

3M

Filtrete™



meijer



GREAT NORTHERN
instore

January Instore Excellence Submission - CF
January 13, 2017

The Objectives:

- The objective of this display was to create a new awareness of the Filtrete products with shoppers at Meijer stores; Organize the products better; Simplify the shopping experience and help build repeat sales .
- This segment of the marketplace has exploded as of late, with CPGs struggling to garner floor/ shelf space, and in particular, to differentiate their products from those of their competitors
- 3M Filtrete wanted to create a permanent, very contemporary looking POG that would house the entire line of products in a 16 to 20 to 24' POG.
- This larger than life display needed to last upwards of a year, while also maximizing the amount of product merchandised, given the floor space allotted and connect to shoppers emotions and style while saying contemporary home.

3M Design/Shopper Marketing Brief

The Directives:

BUSINESS OBJECTIVE

- *Make the Filtrete POG easy to shop for the shopper*
- *Gain captainship of entire POG at Meijer*
- *Execute compelling message to drive consumers to a trade up and increase filter change frequency*
- *Increase brand loyalty and shopper loyalty at Meijer*

DELIVERABLES

- *Reinvent Meijer's POG through structure and POP – Make it easier for the consumer to shop. Goal is to trade the consumer up the product portfolio. However, current merchandising does not communicate this to the guest.*
 - *Note: What is created needs to have legs for total market*
- *Problems at Meijer are total market problems*

The Directives:

TIMELINES

- *Instore objective launch date September 1, 2016*

TONE

- Needs to be on brand but creative to make it easier for the customer to shop the section. See example of GE set on next slides

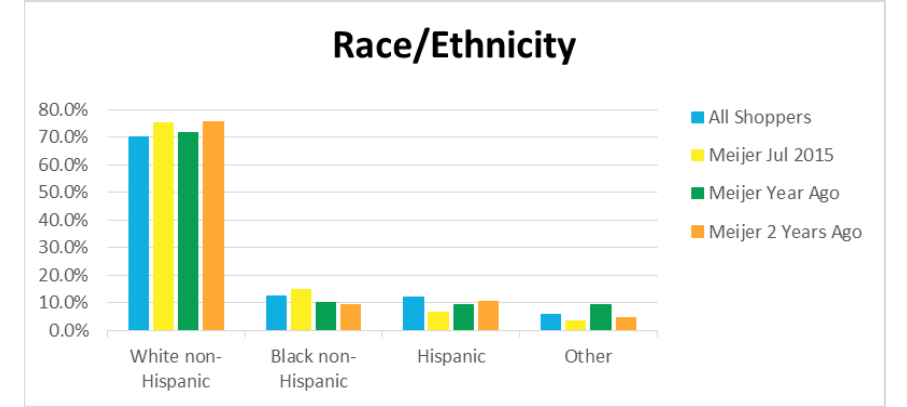
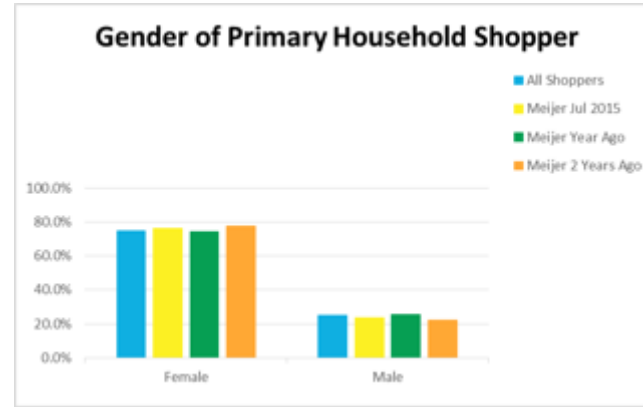
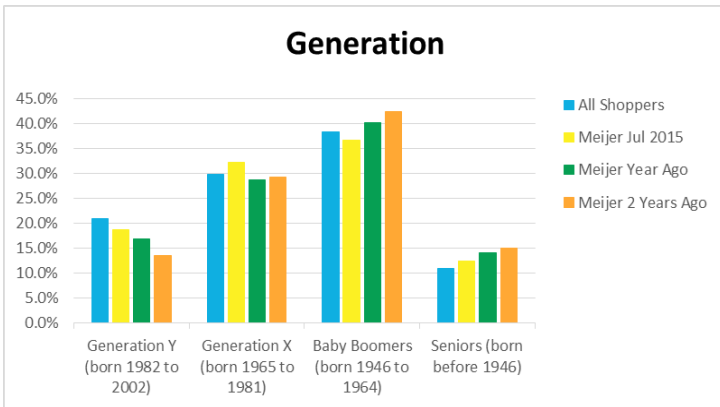
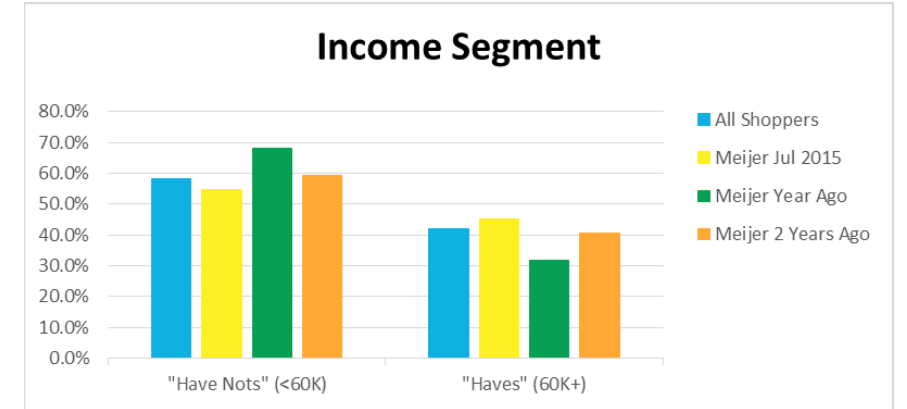
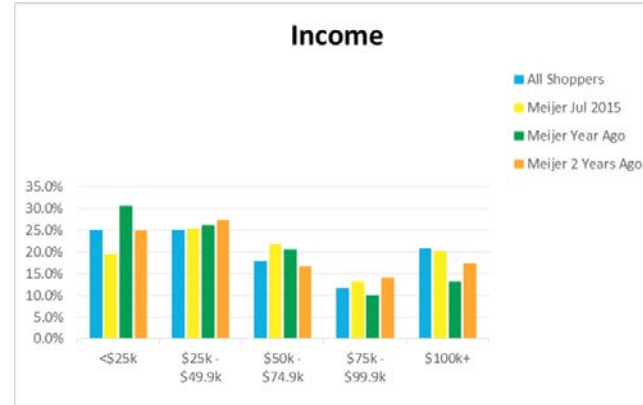
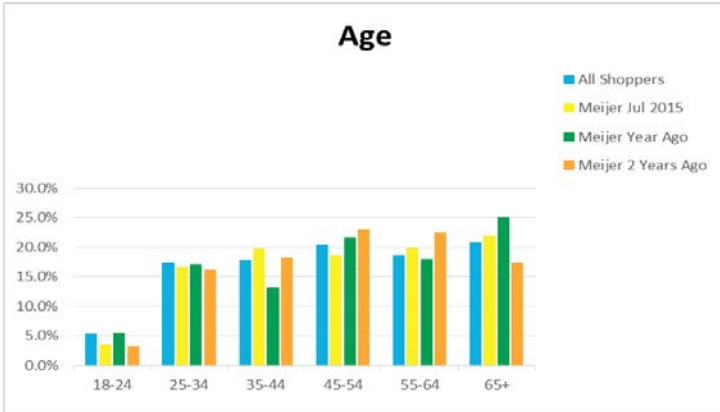
TAG LINE/SLOGANS for initial development

