

# seasons and balance Magazine Rack Program

## Hy-Vee Corporation

### January Instore Excellence



# Objective/Success

Hy-Vee is an employee-owned upper Midwest Supermarket Chain totaling approximately 240 stores. Their stores have a lifestyle focus, often featuring a full-service restaurant, premium convenience meals, a bank, dry cleaners, pharmacy and gas station. They totaled approximately \$9.3 billion in revenue in 2015 and is the largest private employer in Iowa. They are the 2<sup>nd</sup> largest employee-owned corporation in the United States.

Hy-Vee approached Creative Displays Now via an internet lead to create the rack program for their inhouse magazines, Balance and Seasons.



# What makes this market unique? How does the sale get closed?

The product is free. That is a huge stumbling block when designing a display program as the revenue generated is indirect. Hy-Vee demanded a flexible design, with the ability to change out the number of racks from 1-3, which allowed flexibility throughout the store. The magazines feature lifestyle articles and is advertorial in its reach to the consumer. CPG and House Brands are focused in recipes and lifestyle articles along with coupons.



# Insights

Hy-Vee requested that the displays focus the shoppers attention on the magazine. The readers of their magazines purchase more and tend to shop more at the store.

The magazines have missions based on:



## seasons

Hy-Vee Seasons is about food for every palate, occasion and taste. From a candlelight supper to summery ice treats for kids, there are detailed recipes, helpful cooking tips and advice on ingredients. This is a magazine for you, whether you eat gluten-free, fill every summer with barbecue nights, get out your slow cooker when the weather cools or thrill at the sight of a decadent dessert.

## Hy-Vee balance

Hy-Vee Balance magazine empowers readers with a dynamic mix of smart, timely health and fitness information, practical solutions for better eating, disease prevention and weight loss management. Hy-Vee believes that being healthy is not about being skinny, but rather is about promoting an attitude and lifestyle of healthy behavior.



# Differentiation

The flexibility of the display was the real differentiator. The customer wanted to be able to place it at the beginning of the month near the front of the store but to also be able to break it down into individual displays later in the month. In some store footprints, they needed to start with it broken down into individual displays first.



# Message, Brand Equity and Attention

- Hy-Vee is quickly expanding and wants to be a destination store, with food as a focus. Many of their stores feature clothing, gifts and other non-perishables.
- “balance” and “seasons” speak to the targeted shopper, with “seasons” focusing more on holidays and events and “balance” speaking to eating and living healthy. This was the first month that they produced the “balance” magazine.