

CASE STUDY

C-Store

Streamlining Store Messaging

This C-Store client wanted to determine customer awareness and impressions of interior and exterior signage at retail locations. The client also sought information to improve the current signage and store design.

What

The Data

Percent Over Age 25	87%
Percent Male	62%
Percent Who Visit at Least Once a Week	97%
Average Time Spent Pumping Gas	2.20
Percent Who Bought Gas	39%
Percent of Morning Customers Who Viewed Interior Signage	5%
Percent of Overall Customers Who Viewed Interior Signage	17%

So What

Over half of the customers were males between the ages of 25 and 45. The majority of frequent customers were aware of the fountain drink special. Pumping gas provided a captive audience facing in one direction for a significant amount of time. The overall percentage of customers that viewed interior signage was on par with Envirosell benchmark data.

What Next

It is important to design promotions that cater to the store's predominant demographic of the store. Signage and brochure imagery and content must match shopper audience.

Because most customers visit once a week or more, there is a need for frequent turnover of merchandising/promotions and for signage to target different products to capture customers' attention.

Redirect positioning of signs within the sightlines of customers pumping gas to increase exposure. Display more text heavy promotions for different products on alternate pumps.

Even though the overall interior signage viewing rates were normal, the percentage of morning customers viewing interior signage was low. Place signage for breakfast sandwiches or other breakfast promotions at the coffee section to increase exposure rate.