- Make Every Breath Count & Be Air Aware – Try to stay within the national brand campaign but explore creative and simple ways to communicate trade up messages to the guest

Who is the Meijer Shopper:

Kantar ShopperScape®: Meijer

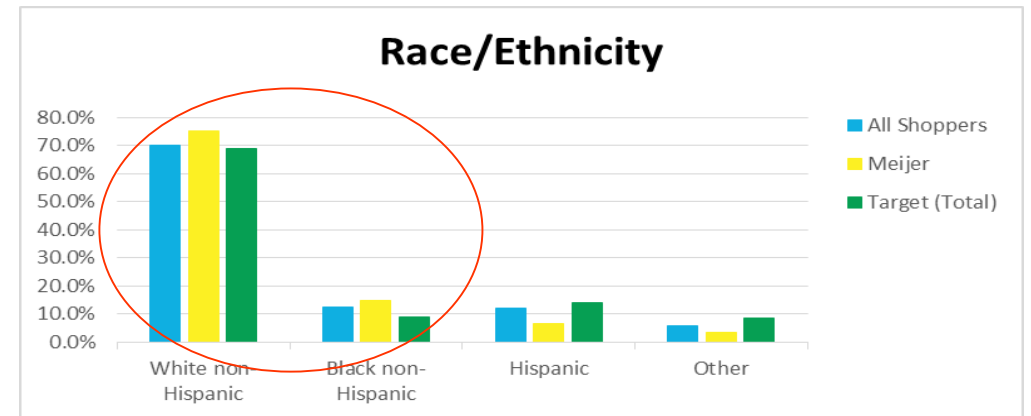
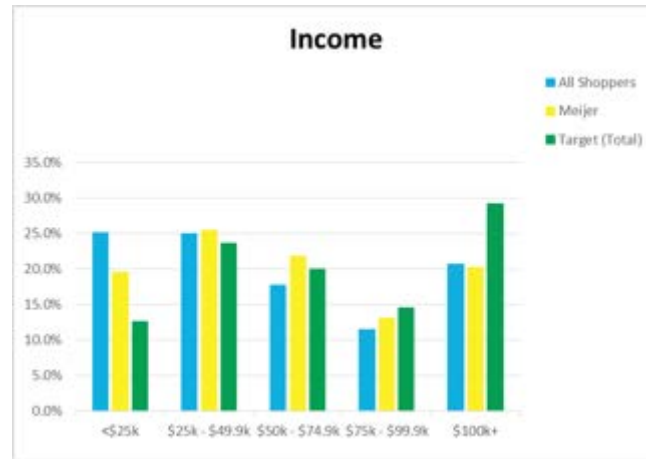
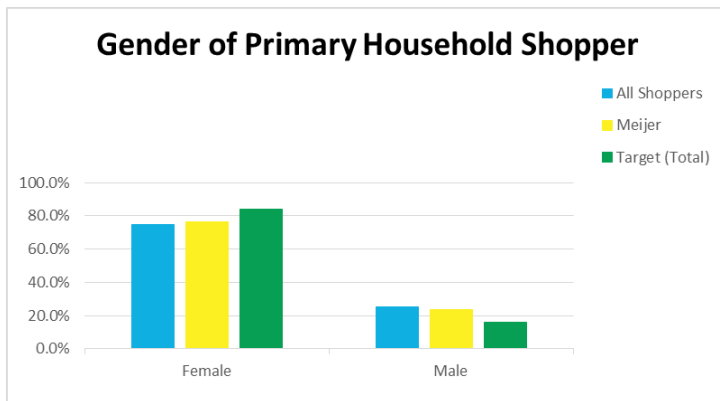
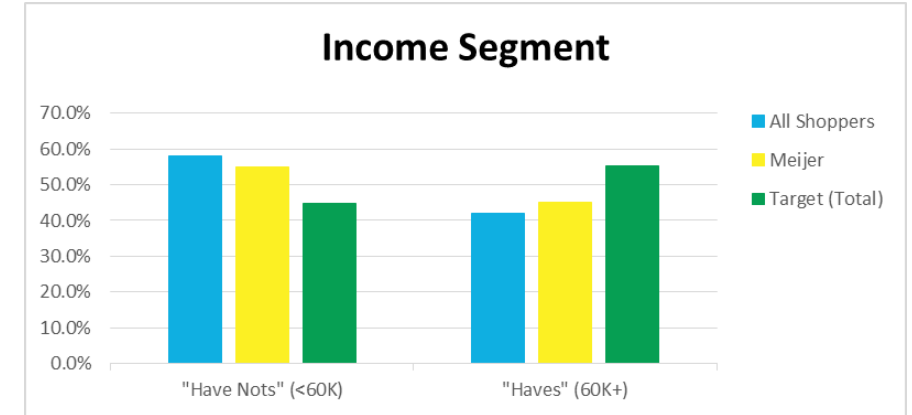
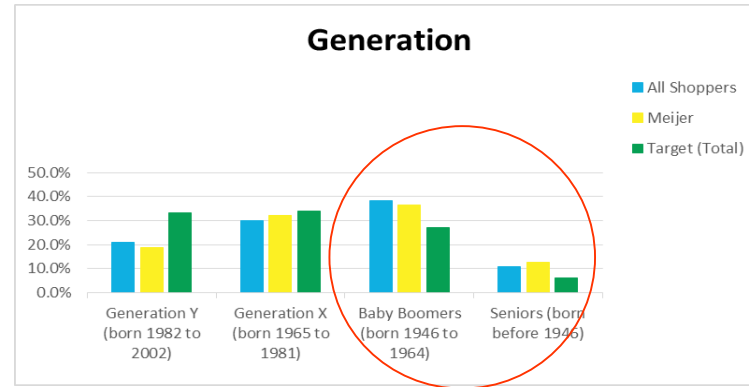
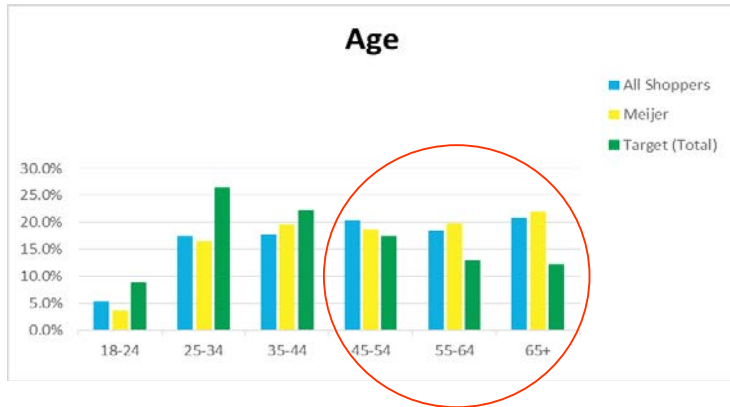
Generation
Generation Y (born 1982 to 2002)
Generation X (born 1965 to 1981)
Baby Boomers (born 1946 to 1964)
Seniors (born before 1946)



