Moet Hennessy Implements Perfect Store Strategy

IN-STORE EXECUTION
Retail Intelligence

About

A subsidiary of the world's largest luxury conglomerate sought to track the execution of their planograms and assess shopper impact. Shoppers were interviewed at the shelf in liquor stores, providing insights on the shoppability of the dark spirits category and visibility of the products in aisle. This allowed analysis on the correlation between shopper experience and planogram KPIs, such as in-aisle signage, share of shelf by brand, or position on shelf.

Challenges

The effective use of physical space is fundamental to any retailer or manufacturer's success. Further, the share of category and brand, aisle flow, navigational signage and position on shelf allocated to products can significantly impact sales.

However, a lack of robust and unbiased data at the shelf often prevents manufacturers and retailers from optimizing planograms to best drive category growth through improved shopper experience. Gathering this type of data can be difficult, time-consuming, and expensive, making it a challenge for brands to gather in order to Inform their decision-making.

Some brands strive to implement a "Perfect Store Strategy", or an ideal, yet achievable, store experience definition meant to optimize product performance and customer satisfaction. In order to identify key sales drivers and design their Perfect Store Strategy, Moet Hennessy first needed to be able to link granular KPIs collected at store level with sales and shopper insights.

Benefits

Full Geographical Coverage
Shoppers visited stores from four retail liquor banners across the country, gathering photos and sharing insights.

Un-biased Shopper Insights
Shoppers shared the impact of the store environment and organization on their ease of navigating the spirits category.

Automated Correlational Analysis
Best practices to drive sales based on analysis of customer journey in terms of store layout, signage, and planogram.

Results

Key Metric Identification
Correlating shelf and sales data, key sales drivers for the category were identified and improvement opportunities were discovered across banners.

Actionable Data Insights
Insights used to refine planograms and influence national retailers on importance of navigational signage and consistency in planogram execution.

Perfect Store Strategy
Identified 'Perfect Store Strategy' used to continuously drive better shopper experiences and ultimately higher sales moving forwards.

> " Not only did they 'get it' when it came to setting a store strategy but their passion for the subject and can-do attitude made anything possible! With the point of purchase undergoing a rapid transformation, we need more partners thinking outside the box and getting it done quickly so that we may stay agile.

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Category Development & Insights

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