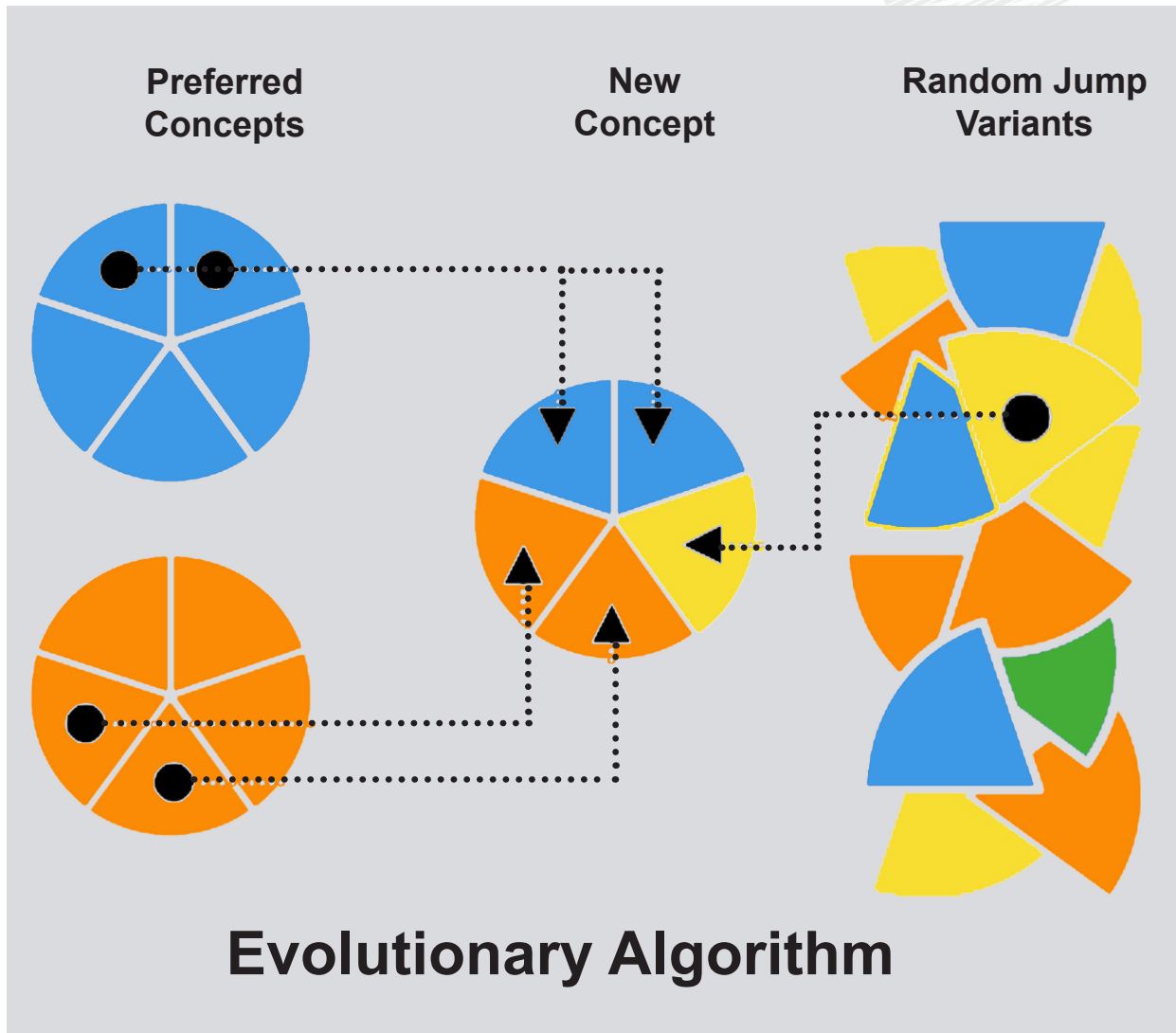




# King • Casey REPORT

Insights and Trends in Retail Branding, Merchandising and Design



## Unlock Innovation & Optimize Retail Strategies

New Breakthrough Research Technology Increases Retail Strategy Success Rates

# Unlock Innovation & Optimize Retail Strategies

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A KING-CASEY REPORT by Howland Blackiston, Principal, King-Casey

## The Limitations of Conventional Research

Exposing consumers to retail strategies and design concepts prior to implementation has merit. But conventional quantitative and qualitative research has its limitations. For cost and timing reasons, it's only possible to test a handful of new concepts. This inherently prevents the exploration of a wide variety of innovative solutions.

