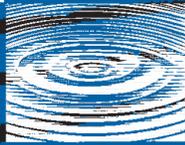




KING-CASEY



## KING-CASEY INSIGHTS

Lessons from Best-Practice Strategies

Client: Krispy Krunchy Chicken®



### CLIENT CASE STUDY

# TOTAL STORE COMMUNICATIONS

How Krispy Krunchy Chicken® is improving the customer experience and growing sales by optimizing menu communications along the entire “path-to-purchase”

## KING-CASEY INSIGHTS

These client case studies are intended to provide valuable insights regarding best-practices and innovative solutions that have been successfully implemented by restaurant and foodservice brands.

## OVERVIEW & OBJECTIVES

Krispy Krunchy Chicken® (KKC) is a unique success story. The biggest chicken chain you may never have heard of was founded about 30 years ago. It now has approximately 2,500 locations in 46 U.S. states and Mexico and is adding roughly 10 outlets per week. Most of these outlets are C-stores who are licensed to offer KKC's products, which are prepared fresh, and hand-battered and cooked throughout the day in the same store it is sold.

KKC wanted to develop a communication strategy that would improve the customer experience and optimize sales and profits for KKC's menu items. They brought in King-Casey to develop a "Total Store Communications" strategy and guidelines that would serve as a blueprint for the in-store messaging that would support their menu strategy and business objectives.



# PRINCIPLES OF ZONE MERCHANDISING

## Objectives



What is it that you hope to achieve? What are the specific business objectives for this zone? Objectives should be measurable.

*Example: In the "street" zone, KKC's business objective might be to attract consumers from the street and into the store*

What's important to the customer in this zone? How do customers behave and interact within this zone? Messages (content and design) should be responsive to these realities.

*Example: Because the consumer is either driving or walking past the store, we know messages must be read within a second or two. Consumer may also be looking for a deal, or something new to try.*

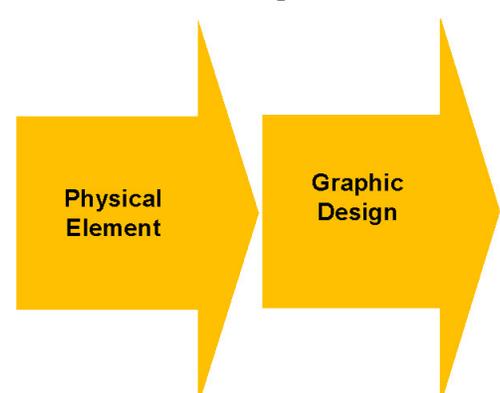
## Message



What you must communicate to achieve the objectives. Message should be responsive to both business and customer objectives for this zone.

*Example: Let's communicate a special deal or discount that draws consumers from the street and into the store.*

## Design



What is the physical nature (structure/hardware/media) of communications in this zone that will best communicate your message?

*Example: We might use lawn signs, decals on the window, or a message on the primary sign's reader board.*