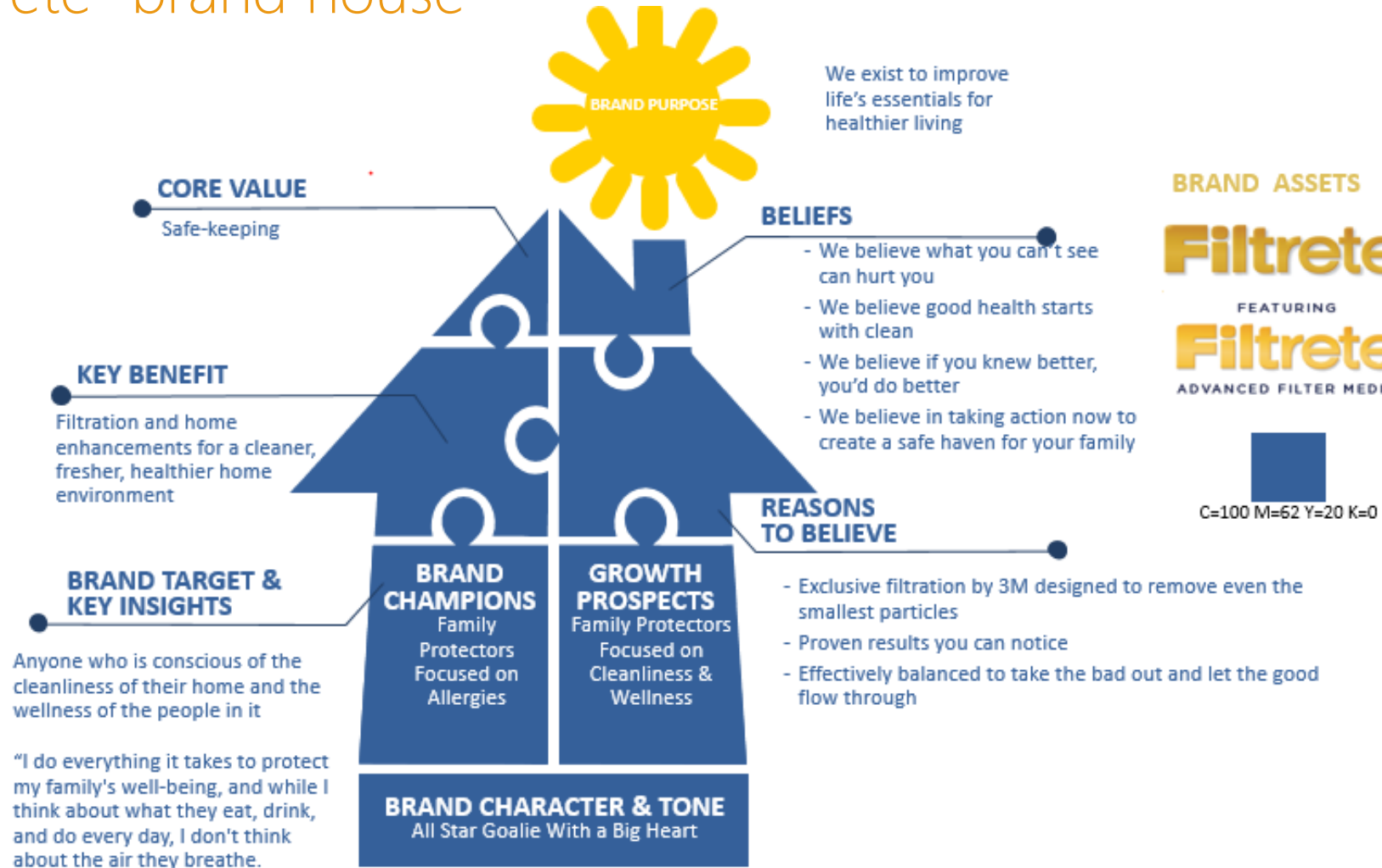
Meijer Shopper Vs. Target Shopper

Kantar ShopperScope[®]: Meijer vs. Target

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Generation Y (born 1982 to 2002)
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The Filtrete "brand house"



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The Filtrete "brand house"

Filtrete Products Target Six Consumer Segments



Outpatient Owen
"My family suffers from chronic respiratory issues."



Home Health Henry
"For me, it's all about prevention..."



Nurse Nora
"It's all about helping my family manage our allergies.."



Looking Good Gina & Gregg
"My home is a source of pride, and I put in extra effort so it looks pristine."

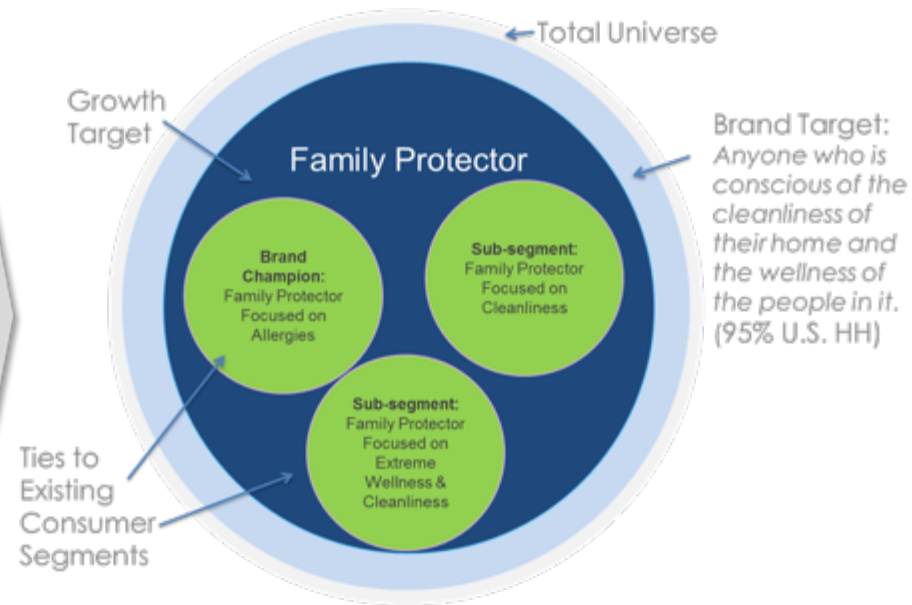


Elemental Clean Ellen
"I look for simple solutions to keep my house fresh."



