



Concise

Store Review

Nudge London

Can major supermarkets help chart a fresh future for the nation's health as well as for food retail? RSPH and Slimming World certainly believe so.

In recent months, they and leading retail industry experts, including Visual Thinking, have been working to explore how existing retail layout and the shopper experience could be re-imagined to change existing purchase choices.

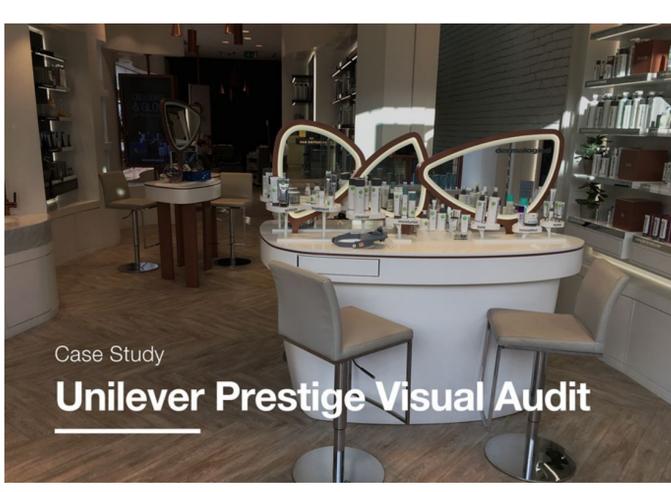
The result is the recently launched pop-up Healthy-Choice Supermarket in Central London. We visited the store on its opening to see how the final concept hopes to nudge shoppers (and retailers) in a new and healthier direction.

It's important to understand that the idea for the pop-up store was to introduce a raft of practical low cost, everyday layout, presentation, display and POS changes that could be introduced quickly and easily without the big cost of investment, or the operational upheaval to do it. In this respect, the pop-up most definitely delivers.

Along with a bright, optimistic colour palette and font set to stimulate affection for 'doing better' things, the store's retail communication creates a fun, accessible and non-preachy personality and tone of voice that's designed to 'welcome people in' instead of simply pointing out negative aspects of current shopping habits and choices. This included changing shelf layout for groceries to focus the most nutritious products at eye and buy level. Elsewhere, 'Nudge points' encourage shoppers to swap to healthier alternatives, while fresh fruit options and impactful POS messaging are placed alongside traditional impulse goods.

Rather than removing choice, Nudge is all about making it easier for shoppers to choose healthier alternatives and put less emphasis on promotions of foods likely to cause weight gain. It should certainly provide supermarkets with plenty of food for thought.

[Full Story](#)



Case Study

Unilever Prestige Visual Audit

Unilever's Prestige Group brings together a stunning collection of premium beauty brands. Keen to demonstrate a leadership position in understanding why shoppers love to shop in physical stores the most and ensure each brand maximises its retail potential, Visual Thinking was engaged to identify how each brand could further elevate its instore execution. The result has helped to ensure the highest quality of customer service and deliver world-class beauty experiences.

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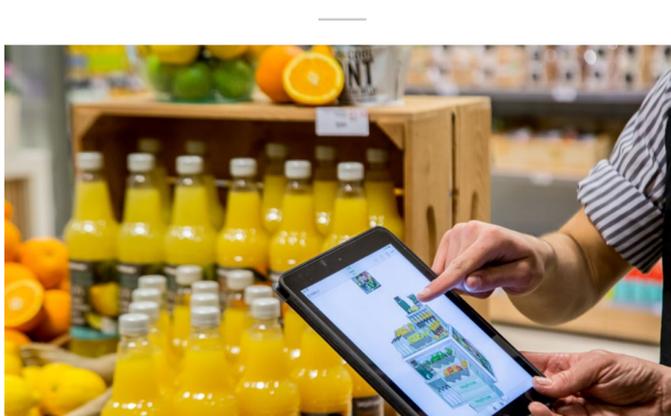
Podcast Series

The Retail Exchange

Launching next Thursday (05.09.19), we have an exclusive interview with homegrown farming business Riverford Organic. A bright light in the UK's fast growing food subscription sector, its success is rooted in a spirit of ethical trading. We sit down with its founder Guy Watson-Singh to talk about the importance of mastery, autonomy and purpose and why his decision to shun traditional retailers was a good thing.

Missed an episode? Catch up every podcast in The Interview Series at www.theretailexchange.co.uk and on iTunes podcasts.

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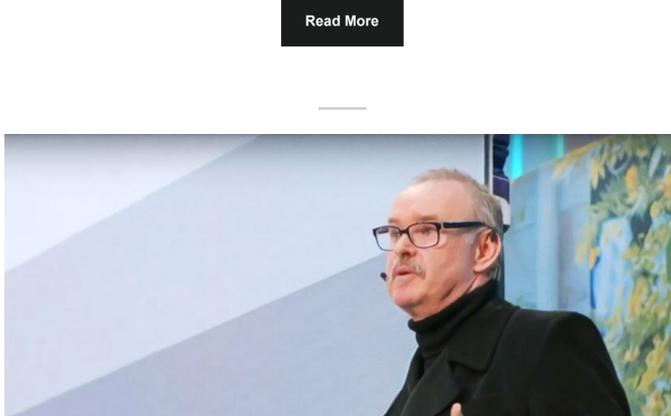


Case Study

Fresh Approach

Ditch complex planograms, embrace technology and improve retail consistency – it's time to rethink approaches to promotional implementation. Re-imagine how Waitrose communicated plans for upcoming retail promotions, Visual Thinking sister-agency DSGNLAB used the latest in 3D software to create visually rich easy to follow guidelines that captured the spirit and detail of promotions for store teams like never before. Fast, effective and consistent – all the way from concept through to "job done".

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Events

Centre Stage

For an agency with a reputation that walks the walk, we can also talk the talk. Sharing tales of how retailers can deliver elevated store presentation, our retail specialists speaking at a number of industry events September that includes Autumn Fair (02 September) and GLEE (10-11 September). We'll also be celebrating the winners of the 2019 Baking Industry Awards, judged by Visual Thinking founder, Karl McKeever.

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