

KING-CASEY

*Insights & Trends in Restaurant Merchandising & Design*

# REPORT



## Total Store Communications

How Duck Donuts is improving the customer experience and growing sales by optimizing menu communications along the entire “path-to-purchase”

## OVERVIEW & OBJECTIVES

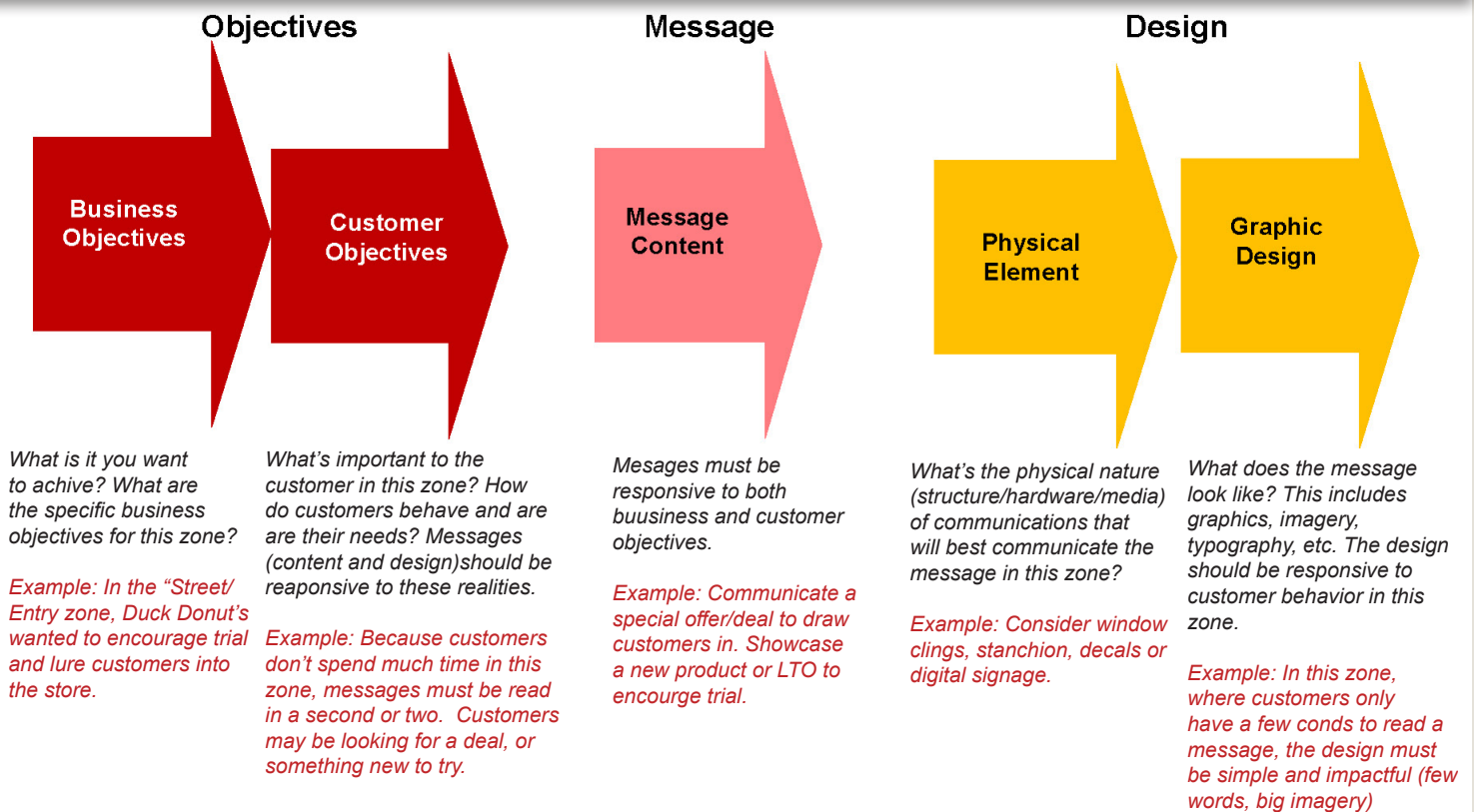
Duck Donuts is an American doughnut shop chain based in Mechanicsburg, Pennsylvania. Duck Donuts was founded in 2006 in Duck, North Carolina, and has since expanded to over 100 locations in the United States and abroad. They are beloved for their fresh, made-to-order donuts, served warm and available in a myriad of recipes.