Basic Bill
"Just give me a basic filter to keep my furnace and AC equipment running."

But Communications Target is the Family Protector



The Filtrete "brand house"

THE FILTRETRE™ GROWTH TARGET IS "THE FAMILY PROTECTOR"



About the Family Protector

- Lives a life where family, friends *and* their community come first
- Fills the role of "responsible caretaker"
- Exudes hard work ethic
- Is interested in helping others, often volunteering or working as a teacher, homemaker, police officer, etc.
- Takes preventative steps towards health, though they cannot always overcome the time and money needed to do so
- Aspires to have a clean house, but recognizes that sometimes life gets in the way
- Is willing to take calculated risks (e.g., weighs pros/cons before diving in)



Air & the Family Protector

- "Unless you physically see it, how do you know what you're breathing in?"
- "Why worry about the air in your home? It's the health of my kids. They are my responsibility and I don't want them using inhalers their whole lives."

Consumer Trends / Insight



Everything we put into our bodies is peeled, washed, scrubbed and filtered.



But when it comes to the quality of the air in my home, it is a laissez-faire attitude

In a world of proactive health

I do everything it takes to protect my family's well-being, and while I think about what they eat, drink, and do every day, I don't think about the air they breathe.

Consumer Trends / Insight

Filtrete™ Brand Seeks to Shift the Consumer Mindset...Communication Efforts Aim to Make People Air Aware

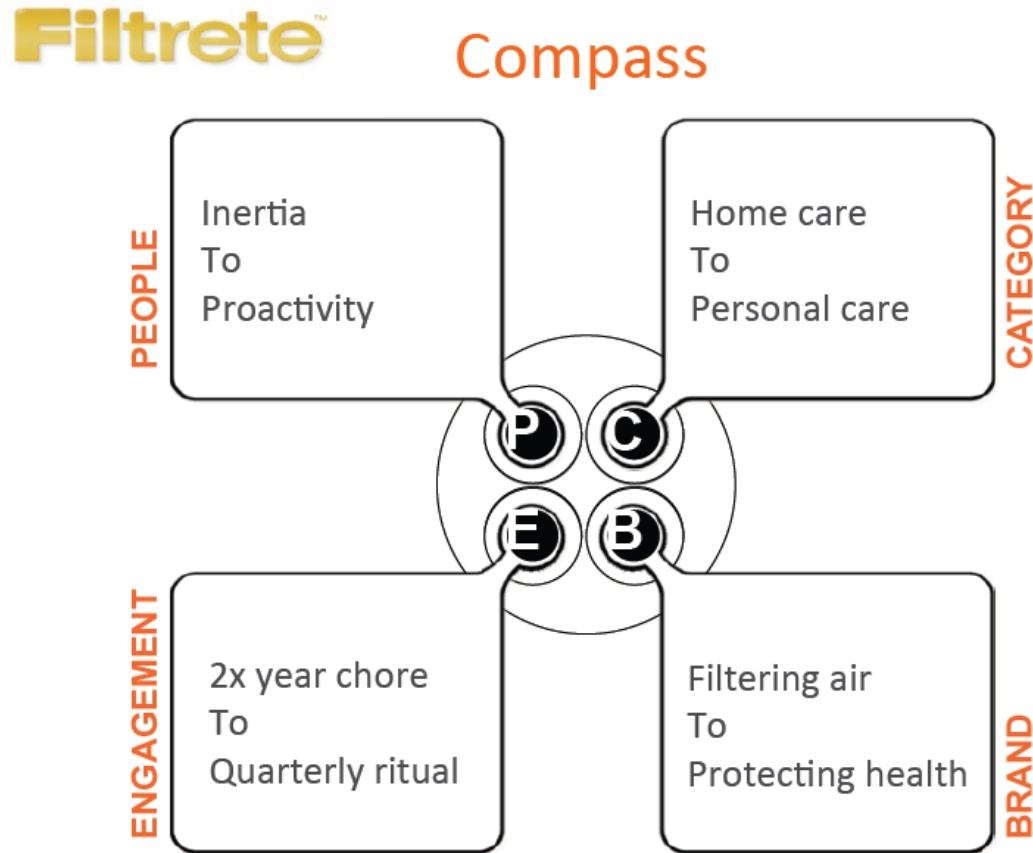
TO
Proactively protecting health



Filtrete™ because your family's air matters.

FROM
Reactively filtering the air

Consumer Trends / Insight



Our Rally Cry:

To make the
invisible, visible

Brand Assets from 3M Marketing Communications team



The Filtrete™ Brand.