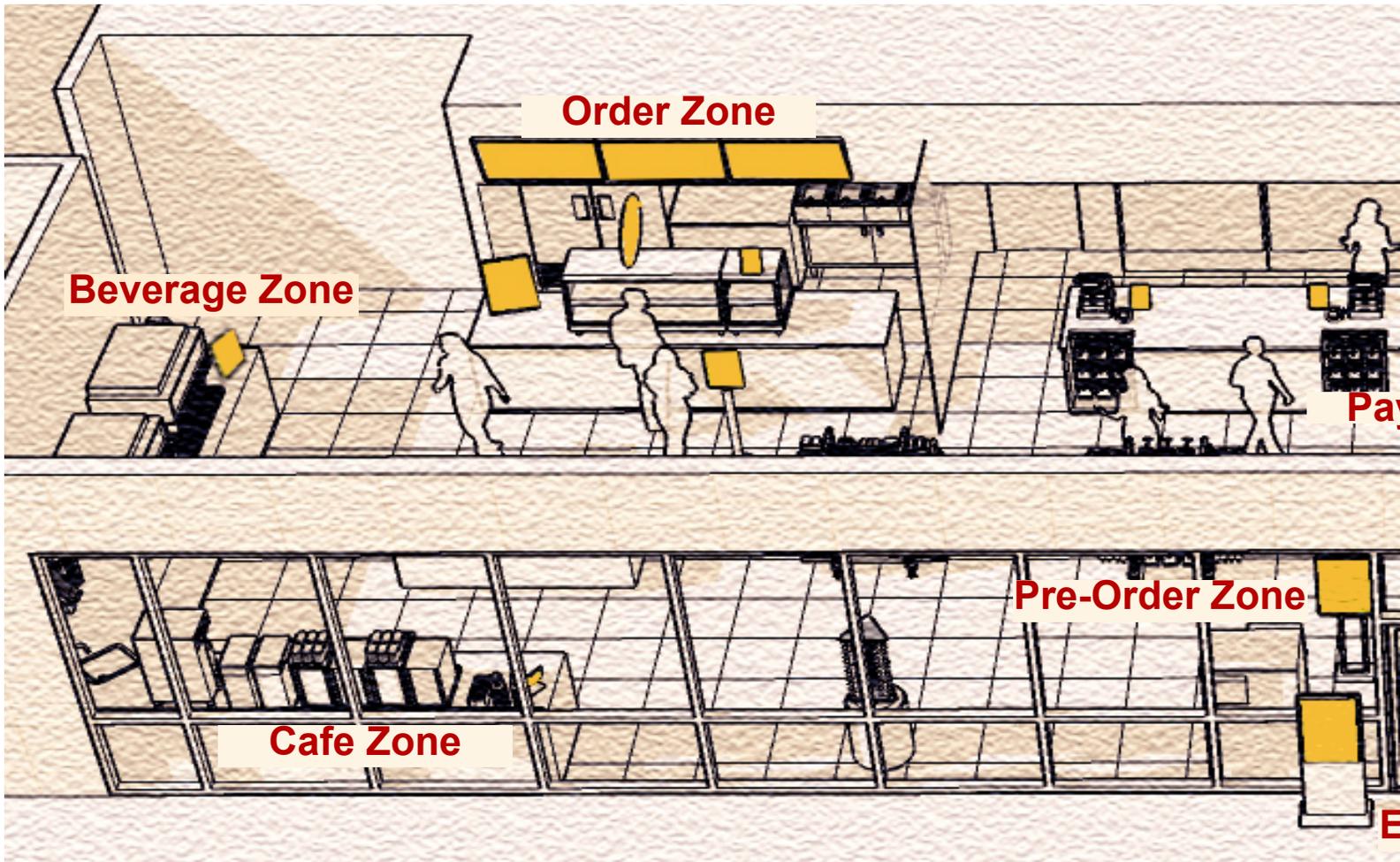
What does it look like? This includes graphics, décor, typography, displays, photography, etc. The design should be responsive to customer behavior in this zone.

*Example: For this zone, where we know consumers only have a few seconds to read a message from a distance, the graphics must be simple and impactful with minimal wording.*

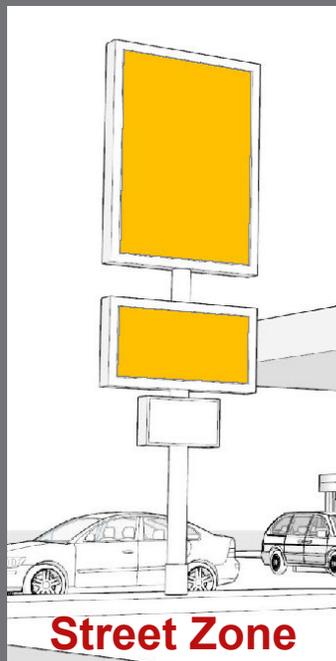
## TOTAL STORE COMMUNICATIONS STARTS WITH LEVERAGING EVERY CUSTOMER ZONE IN THE STORE ENVIRONMENT