Duck Donuts wanted to develop a total store communication strategy that would improve the customer experience, and optimize sales and profits for the brand's menu items.

They came to King-Casey to develop "Total Store Communications" strategy and strategic guidelines that would serve as a framework for the creation of in-store messaging that would support their menu strategy and business objectives.



# PRINCIPLES OF TOTAL STORE COMMUNICATIONS



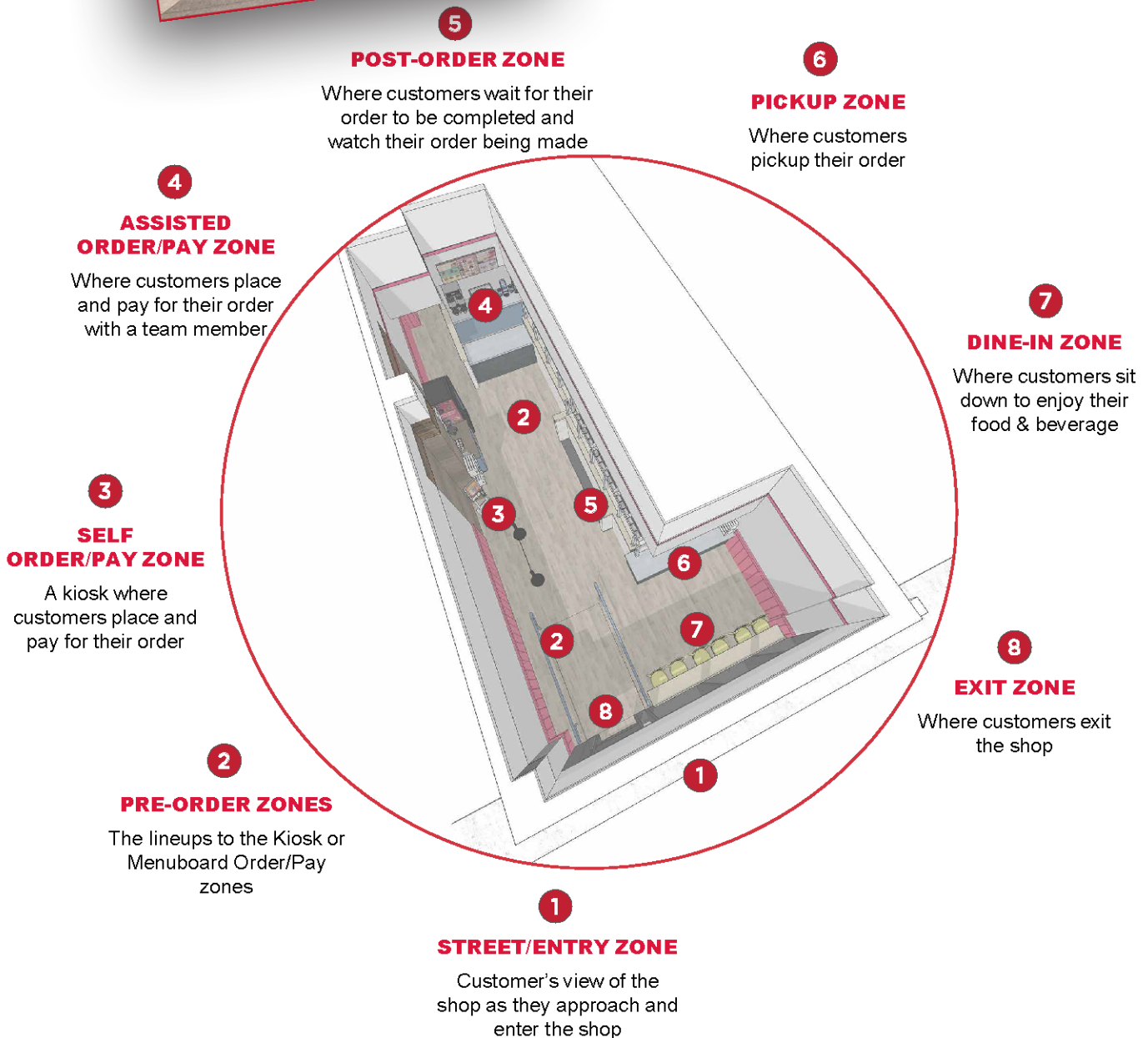
## TOTAL STORE COMMUNICATIONS STARTS WITH LEVERAGING EVERY CUSTOMER ZONE IN THE STORE ENVIRONMENT