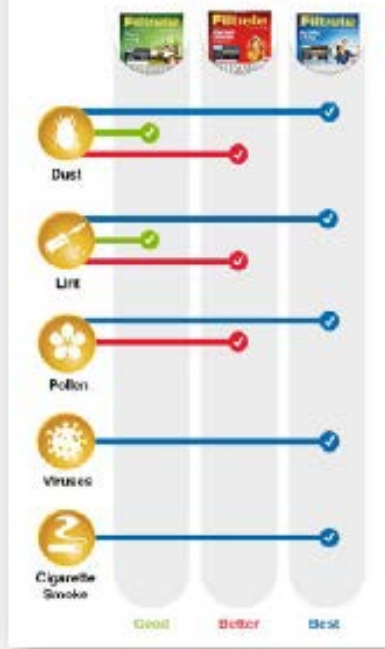
The “Make Every Breath Count” campaign is focused on shifting the way homeowners think about their air and reminding them that they have the power to improve it. Messaging focuses on the benefits of being air aware, filter replacement, Filtrete™ Brand 3-in-1 technology from 3M and finding the right Filtrete™ Filter for your family.

Every retailer has unique product pages. Use these Filtrete™ Brand rich media assets to create customized pages for your accounts.

Product Pillars



What air particles does your Filtrete™ Filter help capture?



Brand Assets from 3M Marketing Communications team

AIR & LIGHT

A naturally-lit, but high-contrast indoor space creates an environment to highlight the slowly moving air particles. Windows serve as venues for sunlight to reveal the unwanted air particles that can be found in the home.



CHARACTER + TONE OF VOICE

Our brand character has been personified as an All Star Goalie with a big heart. In other words, someone who is a leader – the one you always go to for the latest information because they are always in the know. They're fiercely protective and will go to great lengths to defend the health and safety of those they care about.

The tone of voice is confident. It's that of someone who is very knowledgeable, but not a know-it-all. Our tone is always approachable and friendly.



Key Takeaways from 3M Shopper Insights (summarized by 3M)

Key Take Aways from Shopper Research:

- Hard to get people to the aisle in Mass
- We need to make it easy for consumers to understand that our products are for more than a furnace. It is for your health.
- Consumers do not understand what they get as they move up the product pyramid.
 - **Trouble communicating:** As you move up to better performing products, the filter not only removes more types of irritants and small particles from the air, it also removes more of each type. For instance, our entry level filters remove dust, but if dust is truly your need or pain point, a higher performing product from our Allergen Defense or Healthy Living pillars actually will remove more dust. **HOW DO WE CLEARLY COMMUNICATE THIS?**
 - They are not getting why they would move up the pyramid
 - We need to bring the benefits to life

Best in class display POG programs by Meijer

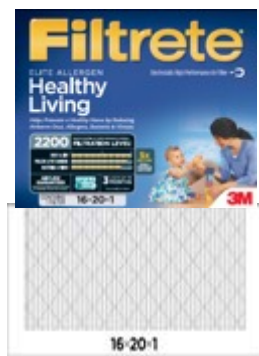
Example of how GE reinvented the aisle at Meijer: This made it easier for the guest to shop, made the sect more inviting and exciting and is driving growth for the section. When the shopper is walking the section the color coding and images make it easier for them to understand what they need. They can go straight to the section that they are looking for vs. walking up and down the aisle. The guest will walk from the set if they do not feel like the store if the set is to hard to shop. They do not want to take the time to search and ultimately the store not have what they need. Mass stores have a perception barrier that they do not carry the "hardware" type of tools the guest wants or needs/ We need to make it easier for them to understand the selection that is available in Mass Stores.



Existing POG at Meijer



Product Mix



Initial Ideations

GNi Competition was limited to only 2 other companies,
Another display company and a Shopper Marketing Agency

3M suggested that our turnkey value proposition was paramount in helping GNi win the project.

We provided insights, design, production and execution value in complete package form including representing 3M at their customer the retailer Meijer, at their prototype POG showroom store on numerous occasions throughout the project. (With additional support for the 3rd party retail set up company via exceptionally praised retail set up instructions and in-person demonstration of retail set up).

Proposed new layout would present the product on the lower 2 shelves on an angle to improve the visibility of the performance rating.



Concept A



Concept A

Major element to this concept is the idea of a “protected barrier” around your family. Lifestyle imagery would correspond product segments- i.e. using a child for the Allergy Defense or family with dog for Odor Defense.

- Dominate design element is the microparticle rating that clearly identifies difference between product.
- Visual flow to graphics move the visitor towards the better product. Key, targeted messaging provides guidance throughout decision process.
- Icons of types of particles the products filter out are easily seen.
- We created sub-groupings using Healthy Living, Clean Living and Odor and Allergen Defense. Partitions are created with additional space for more reinforcement of message. This also improves end of aisle visibility.



Concept A



Concept A



HEALTHY LIVING



Concept B

Major element to this concept is to educate the consumer on the benefits of changing you filter every 3 months.

- There is a natural hierarchy in the elevating design of the graphic. The targeted messaging guide is also used with this concept.
- Icons of types of particles the products filter out are easily seen.
- The same sub-groupings would be reinforced with this concept and the option of the partitions can be used as well.



Concept B



**FLIP AISLE VIOLATOR
THAT SHOWS 3 MONTHS
OF DIRTY FILTER**

Concept B

Additional cross merchandising campaigns should be used to help improve awareness and locate POG in the store.

