

HUNTER STRAKER



Connect with Petfood Consumers at the Point of Purchase

Today

- [1] Background
- [2] Retail Tour – Packaging/Display
- [3] Retail Tour – Promotion/Innovation
- [4] How our brains work
- [5] Bringing it all together

ACOSTA

SALES & MARKETING

**established in 1927,
built for today**

Only Acosta provides all the essential ingredients to drive superior results.

72% of Acosta full service clients have outperformed total store sales growth.

98% 95% of our clients have chosen to grow their relationship with us.

our brand promise



extensive reach
calling on over
110,000
stores each month
across 10+ channels

30,000
associates

75 offices
throughout US + Canada

[responsible for]
sixty
billion
in system wide sales

serving
65% of all #1 &
#2 brands
you see in stores daily
& 8/13 ^{of} FORTUNE
500 companies

[privately held]

representing more than
44%
branded center
store sales,
serving over
96%
of all categories in the
food channel

[founded in 1927]
85+
years of experience
in sales and marketing

why are
we
here

why are we here

- [1] Built over 1500 Shopper Marketing programs
- [2] Published over 50 articles in key publications
- [3] Lectured across North America at over 20 conferences
- [4] Consulted for Fortune 100 CPG Companies

why are
we
here

Most importantly...

... we spend
time in
stores

HUNTERSTRAKER



So what have
we done
about this?