While the menu board itself is arguably the most critical communicator in Duck Donuts' stores, there are many additional opportunities along the customer path-to-purchase (P2P) to reinforce Duck Donuts' menu messaging and influence customer purchase decisions. That's because every store is a series of different customer zones (entry zone, pre-order zone, order zone, pick-up zone, etc.). In each zone, customers have different needs, attitudes and behaviors. In addition, a brand will have different business objectives from one zone to another. What's communicated from one zone to the next should be determined by these customer needs and the brand's specific business objectives.

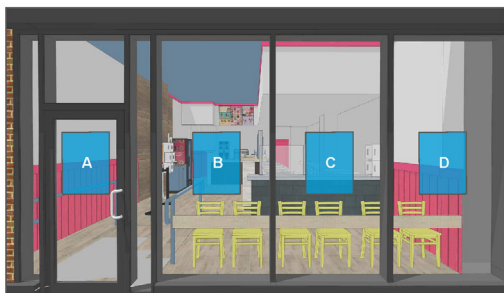
King-Casey developed Total Store Communications solutions by identifying the key customer zones within Duck Donuts' store environment, and then, by determining customer needs and behaviors in each zone, establishing zone-specific business objectives along the entire path-to-purchase. The result is a Total Store Communication strategy that drives desired business outcomes and delights customers. Zone by zone.



A Path-to-Purchase Zone Merchandising Manual was created to document specific strategies and merchandising guidelines that optimize business performance and improve the customer experience. Visual examples of relevant zone communications were created as a guideline for Duck Donuts to follow as they developed new in-store communications -- now and in the future.



### Street/Entry Zone



#### Zone Merchandising Solutions

**A Increase Ticket**

- Begin Staged Messaging
- Provide deals and special pricing to encourage purchase
- Create upsell (bundling, pairing)
- Communicate value
- Drives traffic

**B Grow Segment Awareness**

- Message promotes variety of coffee beverages
- Suggest add-on upsell
- Drives traffic into shop

**C Increase Ticket**

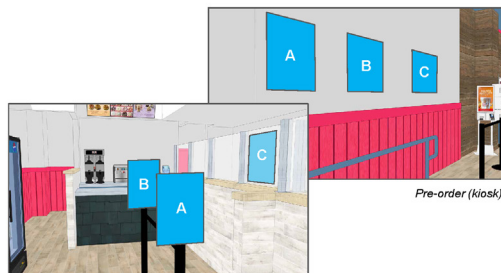
- Introduction of new or seasonal product with call-to-action message to increase ticket

**D Increase Alternate Dayparts**

- Segment awareness (perfect pairings of coffee with sandwiches)
- Pairings of beverages, sandwiches, or Ice Cream create occasion variety, encourage trial, and increase customer frequency

**Street/Entry Zone.** The client's business objectives included "increasing average ticket by selling more donuts by the dozen", "increasing frequency via alternate day parts", as well as "better communicating the brand's coffee and ice cream segments. Solutions for the entry zone addressed all of these objectives.

### Pre-Order Zone



#### Zone Merchandising Solutions

**A Increase Ticket**

- Continue Staged Messaging
- Provide favorite assortments options to assist with purchase decision and speed throughput
- Consider using digital to show the full range of menuboard items

**B Grow Segment Awareness**

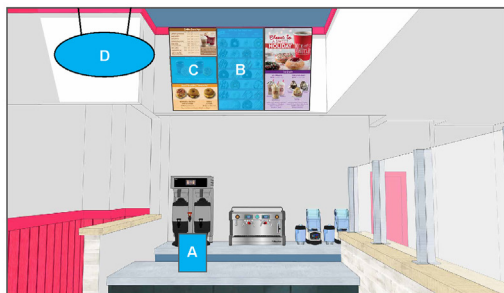
- Message promotes milkshake variety
- Consider cross merchandise with sandwiches to promote afternoon daypart

**C Increase Ticket**

- Introduction of Seasonal product with call-to-action message
- New products offer purchase variety and positive brand recognition

**Pre-Order Zone.** This is the last chance to "seal the deal" before the order point. Messages in this zone address several of key business strategies: Selling by the dozen; showcasing the milkshake segment; and introducing a seasonal offering.

