



Dove Men+Care Merchandising Case Study

Background

Hendrik Meijer, a Dutch immigrant, founded a small grocery store in 1934, called "Meijers" located in Greenville, Michigan. By 1962, there were over two dozen stores in Michigan when he opened his first Super Center. Today, Meijer's is an American one-stop Mass Merchandising/Hypermarket chain and operates over 200 retail stores in Michigan, Ohio, Indiana, Illinois and Kentucky.

Insight

A research study by Unilever/Dove found that 51% of 7,579 men surveyed were using women's skin care products. The reason was that they were not able to find a product that met their needs. The findings from this research prompted Unilever/Dove to launch its first skin care line specifically for men.

Client Objective

- Develop specific shopper-marketing execution for Meijer retail network
- Utilize current instore fixture assets, integrating existing instore promotions
- Create a micro destination
- Ensure durability and operational excellence to remain instore for a minimum of 6 months
- Facilitate a simple and sustainable execution

Solution

The **Central** Group augmented an existing Meijer endcap with a number of add-ons which drastically altered the overall presentation, creating a stylish micro destination. It leveraged all elements including the base colour, promotional panels and framing graphics so they could be updated as the campaign endured its cycle. The destination softened the overall appearance of the endcap, establishing its appeal to both the target shopper and female shopping influencer.

This solution provides the following:

- Simple design and execution for all Meijer retail locations
- Special attention was given to size and weight of the overall package
- All units were installed using a "no tools" approach
- Simple yet effective communication, utilizing colour and copy to aid in the navigation of product benefits and features as well as aiding in the location and shopability

Performance

- 100% implementation across Meijer locations with the assistance of a collaborative field merchandising team
- Surpassed its initial promotion by an additional 6 months (to 18 months)
- Served as a new instore platform for other Unilever brands, continuing their success as a "branded micro destination"
- Awarded "Best in Class Merchandiser" by the In Store Marketing Institute



Contact information
www.centralgrp.com
1-800-771-3942
askus@centralgrp.com