

HOW WE HELP: A CUSTOMER STORY

McCormick: In-Store Shopping Experience



THE CLIENT

McCormick is the Canadian market leader in the Herbs, Spices and Seasonings category. They have three main brands: McCormick Gourmet, Club House and Club House La Grille. They compete in multiple segments within this strategically important, but extremely complicated, category.

THE CHALLENGE

Pre-pandemic, both the client and the category were struggling to grow. We believed that the category shopping experience was becoming increasingly frustrating and was ultimately a barrier to success. In fact, the category shopper was highly frustrated with the in-store shopping experience, with 53% feeling angst or anger when shopping the set. BritOn Solutions Group was engaged to evaluate the current situation and lead the design, development, sell-in and implementation of the new McCormick Flavour Destination Centre. This system would deliver an easier shopping experience, simplify the operational challenges of the section and drive brand and category growth.

THE SOLUTION

We designed, prototyped, tested and ultimately rolled out a highly flexible system that met all of the client requirements. It was colour-coded and alphabetized for ease of shopping, gravity-fed for consistent merchandising, highly visual to drive shopper engagement and flexible to enable a much easier merchandising and shelf re-line process.

McCormick Flavour Destination Centre



Design before we prototyped a test unit for customer approval.

Once the test unit was pressure tested and approved, we rolled out a 20' unit for in-store testing. Many more would follow.



Results included double-digit increases in sales velocity, shopper satisfaction and basket penetration.

This 20' unit included all of the original design elements, but each was customized for this retailer. Colour-coding, alphabetization, header and footer graphics and aisle blades were all core components.



www.britonsg.com

HOW WE HELP: A CUSTOMER STORY, continued

McCormick: In-Store Shopping Experience



THE RESULTS

After implementing this initiative at stores across Canada, the results were nothing short of spectacular!

The shopper response was amazing:

- We flipped a 53% negative shopping experience into 95% positive.
- 100% of shoppers preferred the new Flavour Destination Centre.
- 98% felt the section was much easier to shop and, most importantly, the volumetric results were well above target (2.3x above!) for both the McCormick portfolio and the category overall.
- Project payback was realized 50% faster than plan and this platform is now a global strategic priority for McCormick.

With BritOn, we were able to offer an impactful, tested solution in record time and positive ROI. Not only did they develop the right solution, but a solution that was scalable and go-to-market ready, from design to procurement.

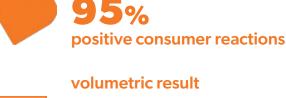
Without BritOn, I do not think we would have met our retailer timelines, execution, and impact to the consumer. A win-win for everyone.

John DiCecco | Vice President of Sales, Canada (former) | McCormick

BritOn Solutions Group delivers the insights necessary to inspire execution and enable success for any size CPG brand, broker or retailer.

We know CPG. We know Retail. We deliver results!

How can we help you? Let's talk and find out.





2.3x above target







Chris Rodkin 647.237.8402 info@britonsg.com

www.britonsg.com

() in 🕑