- Vacuum department
- Cleaning Supplies
- Dusting
- Pharmacy - allergy meds
- Fan/air movers
- Home goods like floor mats, kitchen mats
- Pet department
- others



Concept B

The concept for the wing would have filter material in graphic panel with 3 layers of dust to illustrate 3 months of use under normal conditions.

Wing would be secured to shelves with screws.



Concept B

Additional cross merchandising campaigns should be used to help improve awareness and help locate POG in the store.

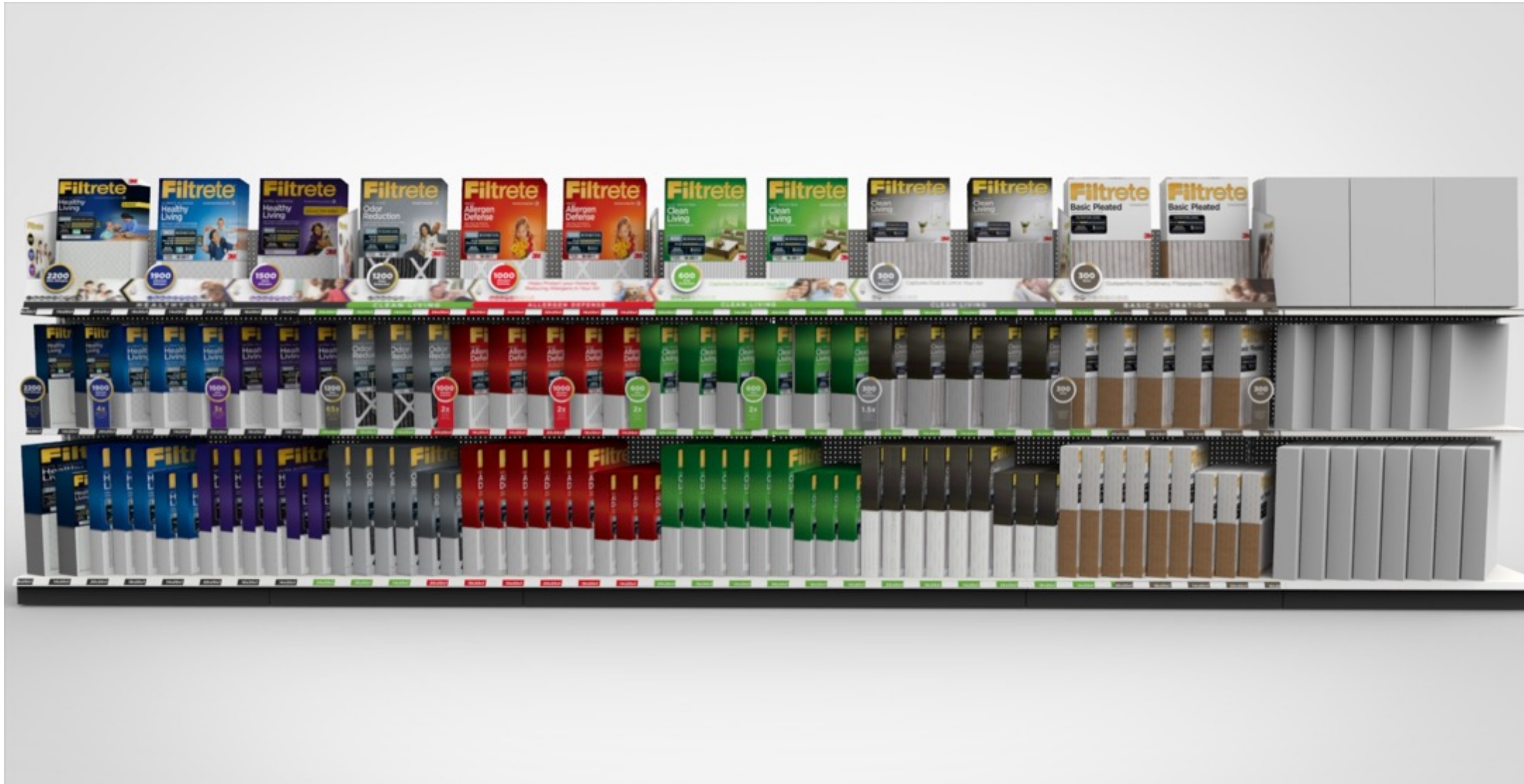
1200 Most effective carbon filter at removing odors in the home. **HAVE PETS? USE THE 1000 ODOR REDUCTION FILTRATION.** **1000** MOST ALLERGEN REMOVAL. **HELPS PROTECT YOUR HOME BY REDUCING ALLERGENS IN THE AIR.** **300** MOST ALLERGEN REMOVAL. **CAPTURES DUST AND LINT IN YOUR AIR.** **Filtrete** BASIC PLEATED FILTER. **CHANGE YOUR FILTER EVERY 3 MONTHS!**

BE AIR AWARE **CHANGE IS GOOD**

2200 MOST EFFECTIVE. **94% EFFECTIVE.** **NEED THE ULTIMATE PROTECTION FOR YOUR FAMILY?** **1900** MOST ALLERGEN REMOVAL. **4x BETTER** SUPERIOR SMALL PARTICLE FILTRATION FOR PIECE OF MIND. **1900** MOST ALLERGEN REMOVAL. **3x BETTER** ELECTROSTATIC HIGH PERFORMANCE AIR FILTER. **MAKE EVERY BREATH COUNT**

Filtrete Home Filtration Products. **DID YOU CHANGE YOUR AIR FILTERS RECENTLY?** Changing your air filter every **3** months helps reduce indoor dust and allergen particles, keeping your home cleaner and your family healthier.







