

HUNTER STRAKER





Why doesn't the dumb
shopper see my brand?

For today

- Some trends to consider
- What we are doing about it
- A quick tour to see what the shopper really sees
- Some Rules of Retail Communication
- Bringing it all together





north
america's **only**
purchase
designTM
agency

HUNTER STRAKER



A quick tour – a
few examples to
consider













44⁹⁹



2⁹⁹ 1⁹⁹ 1⁹⁹ 1⁹⁹ 2⁹⁹ 1⁹⁹



36⁹⁹ 23⁹⁹ 16⁹⁹ 16⁹⁹



back to SCHOOL

PACK PEANUT-FREE SNACKS!



Be sure to look for a peanut-free facility symbol on the package

President's Choice
no name

Christie's Snack Packs





some of the worst
and why

New/Nouveau!

- One Size Fits All
Unitaire
- Adjustable - Fits Thin to Wide Bra Straps
Réglable - S'ajuste aux bretelles de soutien-gorge étroites et larges

Set of 3
**Basics
Essentiels**

Black/Noir • Beige • White/Blanc

Quick & Easy Clip-On Cami!
Panneau qui se fixe rapidement et facilement!

Cami Cache

14.99

AS SEEN ON
TV
VU À LA TÉLÉ

Clip-on Mock Camisoles
Fausses camisoles à fixer



Black/Noir
Beige
White/Blanc

The Layered Look Without The Bulk!

**Le look superposé
sans le volume!**

One Size
Fits All
Unitaire

Set of 3
L'ensemble de 3

Includes - Inclus:
Black/Noir • Beige • White/Blanc

- Transform Outfits - Day to Night
Transforme les tenues du jour au soir
- Attaches & Removes Instantly
S'attache et s'enlève instantanément
- Cool, Lightweight & Comfortable
Look branché, léger et confortable
- With Lace Trim / Garnie de dentelle





LEGÓN CRIANZA 2008

DO Ribera del Duero
Spain - Ribera Del Duero
276089 750 mL
The 2008 Legon Crianza spent 12 months in French and American oak. Savory, ripe, sweetly-fruited, and elegant, this tasty effort has the structure to evolve for 1-2 years and will drink well through 2020. Score - 90. (Jay Miller, erobertparker.com, June 2011)

\$15.95

VINTAGES

RAVE REVIEW

JAY MILLER

EROBERTPARKER.COM, JUNE 2011

90

LEGÓN CRIANZA 2008
DO Ribera del Duero, Spain
276089 (XD) 750 mL \$15.95

VINTAGES

VI

ALKOOMI BLACK LABEL SHIRAZ/VOIGNIER 2009

Frankland River, Western Australia
Australia - Western Australia
203166 XD 750 mL

Notes of kirsch, mulberries and black cherries with a fragrant peach blossom and allspice undercurrent. The med-full bodied palate is generously fruited and well structured. A long finish with velvety tannins. Drinking now or good 'til 2016+. Score 90 (Lisa Perrotti-Brown)

\$21.95



RAVE REVIEW

LISA PERROTTI-BROWN, MW
EROBERTPARKER.COM, AUG. 2011

90

ALKOOMI BLACK LABEL SHIRAZ/VOIGNIER 2009
Frankland River, Western Australia
203166 (D) 750 mL \$21.95

VINTAGES

inely crafted.

VINTAGES

and-friendly wines

RAVE REVIEW

TIM JAMES



STANFORD HILLS ESTATE JACKSON PINOTAGE 2009
WO Walker Bay, South Africa
278341 (D) 750 mL \$17.95

VINTAGES

STANFORD HILLS ESTATE JACKSON PINOTAGE 2009

WO Walker Bay
South Africa - Walker Bay
278341 750 mL

Fulfills promise of previous last year. Grown in stature & vineyard, but still bright, clean, sweet fruit leading to dry finish. Lightly rich, with good supportive oak. Score - 4 Stars (out of 5). (Tim James, Parker's South African Wine Guide 2012)

