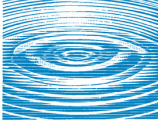


KING · CASEY



BRAND · RETAIL INNOVATORS

# King · Casey CASE STUDY

Insights from Client Best-Practice Strategies and Results



Supermarket Chain Reimaging and  
Total Store Messaging Ignites Growth

# Creating a New Identity and Total Store Messaging System

## A Regional Supermarket Chain

Adams Super Foods is a regional supermarket chain in the Northeast that competes with Walmart, Stop and Shop, Shaw's and Big Y among others. With stiff competition from these rivals, Adams management turned to King-Casey to improve the chain's business performance.

## The Challenge

To differentiate the Adams brand and customer experience from its larger competitors.

## The Solution

Renaming and reimagining the brand from Adams Super Foods to Adams Hometown Market to appeal to consumers seeking fresh, quality products, attentive service and the ease and convenience of a smaller store. This was augmented by a Total Store Messaging (TSM) strategy and system encompassing the new name, brand identity, tagline, 3-D branding, signage and merchandising.



The new name and identity communicates a quality and friendly neighborhood market.



The old name and identity communicated a large, discount supermarket.

## Total Store Messaging (TSM)

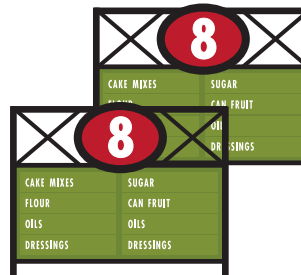
TSM is a proven approach for (1) setting specific business objectives for every area of customer interaction in and around a restaurant, and then (2) prioritizing the creation and placement of every message element that addresses those objectives. It builds upon King-Casey's proprietary methodology, COZI®, which stands for Customer Operating Zone Improvement. This methodology reflects the fact that customers need and seek different information in different zones of a restaurant. Their behavior is different from zone to zone. And a brand's business objectives need to be different from one zone to another. The messages that perform best are based on the strategy of Total Store Messaging – combining a business and customer-centric approach to developing and prioritizing every single message your customer comes in contact with.

## The Results

The new identity and Total Store Messaging system developed by King-Casey generated double-digit sales increases in the new prototype store and led the way for the rollout to the other stores in the Adams system.



3-D branding individual departments reinforces the master brand identity while enhancing the visual appeal of the retail environment and providing department differentiation.



Way-finding signage was designed to reinforce the brand identity as well as to improve customer navigation in the store.



The "Adams Neighborhood Specials" brand was created to promote the local specials of each individual store.



*New produce department signage and historical mural strongly and compellingly communicates the hometown market brand positioning and the store's local heritage.*



*The original produce department communicated a dated and low quality image.*



*New deli department signage and colorful mural illustrates the local downtown as it is today, thus creating a relevant connection with Adams customers.*

## About King-Casey

King-Casey is one of the top restaurant and food-service consulting and design firms in the U.S., with regional offices in the Middle East and Russia. For more than half a century, we have been helping brands build competitive concepts. We provide a complete range of services including assessment, research, branding, visual merchandising, store design, and rollout. We will help you develop creative, innovative solutions that result in increased customer loyalty, higher sales and greater return on investment.

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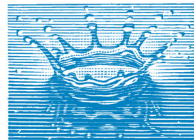
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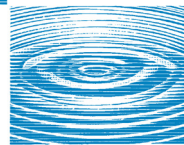
**COZI® (Customer Operating Zone Improvement)** is King-Casey's unique strategic principle for brand building which focuses on understanding your customer's behavior to develop brand specific solutions that make the customer experience easier and overall more pleasant.

### Designs Based on Customer Zones

The most successful brands have recognized that their stores are not just big branded boxes. Each is actually a collection of many individual "customer operating zones". Customers behave differently in each zone. Their needs and expectations are different. Each of these unique zones is right for one merchandising strategy, and dead wrong for another. By identifying these zones and understanding how customers behave in each zone, you can craft zone-specific communications and merchandising strategies that are sharply responsive to how customers use these zones.



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