Partitions between sub-groupings promote quick visibility at the end of aisle



Lugons



Top shelf graphics



Second Shelf divider graphics on wire separators



Larger size indicator on price channel strip



Partitions between sub-groupings promote quick visibility at the end of aisle

Clear identifier of good, better, best

Content would help drive consumer towards targeted product

Icons help with visualizing filtration levels

Products are grouped by Healthy Living, Clean Living, Allergen and Basics.

Send Shelf adds additional content

Price strip identifies product size



Additional cross merchandising campaigns designed to improve awareness and locate POG in the store.

- Fan/air movers
- Home goods like floor mats,
- Pet department
- others
- Vacuum department
- Cleaning Supplies
- Dusting
- Pharmacy - allergy meds



Promote the text notification program

Layered dust panels
Over 3 months



Cross merchandising violator- OPTION 2



End Aisle or freestanding promotion
For text notification program.



*Deep dive with video of
“shopper’s view as she enters the aisle”*



The Winning Design Path

16' POG View







End Cap considerations









Initial top shelf divider design



Final divider design



Middle shelf dividers



Top shelf dials

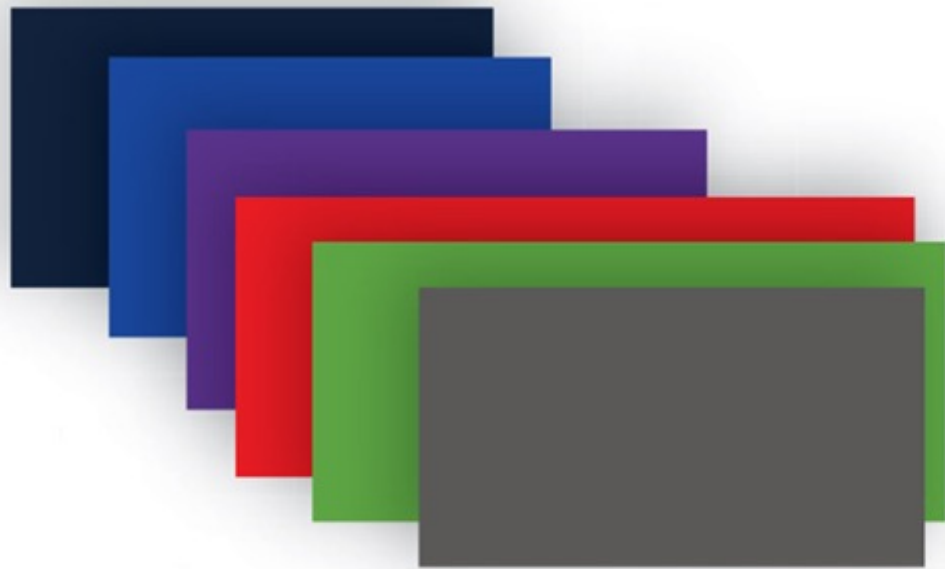


Middle shelf dials



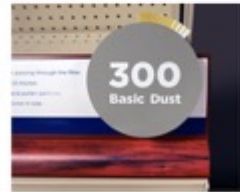
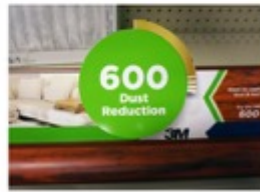


Shelf liners with corresponding colors





Complete set of top shelf dividers, showing metal wire dividers



90 out of the 250 stores were reverse angle store sets – requiring that a completely opposite angle store set be manufactured



The final set at Meijer – in-store photo



The Success Results @ Meijer

3M provided the following written statements for the upcoming OMA competition:

Compliance

All components shipped as a single unit to set 20ft. Stores were given clear instructions to set the POG with: shelf height, peg spacing, and pack-out per facing. **Stores executed the merchandising well and many said that they love the new set and complimented on the clarity of the set up directions “it makes it so much easier to find where product goes, displays nicely and we do not get as many customer questions.”**

Sales Results

Since launch of this merchandising system the category sales are out pacing the previous competitive set. It is delivering **weekly POS gains of 200 – 300%** and the retailer has information that at least 10K new households have been brought into the category. **Basket size has increased** with a large jump in number of multiple purchase on the same trip. The best-selling SKUs are the top tier products. All measurements are meeting or exceeding performance projections.

Overall Success

The shopper insight merchandising process has led to key discoveries within the brand line. There are key call-outs from this merchandising system that are subsequently now being implemented beyond this permanent merchandising. Consumer friendly language brought to life in this merchandising system is being used on corrugate displays, other retailers' merchandising plans and digital marketing. Meijer is expanding their e-space from food focus to including Filtrete™ brand to continue to help drive sales.

As a result of this program, 3M has been nominated for a prestigious “merchandising system of the year” award from their customer, Meijer stores.