



KING-CASEY



# King • Casey REPORT

Insights and Trends in Retail Branding, Merchandising and Design



## A Fish Tale

How COZI<sup>®</sup> Resulted in a Whopping Big Catch

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A KING-CASEY REPORT by Howland Blackiston, Principal, King-Casey

### What's COZI®?

The name itself is an acronym for “Customer Operating Zone Improvement”. COZI® is a strategy developed by King-Casey decades ago for developing improved design and communication strategies based on how customers use a retail space.

Any retail store (including a grocery store) is a collection of many different “customer operating zones”. We’ve learned that customers behave differently in different zones. Customer needs and expectations vary from one zone to another. By identifying customer needs on a zone-by-zone basis, and by understanding how customers behave in different zones, we can craft zone-specific designs, communications and merchandising strategies that are sharply responsive to how customers use and behave in the zones. This blend of science and design results in a more enjoyable customer experience, and can significantly increase sales for the business.

### Applying COZI® to a Supermarket

The seafood department in Adams Hometown Markets (a regional supermarket chain in New England) had been doing miserably. Using its proprietary COZI® methodology (Customer Operating Zone Improvement), King Casey diagnosed

the department’s effectiveness (or lack of it) at meeting customer needs. Where were the opportunities for improvement?

King-Casey compared the zone’s retail attributes to best industry practice (applying or adapting effective strategies used by others is a proven way to get results).

Customer research revealed that the brand’s seafood zone (department) was not well-liked. In fact, customers ranked “seafood” lowest among the brand’s various perishables zones (i.e. produce, meat, deli).

Customers expressed a clear need for seafood variety. But in fact little variety was offered.

Customers wanted “freshness”, but the product displayed in wrapped Styrofoam trays was not perceived as fresh.

Lighting in this zone was poor (making food displays unappealing).

Some customers expressed they didn’t know how to prepare seafood if they purchased it (so they avoided buying it). All in all, the “old” zone was seriously unresponsive to meeting the brand’s customer needs, wants and expectations.



*Previously, the seafood zone/department was underwhelming, uninviting, and not responsive to customer needs and expectations.*

### Implementing a COZI® Solution

For every expressed or identified customer need, King-Casey developed solutions to squarely meet or exceed customer expectations.

The seafood zone was tripled in size to provide room for the greater variety customers were fishing for.

In addition, the department now included prepared, ready-to-cook products (such as stuffed shrimps, breaded and seasoned fillets, seafood kabobs, etc.).

Greater variety also included ready-to-eat seafood selections (such as cleaned & cooked shrimp, steamed lobsters, and a variety of store-made seafood salads).

New brightly-illuminated display cases with non-reflective curved glass panels have resulted in a clear, appetizing view of product.

In addition to having some products pre-wrapped on trays (for grab-and-go customers), seafood is now arranged on crushed ice to clearly communicate its daily freshness.

A live lobster tank was added (placed at kid level) -- it not only communicates fresh, it has become a destination attraction for this zone.

Chalkboards list the fresh catch of the day (not only to promote specials, but to visually reinforce the freshness of daily delivery).

The new seafood department is staffed, further reinforcing freshness and quality.

Menu cards and prepared food images visually suggest meal ideas (to inspire purchase).

### A Whopping Big Catch

King-Casey's COZI® redesign of the brand's seafood zone increased sales in this department by a record-breaking 3000%. And by applying COZI® to the brand's other perishable zones, overall sales for the brand increased by double digits. All in all, a whopping big success!



The "kids-level" live lobster tank has become a zone destination attraction.



Using the findings of the COZI® audit to guide strategy, King-Casey developed design and communications concepts that would squarely address customers' needs and expectations for the seafood zone/department.



Daily recipes are posted in this zone to encourage sales by providing customers with ideas on how to prepare tasty seafood meals.

Seafood		Seafood	
Swordfish Steak	3.99 lb	Perch Fillet	3.99 lb
Salmon Fillet	3.99 lb	Black Tiger EZ Peel	3.99 lb
Cod Fillet	3.99 lb	Shrimp	3.99 lb
Live Lobsters	3.99 lb	Frozen Cod	3.99 lb
Cooked Shrimp	3.99 lb		

Branded zone signage was developed to communicate specials and pricing. The chalkboard visually reinforced "fresh today".



Adams new seafood department meets and exceeds customer expectations, providing visual impact, variety and freshness.

## About King-Casey

We are one of the premiere retail consulting and design firms in the U.S. Since 1953 we have been helping companies build competitive brands by dramatically improving the customer experience. We provide a complete range of services including assessment, research, branding, identity, visual merchandising, packaging, retail prototype design, and rollout. King-Casey develops innovative solutions that result in increased customer loyalty, higher sales and greater return on investment.

**Consumer Research.** King-Casey evaluates your customer's behavior and then develops actionable findings to improve their experience. Using state-of-the-art tools and proprietary techniques, we objectively validate the effectiveness of products, services and your retail environment to identify specific opportunities for improvement. We gather information from focus groups, management interviews, in-store behavioral tracking (customer shadowing), videography (hidden camera studies) and exit interviews (customer intercepts). We can validate new design concepts to ensure success.

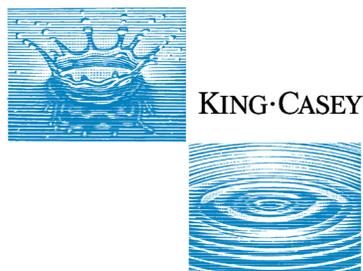
**Brand Strategy & Identity Development.** Where is your brand positioned in the marketplace? How is it perceived, both positively and negatively? Can you identify your brand's core equities? What are the barriers standing in the way? King-Casey provides an objective assessment of

your brand. We deliver specific identity solutions that reach strategic business objectives, and differentiates your brand identity in the marketplace.

**Retail Design.** Retail strategists and designers identify and solve specific retail problem areas: poor customer retention; ineffective customer way-finding and communications; inefficient customer flow; we can successfully build and test a new prototype store, or revamp an existing store to maximize business results. King-Casey stands ready to create a 3-D brand solution for your concept.

**Menu and Menuboard Enhancement.** Time and time again King-Casey has proven that menuboard enhancement strategies generate fabulous returns on investment. The return on investment often exceeds other strategies to increase sales and profits. King-Casey develops menuboard enhancement strategies for QSR's, Fast-Casual menu and Casual Dine restaurants. As an undisputed leader in this area, King-Casey maximizes business results while improving customer satisfaction.

**Package Design and Merchandising.** For over half a century, our business has been creativity and design innovation. King-Casey's award-winning designers develop packaging and merchandising programs that meet customer needs and gives you a competitive edge in the marketplace.



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