\$17.95



VINTAGES

POMEGRANATE

Contains High Sources of Fibre - NATURALLY

20%
FIBRE

abundance™
naturally

28 Bran Wafers **Packaged to GO!**
28 gaufrettes de son en **Sachets pour APPORTER!**

Bowel Buddy™
BRAN WAFERS • GAUFRETTES DE SON

New & Improved
Nouveau & Amélioré



GRENADE

Contient des sources élevées de fibres - NATURELLEMENT

700g

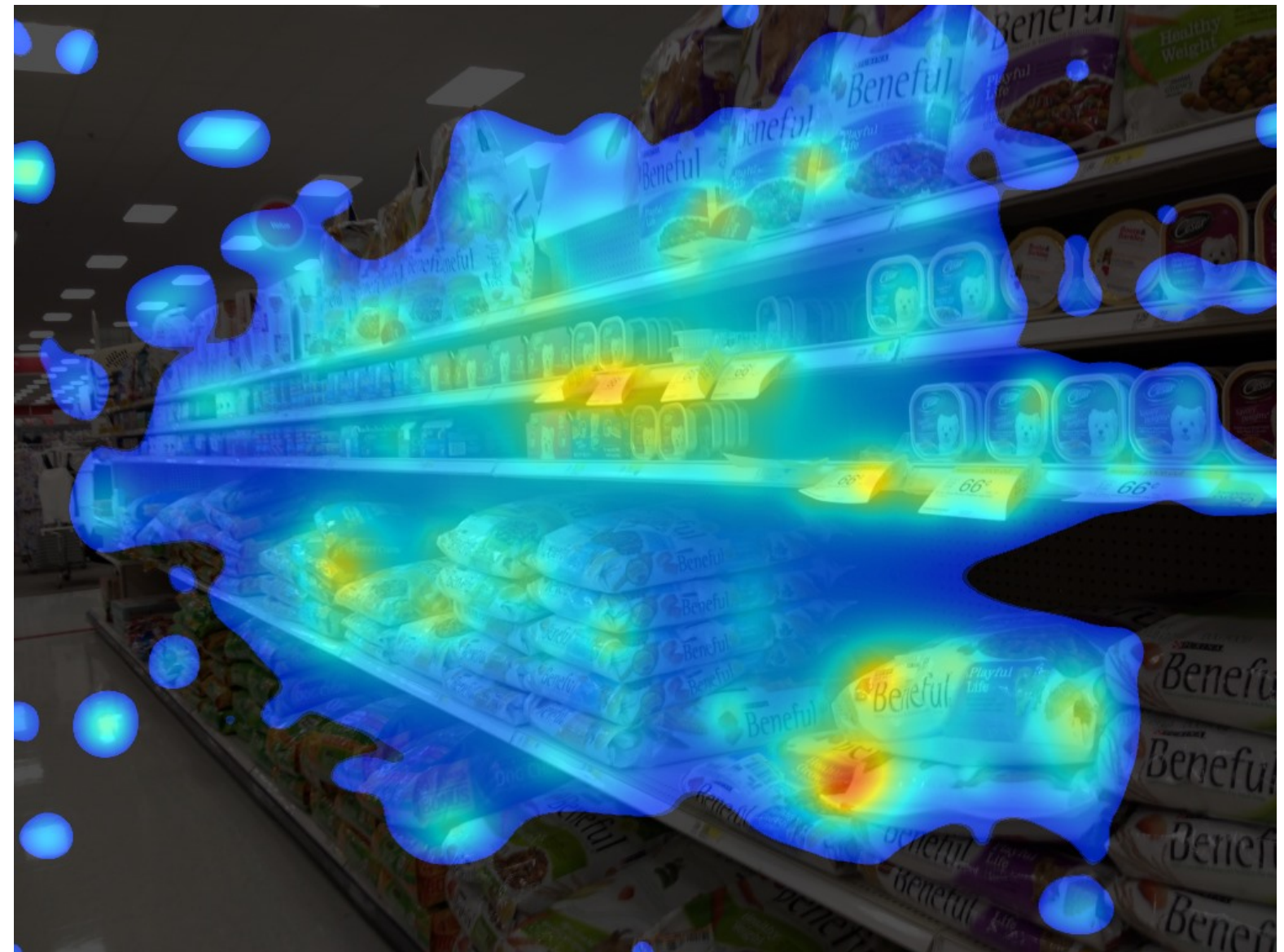


BOWEL BUDDY BRAN WAFER POMEGRA
13.79





Let's go Shopping!