### Assisted Order/Pay Zone



#### Zone Merchandising Solutions

**A Increase Ticket**

- Emphasize high profit items
- Create upsell (bundling, pairing)
- Cross merchandise coffee and donuts

**B Increase Ticket**

- Complete Staged Messaging
- Provide favorite assortments options to assist with purchase decision and speed throughput

**C Increase Ticket**

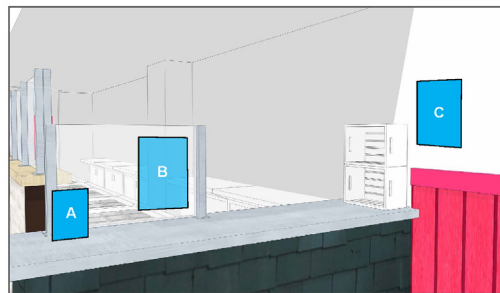
- Showcase optional add-ons
- Create upsell with beverage and food pairings
- Pairing variety presented according to daypart

**D Wayfinding (assisted order)**

- Quickly explains basic operation of zone
- Customer wanting assistance with placing an order

**Order/Pay Zone.** The menuboard does the heavy lifting in this zone, but additional messaging in this zone off the menuboard vies to help increase ticket (suggested add-ons and pre-bundled deals)

### Pickup Zone



#### Zone Merchandising Solutions

**A Increase Frequency**

- Communicate benefits of catering with many donuts at special events

**B Increase Alternate Dayparts**

- Create upsell (bundling, pairing)
- Cross merchandise with beverages, sandwiches & Ice Cream to create occasion variety and increase frequency

**C Increase Frequency**

- Introduction of Seasonal product with call-to-action message
- New products offer variety, encourage trial, and increase customer frequency

**Pick-Up Zone.** The focus in this "post order zone" should be on "next-time" occasions to increase frequency of visits (catering occasions; promotion of alternate day parts; etc.). Note the visual reinforcement of sandwich and ice cream segments

# KING-CASEY IS THE FIRM THAT THE WORLD'S LEADING RESTAURANT AND FOODSERVICE BRANDS COME TO WHEN THEY WANT RESULTS

King-Casey, founded in 1953, provides practical, data-driven insights and research-validated solutions for restaurant and foodservice brands. We are renowned as the leader in providing comprehensive, turn-key Menu Optimization Services that increase Sales and Profitability.

Our team of industry professionals provides a suite of totally integrated menu optimization services. Collectively, our services provide advanced solutions that enable our clients to unlock the full potential of their menu communications, and achieve significant, measurable business results. No other firm provides such comprehensive menu optimization solutions.

## Our Suite of Services Include

- Consumer insights
- Attitude and usage research
- TURF analysis
- PMIX analysis
- Menu performance analysis
- Menu Operations analysis
- Menu engineering
- Menu strategy
- Menu communications
- Path-to-purchase zone communications
- Total Store Communications

## The Benefits Are Immediate and Meaningful

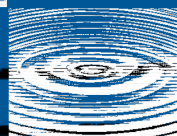
- Increased sales and profitability
- Improved customer experience (P2P)
- Totally integrated solutions
- No loss or dilution of insights and data due to their transfer from one consulting resource to the next
- Cost and timing savings resulting from combining the full suite of services under one umbrella

## Want to Know More?

Please call Tom Cook, Principal, King-Casey at (203) 571-1776. Or e-mail Tom at: [tcook@king-casey.com](mailto:tcook@king-casey.com). Take the first step in optimizing your menu and increasing your business performance.



KING-CASEY



25 Sylvan Road South, Suite H, Westport, CT 06880  
Tel: +1 (203) 571-1776