purchase
design

package
+
brand design

+

the
pathway
to
purchase

1

=

HUNTER STRAKER
purchase
design™



HUNTER STRAKER



Retail Tour – Packaging/ Display

some of the best
and why



CIL

smart

MAGIC WHITE
LATEX CEILING PAINT



TRUSSARDI
100% ACQUA

BLANC MAGIQUE
PEINTURE POUR PLAFONDS



2000000
BLANC MAGIQUE
100% ACQUA

QUICK ROLL



ROLLEMENT
RAPIDE



1. ROLLER
DIPPING



2. ROLLER
ROLLING



3. ROLLER
LIFTING

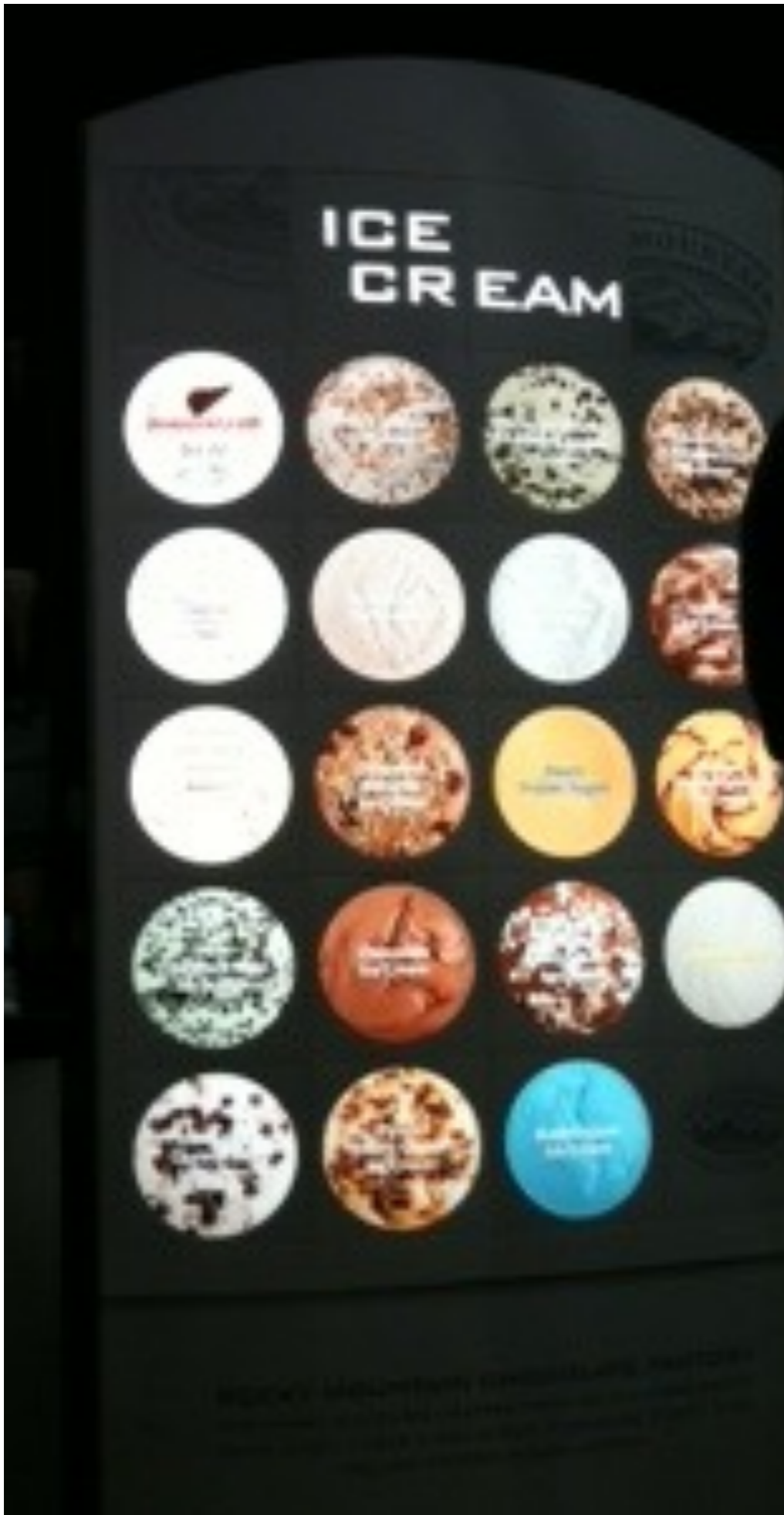
smart

MAGIC WHITE



Campbell's – forever changing the way people buy soup

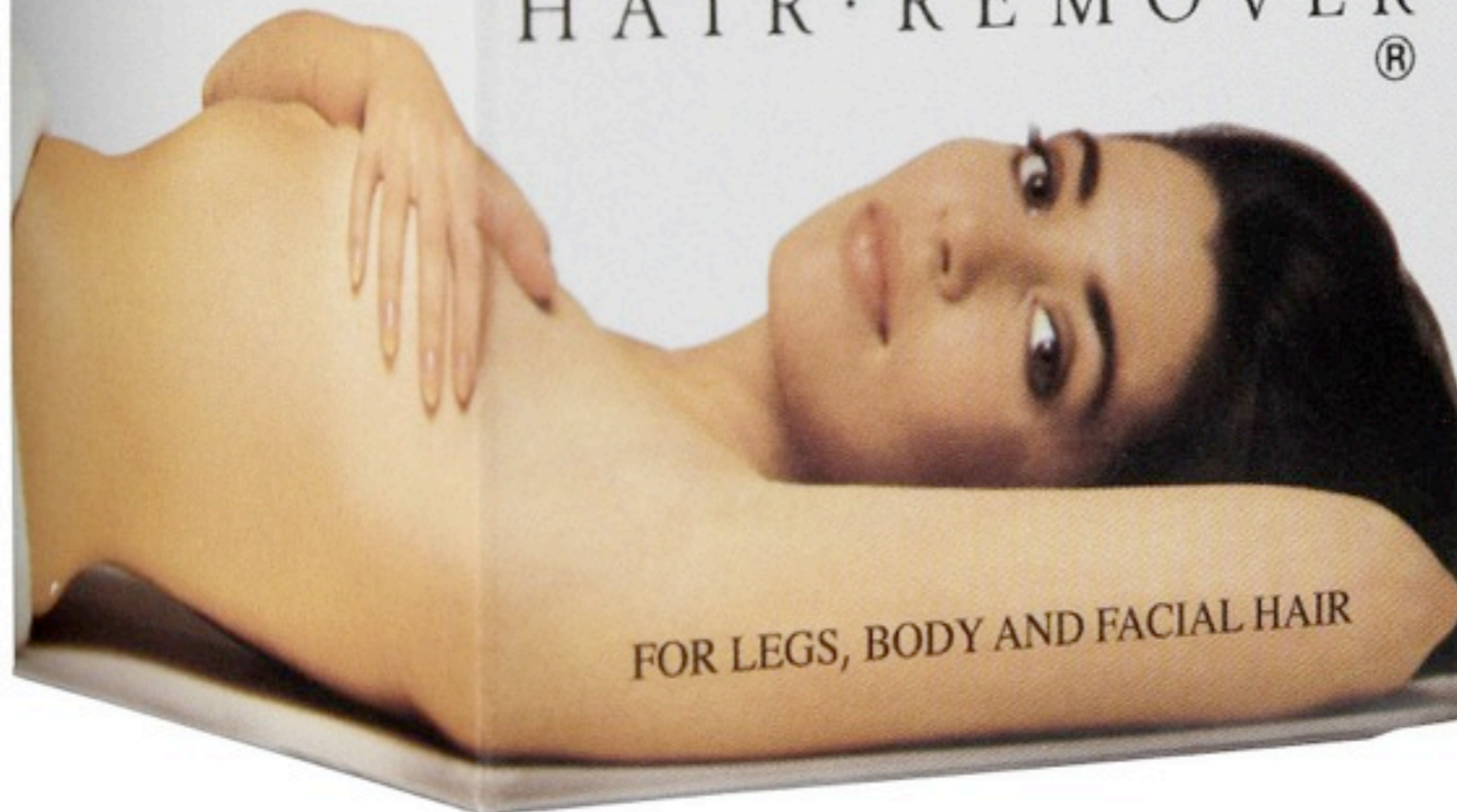
Non-Grocery: Rocky Mountain Ice Cream



WATER · SOLUBLE

NATURAL · INGREDIENTS

PERSIAN
COLD · WAX
HAIR · REMOVER[®]



FOR LEGS, BODY AND FACIAL HAIR