Freshpet
Natural. No Preservatives. Gently Cooked.



Each Pound of Freshpet Select Contains:

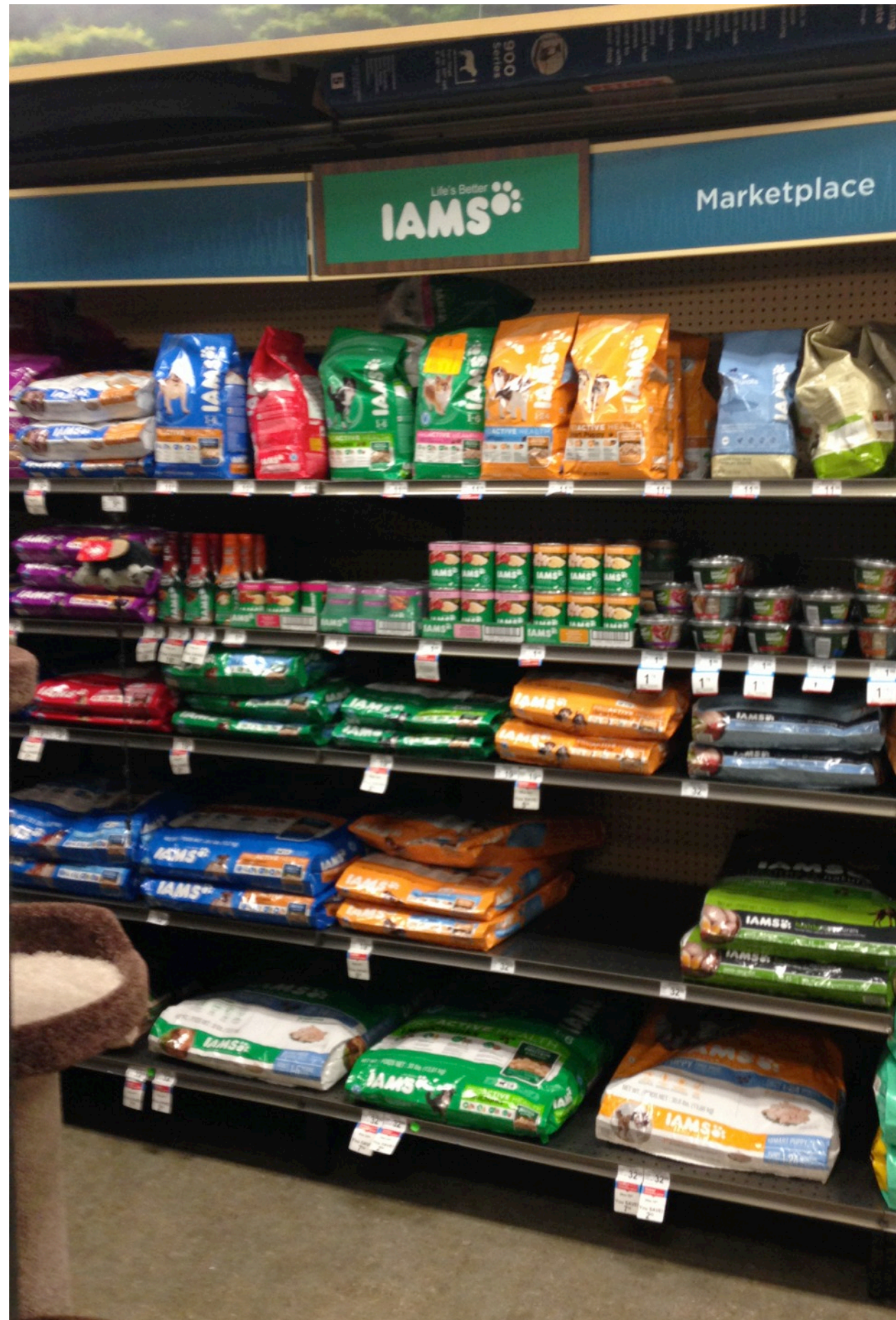
- 3 oz of Chicken, Turkey or Beef
- 2 oz of one (1) of Egg
- 2 oz of one (1) of Beans
- 10 Essential Vitamins & Minerals













