

the inside advantage

summer2008

what makes women buy WHEN IN THE STORE?



Most shoppers aren't clear on what they'll buy when they enter a store. Researchers at MIT found that shoppers make decisions while browsing the aisles and respond to in-store promotions and product information. Three effective techniques for connecting with undecided customers and helping them make buying decisions are merchandise displays, packaging, and branding.

Merchandising displays attract a shopper's attention.

They need to draw the customers in and hold their attention long enough to inform the customer about the product. Effective displays are designed for visibility, shopability, and clear messaging.

Packaging is the ultimate sales assistant. It helps products stand out on the shelf, inspires shoppers to try the product, and helps them use it at home. Great packaging stands out from the competition, provides clear product information, and simplifies use.

Branding is the stand-in for a personal relationship with a customer.

According to *Advertising Age*, women respond to brands they can relate to – a captivating style, story, and brand promise inspires trust and loyalty. "The personality of the brand becomes extremely attractive to consumers, and so brands become new friends, who over time become old friends." advises Timothy Brock, professor of psychology at Ohio State University.

creating a brand

Raley's wanted to enhance their customer's experience when purchasing floral arrangements and corsages. They wanted a new approach to packaging that would protect the delicate flowers and establish brand recognition for the floral departments in their 140 stores.

Raley's enlisted John Henry® to manage the project from design and testing through manufacturing and distribution. Our creative team developed a packaging solution that combined convenience, product protection, and a unified brand identity. The program included a carrier box that protects floral arrangements during transport, a windowed box that safeguards and showcases corsages, and accompanying tags, envelopes, and labels. To ensure customer satisfaction, John Henry's team of Packaging Engineers subjected the boxes to a series of tests, including environmental, strength, and drop testing.

John Henry® worked with each store to plan order quantities and delivery schedules so all components would launch concurrently. To simplify implementation for the floral department managers, we designed a shipping kit that consolidated shipments of the corsage and carrier boxes to individual stores in one carton. During production in our Lansing, Michigan facility, we closely monitored color consistency across all components to maintain brand integrity.

Raley's new carrier and corsage boxes were introduced on schedule across all stores in time for their major fall and winter holiday seasons. Customers arrived home with floral arrangements and corsages intact and were reminded of Raley's reputation for quality by the branded packaging.



THE NEXT big thing



New Look Nursery Tags

John Henry® is excited to now offer 4 sizes of our new Tag Elevators and our exclusive new Info-Flip® tagging attachment. And, coming soon, 3 standard sizes of recyclable HDPE nursery tags on scheduled runs!

For more information, call 866.448.8300

funfacts TO SHARE

Sustainable Print and Packaging Partnership

John Henry® and Blackmore® have teamed up on a program that collects clean styrene tags and recycles them to produce plant trays. With our extensive customer base and Blackmore's state-of-the-art plastic molding capabilities, materials that would otherwise end up in a landfill are diverted back into production!

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