Trendspotting

October 20, 2016
9:05am

All roads lead to profits
Moderator

Rick Brindle
Vice President – Industry Development
Mondelez International

Speakers

Derek Gaskins
Chief Customer Officer
Rutter's
Speakers

Joey Hobson
Executive Director of Category Management
Maverik, Inc

Kristina Appen
Special Projects Senior Manager
RaceTrac
Objectives

- Demystify the retail trend identification and adoption process
- Help suppliers better partner with retailers for mutual benefit
- Provide a playbook to create a consumer driven culture to stay on the leading edge of trends
Trendspotting at Rutter’s Playbook

1. Look Globally, Act Locally

2. Listen to feedback from team members & customers

3. Leverage insights from Suppliers to identify trends before they mainstream

~ Mine Data, identify affinities, segments, and trends, then act quickly
Listen to team members & customers for unique, signature new items – **Test & Prove**
Trendspotting – SoMoLo Pokemon

Devan Coomer • Rutter's Farm Stores
July 20 at 9:09pm • Middletown

Jessica Allen-Wilson • Rutter's Farm Stores
July 21 at 9:30am

#RuttersPokemon

#utterspokemon

Rutter's Farm Stores Congrats Devan! You won two tickets to see Zac Brown Band this Saturday at HersheyPark Stadium! Please PM me for details.

Like · Reply · 1 · Commented on by Kirsten Dickason 191 • July 20 at
Segmentation Drives Engagement

Customer Segments
- Nicotine Users
- Caffeine/Energy Users
- Gamblers/Gamers
- Treat Indulgers
- Hydration
- Value Seeker
- Physical Relief

Purchasing patterns, affinities, market basket data define customer segments.

Customers choose the method of engagement and communication they prefer.

One-to-one marketing and messaging powered by Rutter's Rewards loyalty program and mobile technology.

Methods of Engagement
- Integrated Advertising
  - Direct Mail
  - Signage and ROP
  - Email
  - Mobile App
  - Games and contests
  - Social Media
  - Website
  - One-to-One Marketing

Product Categories & Services
- Food Service
- Fuel
- Dairy
- Car Wash
- Tobacco & OTP
- Lottery/ App Games
- Coffee/Espresso Bar
- Packaged Beverages
- Snacks
- Grocery
Consumer Engagement Enabled by Technology

Loyalty Platform Expansion

- VIP membership tier
- Phone Number ID
- New Product Sampling
- Loyalty Wallet

- Birthday Presents.
- Extra Fuel Rewards.
- Club Offers (Buy 5, Get 6th Free)

Fuel Rewards as Foundation

- Earn up to the price of a gallon of gas.
- Rewards valid for 60 days from the date earned.
- 1800 items earn at least 1¢/gallon.
- Instantly redeemable.
- Unlimited fuel savings.

Virtual Wallet & Mobile App engine drives connections

- Deliver relevant messages to specific customer groups.
- Sort customer groups
  - mobile app user information
  - specific customer attributes
  - purchase history
- Schedule email and mobile app messages,
- Integrated social media content and check-ins.
- Administer contests, customer specials, mobile coupon offers.
Consumer Engagement and Communication

Leverage your currency to drive trends & desired consumer behavior

[Images of various reward programs and promotions]
Rutter’s introduced the walking taco to the c-store industry in March, 2012.

Spotted trend at youth sports events in Pennsylvania
Supplier Trendspotting & Insights

Innovative supplier partnerships lead to new signature food items, beverages & differentiators

Handcrafted beverages
- Increase ticket size
- Establish loyalty
Supplier Trendspotting & Insights

Supplier Partnerships to use LEDs to drive sales down “Power Aisle”

Explore how to use lighting to drive category sales > 10%
Key Takeaways

1. Look Globally, Act Locally
   ~ Research & Duplicate – R&D

2. Listen to feedback from team members & customers
   ~ Those closest to the customer, or customers themselves

3. Leverage insights from Suppliers to identify trends before they mainstream
   ~ Suppliers have expertise that can be quickly adapted to solve a business challenge and drive profits
Trendspotting
Kristina Appen
Special Projects Senior Manager
RaceTrac
Examples of Trends

Consumer Trend

Retail Trend

*Sources: 2013 FDIC National Survey of Unbanked and Underbanked Households; Vibes 2016 Mobile Consumer Study
Input

- Historical Data
- Benchmarking
- Market Research
- Crowd Sourcing
Investigation

- Regular Data Reviews
- Process Improvement
- Innovation Process
- Strategic Level Reviews

- Demand
- Problem
- Target Guest
- Market Size
- Marketplace
Implementation

- 2-10-30
- Minimally Viable Testing
- Failing Fast
- Cycling Data
Key Takeaways

Show how your solution solves a real problem/ meets a true need
Trendspotting
Joey Hobson
Executive Director, Maverik
ADVENTURE'S FIRST STOP
MAVERIK
TRENDSPOTTING
TRENDSPOTTING IS A JOURNEY
HOW WE NEED TO VIEW TRENDSPOTTING
WE HAVE A DIVERSE TEAM
OPERATIONS FEEDBACK

IDEAS@MAVERIK.COM
WHAT CAN YOU DO TODAY BASED ON THIS INFO?

A - D V E N T U R E  =  T R E N D S P O T T I N G
D - I S C O V E R  T H R O U G H  S T O R E  V I S I T S
V - I E W  W H A T  O T H E R  C H A N N E L S  A R E  D O I N G
T - T R E N D S P O T T I N G  I S  N O T  A  S C I E N C E ,  I T ’ S  A N  A R T ,  D O  I T  Y O U R  W A Y
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