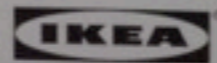


ALVINE KVIST
duvet cover, full/queen

\$44⁹⁹

NEW
LOWER
PRICE

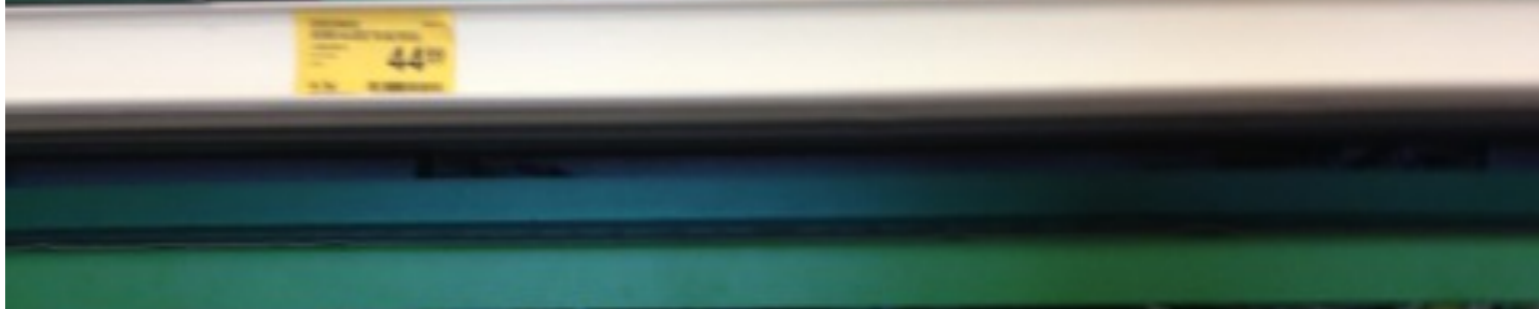
Last year's price: \$54⁹⁹





ConAgra – creating a new section with a powerful insight





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 Snacks



NATURE VALLEY SWEET & SALTY PEANUT

SWEET & SALTY ALMOND

SWEET & SALTY ALMOND

FIBRE BARS CHOCOLATE

2.99

2.99

NATURE VALLEY SWEET & SALTY PEANUT

LOADS OF ALMOND CASHEW

President's Choice le Choix de Président. STRAWBERRY WHOLE GRAIN A GRAINS ENTIERS FRAISES

2.99

2.99

2.99

CHERRY TRAIL MIX MIXED BERRY & ALMONDS

LOADS OF DATES HAZELNUTS & ALMONDS

LOADS OF DATES HAZELNUTS & ALMONDS

2.99

2.99

2/5.00



some of the worst
and why

New/Nouveau!

