but it doesn't have to be. We've developed a clear process which we've shared with countless clients through our [training workshops](#) and our [consulting services](#). If you want your team to create better shopper communication that really engages shoppers, check out our [programs here](#),



Get in touch

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