DUANEREade™









Here's the fun part!





1.89

1.89

1.89

1.89

1.89

1.89

1.89

1.89

1.89

1.89

1.89

1.89

1.89

1.89

Organic Pineapple Orange Banana Juice

3.99

Organic Peach & Mango Juice

3.99

1.99

4.99

1.99

2.49

3.29

5.99

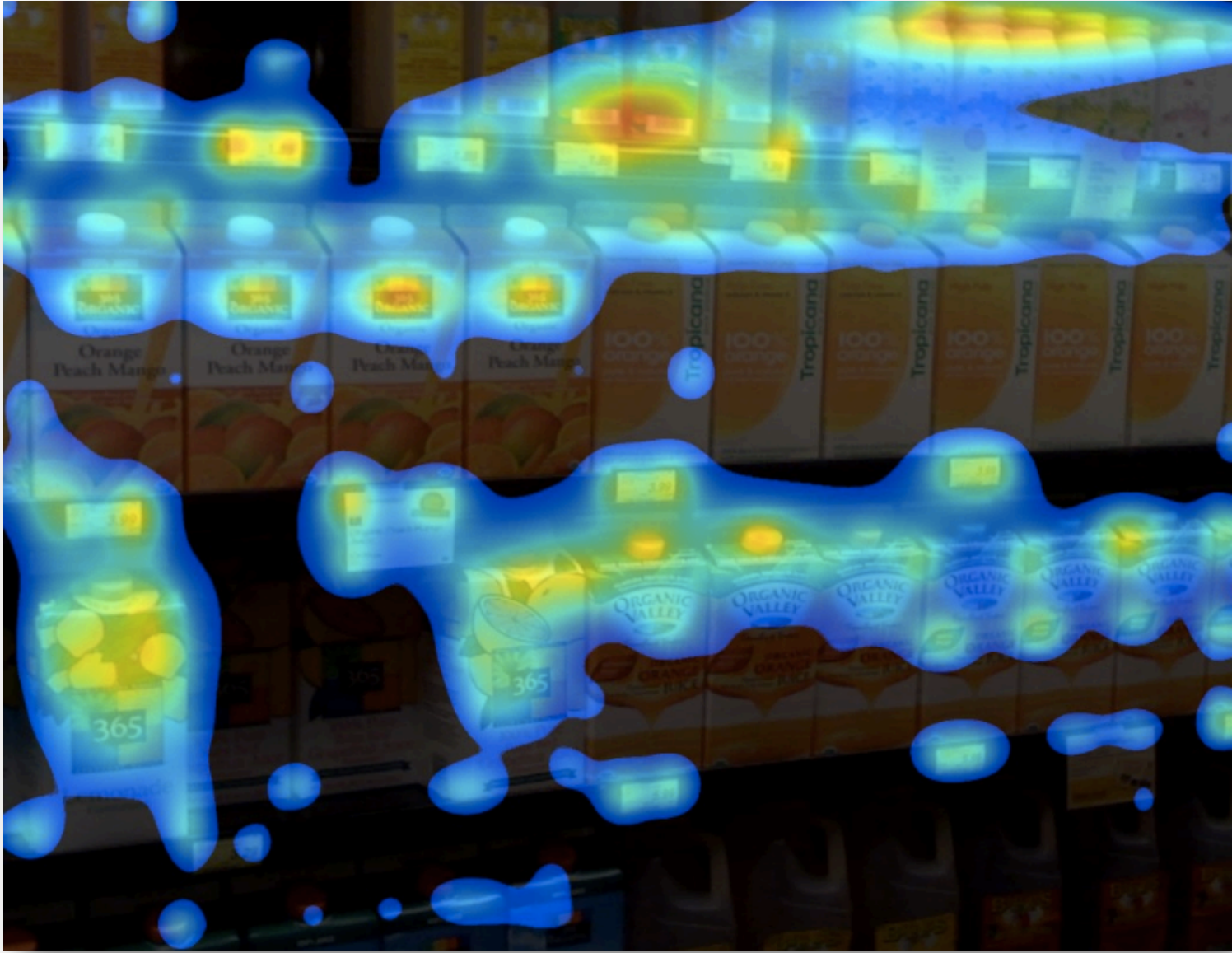
5.99

5.99

1.99



Invisible on the shelf



HUNTER STRAKER



Bringing it all
together – some
rules of
communication

fraser's
rule of

3

4

5

TM



understand
the message in

see
the message from

say
it under

3

seconds

4

paces

5

words



fraser's rule of 3, 4, 5™



— LIMITED TIME ONLY —

SPICY CHIPOTLE SANDWICHES



99¢
ea.

SPICY CHIPOTLE
JR. CHEESEBURGER

SPICY CHIPOTLE
CRISPY CHICKEN

— LIMITED TIME ONLY —

SPICY CHIPOTLE SANDWICHES



SPICY CHIPOTLE
JR. CHEESEBURGER



SPICY CHIPOTLE
CRISPY CHICKEN

99¢
ea



Stand a chance to **WIN**

one of 6 family cruises for 4



Simba
PEPSI

Buy any 2 lit **PEPSI** and any large bag

SMS the word **CRUISE** to 32310.

Retain till slip as proof of purchase.



Simba **Doritos** **Lay's**

Stand a chance to **WIN** one of 6 family cruises for 4



Buy any 2 lit **PEPSI** and any large bag

Buy any 2 lit **PEPSI** and any large bag

SMS the word **CRUISE** to 32310.

SMS the word **CRUISE** to 32310.

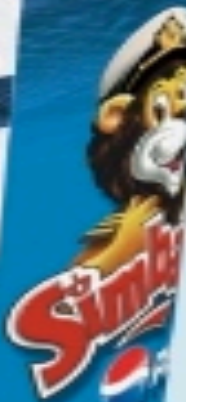
Retain till slip as proof of purchase.

Retain till slip as proof of purchase.