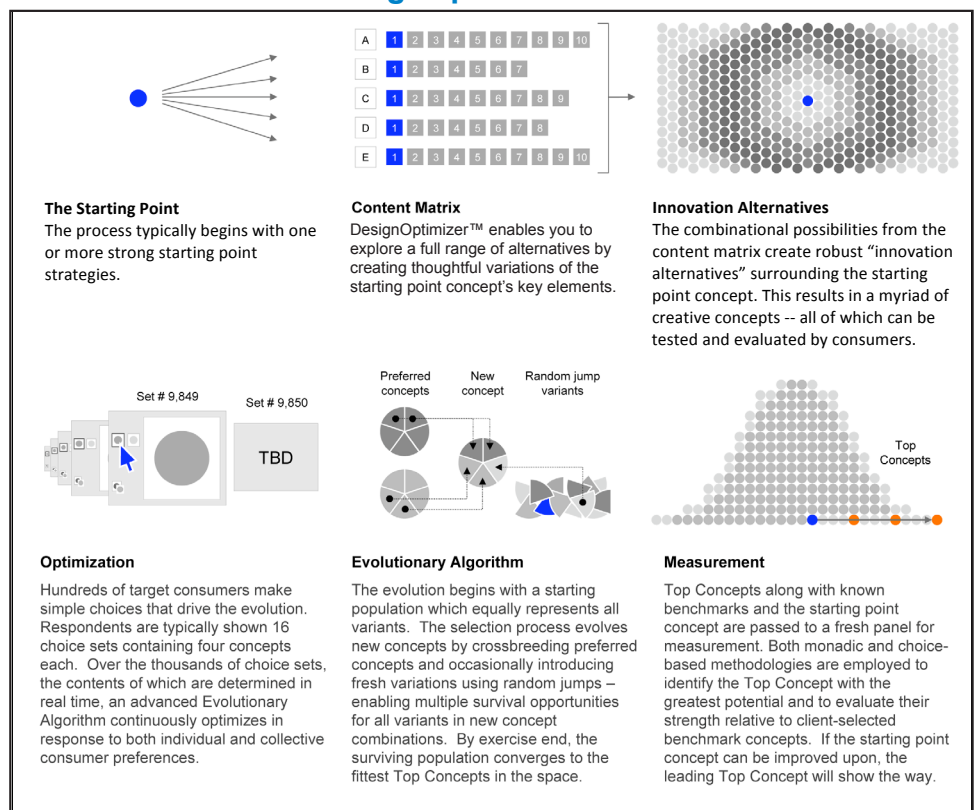
## DesignOptimizer™: Technology That Unlocks Innovation

During the ideation process, the goal is to think as broadly as possible and explore a huge range of innovative possibilities – many different strategies; many different design variations. There is now a patented online research technology that allows for the review and validation of an expansive strategy and design exploration.

DesignOptimizer™'s technology quickly and robustly identifies the best potential approach based on target consumer preferences. Through the use of evolutionary algorithms, you can unlock innovation by dramatically expanding the diversity of strategies and design concepts that you validate with consumers. It is literally possible to review and validate hundreds of thousands of strategy and design variations with targeted consumers.

Through an evolutionary process, the “winning” strategies and designs are quickly identified and validated by the collective reviews of consumers.

## How DesignOptimizer™ Works:



*DesignOptimizer™ is a sophisticated research technology that when combined with King-Casey's retail innovation and creativity, enables brands to develop compelling and consumer-responsive strategies and design concepts via unprecedented validation.*

DesignOptimizer™ exponentially expands the diversity of strategies and design concepts that can be created and evaluated by consumers. For a more detailed look at this proprietary process, see the above sidebar, “How DesignOptimizer™ Works”.