- One Size Fits All
• Taille Unique
- Adjustable - Fits Thin to Wide Bra Straps
• Réglable - S'ajuste aux bretelles de soutien-gorge étroites à 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
Taille Unique

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

Ribera del Duero
in - Ribera Del Duero
2008 750 mL
The 2008 Legon Crianza spent 12 months in French and American oak. Savory, ripe,
perfectly-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,
11/2011)

\$15.95

VINTAGES

RAVE REVIEW

JAY MILLER

90

LEGÓN CRIANZA 2008
DO Ribera del Duero, Spain
276089 (D) 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
alspice 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 Perrott-Brown)

\$21.95



RAVE REVIEW

LISA PERROTTI-BROWN, MW

90

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

VINTAGES

inely crafted.

VINTAGES

d-friendly
wines

STANFORD HILLS ESTATE JACKSON
PINOTAGE 2009

WO Walker Bay
South Africa - Walker Bay
278341 750 mL

Fulfills promise of previous bottling. Grown in stature & vineyards, but still
bright, clean, sweet that leading to dry finish. Lightly rich with great support
making. Score - 4 Stars (out of 5). (Tim James, Miller's South African Wine Guide
2012)

\$17.95



VINTAGES

RAVE REVIEW

TIM JAMES

★★★★★

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

VINTAGES

DISSOLVES
completely
se DISSOUT
complètement

new
Sunlight
Triple
clean PACS

TEAR HERE
DÉCHIRER ICI

spring splash
éclat printanier

CAUTION/ATTENTION
IRITANT

FOR ALL MACHINES
POUR TOUTES LES MACHINES

6.99

7.59



natureclean®
Purified Water & Plant-Based

99% less plastic*
No wax or petroleum-derived plasticizers



natureclean®
SINCE/DEPUIS 1963

eco refill®



80% less plastic*

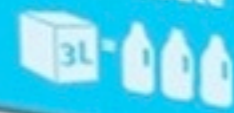


99.9% natural



3X
concentrate

UNSCENTED
Laundry Liquid



129 Loads
3L / 101 fl. oz.



[Detailed text and smaller images on the side of the box, including usage instructions and product benefits.]

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

20%
FIBRE

Bow
BRAN W



New & Improved
Nouveau & Amélioré

UD

Contient des sour

HUNTER STRAKER



Retail Tour –
Promotion/
Innovation

some of the best
and why

Advil Nighttime

Say goodnight to
aches and pains.



www.advil.ca



NEW

Advil Nighttime

Say goodnight to
aches and pains.



www.advil.ca



NEW

Try me!



DIGITAL
BOX



Select an item



Scan the front image



3

Bold, Beautiful
Bettas

Easy care, vivid viewing.



TA

NEW



In-Store Support

龍



BRITA

BRITA

At Shelf Impact

龍



BRITA

BRITA

Unique Packaging

Celebrating Chinese New Year



Drove **+31%** Consumption
vs. prior year

 BRITA

Results

SILVER
[PROMO AWARDS!]
2012

 BRITA



some of the worst
and why



A blue promotional display stand is positioned in the foreground. It features a central white coupon with the text: "Smile, you're on vacation!", "\$5,000 TRAVEL CREDIT TO BE WON!", and "ENTER AT DANONE.CA/SMILE". The stand is decorated with a collage of polaroid-style photos showing people smiling and enjoying yogurt. At the bottom of the stand, there are images of various Danone yogurt products, including Activia and Oikos. The stand is supported by a white base.

Low Prices
Every day



GAME READY!



AVAILABLE SEPT. 11



AVAILABLE SEPT. 11



AVAILABLE SEPT. 11



AVAILABLE SEPT. 11



NHL

EA SPORTS
Pepsi
NHL 13





HUNTER STRAKER



why it
matters





HUNTER STRAKER



By making the display more **IMPACTFUL**, and increasing the number of people who view the display
SALES HAVE INCREASED BY 50%



A few key takeaways:

- 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!!



mdiamond@hunterstraker.com
jfraser@hunterstraker.com