www.simba.co.za

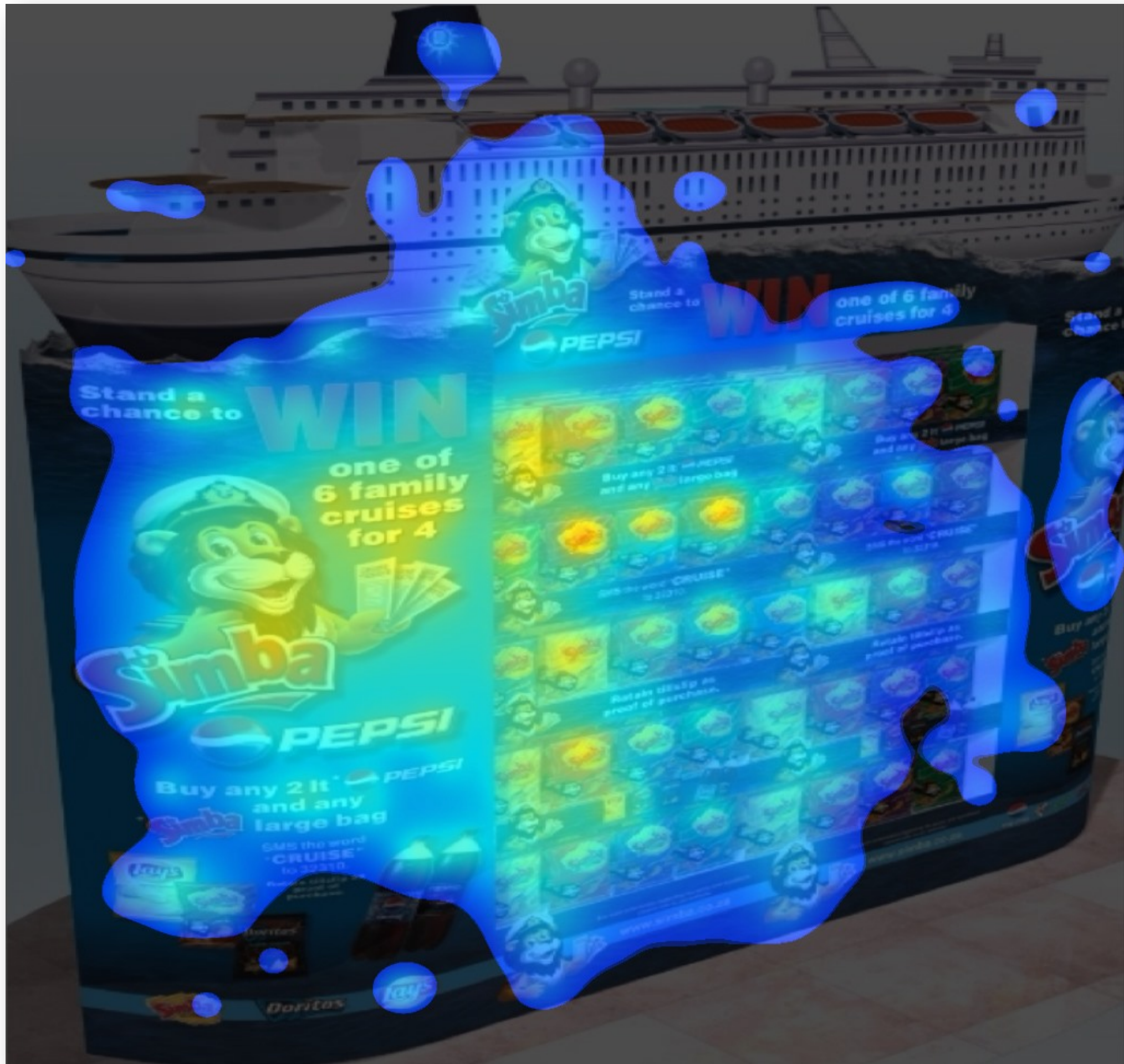
www.simba.co.za

Stand a chance to



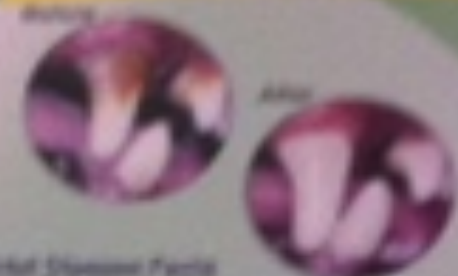
Buy any 2 lit







Clean Teeth • Fresh Breath • No Brushing!



Periodontal Disease Facts

- 80% of dogs & cats show signs of periodontal disease by age 3
- Bad breath is one of the first warning signs
- Tropiclean fresh breath made easy!
- Kills the germs that cause bad breath
- Removes plaque & tartar... without brushing!

TROPICLEAN
fresh
breath
made easy!

Tropiclean
fresh
breath
made easy!



Clean Teeth • Fresh Breath • No Brushing!



- [1] The package can be your most valuable asset – use it
- [2] There are rules for communication – 3,4,5 – follow them
- [3] The brain has an order of operations for processing information – we need to understand that when communicating in-store
- [4] You need to spend time in-stores
- [5] Remember – Shoppers is Dumb!!



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thank you

HUNTER STRAKER