## Application and Benefits

There's wide use for DesignOptimizer™, including validation of brand positioning, brand identity, package design, visual merchandising, product design, menuboard

optimization, retail store design and so on.

Never before has it been possible to explore, test and validate such a huge variety of potential solutions. Now you can benefit from the assurance that the chosen strategies and design executions represent the very best solutions from the widest possible range of innovative thinking. The result is higher success rates, faster time to market, and higher return on creative investment.

# IDDEA Case Examples



"We were able to resolve the debate around a package change by incorporating consumer preference to test all of our options. We found that both of our top concepts performed equally well, and outperformed the current package by 65%, when put against the competition. The debate was settled once and for all." --Deborah Holt, VP of Marketing, Ciao Bella Gelato

## Package Redesign



### The Challenge:

- Ciao Bella Gelato makes premium gelato and sorbet; only the purest ingredients
- Two different camps of thought on package redesign; symbols vs. product shots

### The Solution:

- Eliminated restrictions associated with conventional quantitative research and allowed Ciao Bella to identify the top package design concepts from nearly 7 million potential concept alternatives
- Measured the two top concepts against each other and against the competition

### The Results:

- Team learned which design element had greatest impact on consumer preference
- This design element was three times as influential as other elements
- The top concept increased consumer appeal by 65%
- The top concept doubled preference among buyers of the competition



"Having access to this unique and highly actionable data around choice drivers and consumer preference as it relates to current and iterative aisle configurations is enabling us to have a more consultative dialogue with our retail partners. By incorporating the insights uncovered in this study, retailers will be able to provide a shopping experience that is more closely aligned with consumer need." --Kelley Peters, Senior Director, Integrated Insights & Strategy, Post Foods, LLC

## Cereal Aisle Optimization



### The Challenge:

- Post foods wanted to improve the shopping experience in the cereal aisle
- Products are typically stocked by manufacturer, not cereal type
- Retailers resist testing new shelf configurations because it's expensive, time consuming and limited in scope and scale

### The Solution:

- Allowed Post to explore 384 different concept configurations as mock cereal aisles
- Simulated walking down the cereal aisle

### The Results:

- Top concepts provided new insights around improving the shopping experience
- Consumers strongly preferred two of the optimized aisle configurations over the supermarket examples

## Better Innovation Outcomes

By breaking the universal conflict between content creation and optimization, clients dramatically improve their innovation process with stronger ideas, more decisive action, and higher returns on their innovation investments.

## How DesignOptimizer™ Benefits Your Brand

No longer are you limited to the exploration of just a few design ideas. DesignOptimizer™ allows you to explore a myriad of variations on design concepts. You benefit from the feedback and validation of hundreds or even thousands of design variations. You can identify the creative solution that has the greatest potential for success. And dramatically improve your retail strategy success rate. Consider using DesignOptimizer™ to optimize package design, visual merchandising, logo concepts, menuboard designs, product design, or retail store design.

## Ready to Learn More?

If you would like to learn more about DesignOptimizer™ or would like to discuss a potential project, please contact Howland Blackiston, Principal, King-Casey. Call + 1(203) 571-1776, or email at [hblackiston@king-casey.com](mailto:hblackiston@king-casey.com).

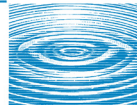
King-Casey is one of the top retail consulting and design firms in the U.S. For more than half a century, we have been helping companies build competitive brands by dramatically improving the customer experience. Our highly creative design solutions are firmly grounded in scientific insights derived from research and hard data about consumer behavior. Our strategies and designs are crafted to realize measurable and meaningful results for your brand. We provide a complete range of services including assessment, research, branding, visual merchandising, retail prototype design, and rollout. We will help you develop creative, innovative solutions that result in increased customer loyalty, higher sales and greater return on investment.

Unique to King-Casey is our COZI® methodology (Customer Operating Zone Improvement). This is our unique and proprietary approach for understanding customer attitudes, behavior and your retail environment. Any retail environment is actually a collection of many different zones. Each is unique. And each is used in a unique way. Better understanding these zones helps develop branding and design solutions that make the customer experience efficient and more pleasant, while optimizing business results.

[www.king-casey.com](http://www.king-casey.com)



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