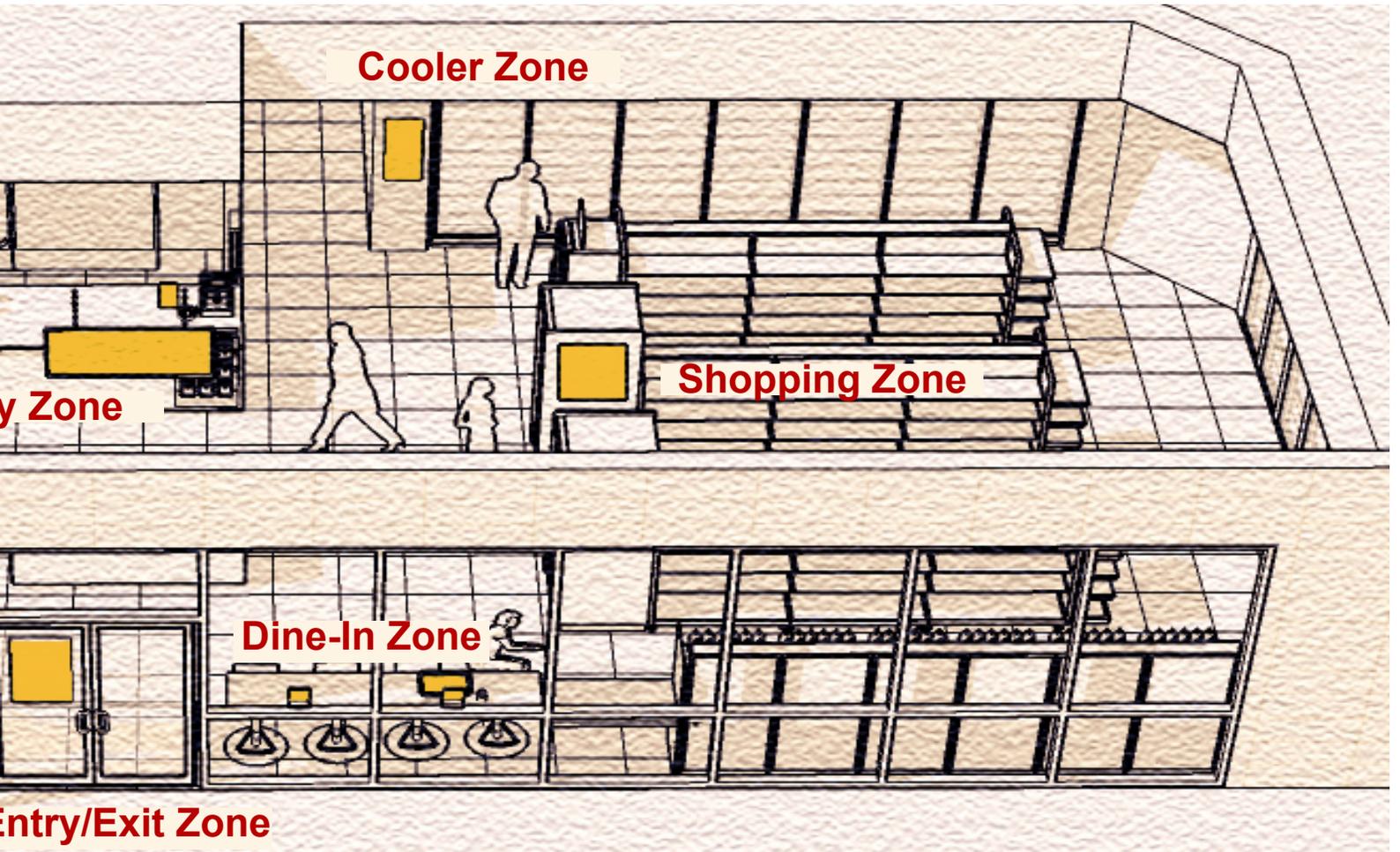
While the menuboard itself is arguably the most critical communicator in KKC's c-store outlets, there are many additional opportunities along the customer path-to-purchase (P2P) to reinforce KKC's menu messaging and influence customer purchase decisions. That's because every store is a series of different 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 KKC's store environment, and then, by determining customer needs in each zone, and finally 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 KKC customers.



The diagrams (above and below) identify the typical customer zones within KKC's c-store environments. Identifying these zones and establishing communications objectives and strategies for each zone is a critical step when establishing a Total Store Communications Strategy.





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 KKC to follow as they developed new in-store communications -- now and in the future. The result is a Total Store Communication solution that is helping drive business outcomes and delight KKC customers.

This section displays a collage of documents and images related to the zone merchandising optimization project for Krispy Krunchy Chicken:

- Pay Zone Diagram:** A small diagram showing a yellow box labeled 'A' near a service counter.
- De-Tune Zone Diagrams:** Two diagrams showing yellow boxes labeled 'A' and 'B' in different store locations. One diagram includes a sign for 'A BUNCH OF DIFFERENT Chicken, Tenders, & Extras'.
- De-tune Zone Overview:** A document titled 'De-tune Zone Overview' with the following content:
  - Zone Definition:** Area immediately inside entry door. Customers tend to briefly pause and look around to get a sense of the store layout.
  - Zone Strategies & Tactics:**
    - Continue staged messaging strategy
    - Customers will pause here, providing an opportunity for engaging product communications
  - Customer Behaviors and Needs:**
    - Messages should help customers initiate a purchase decision as they enter the store
  - Communication Elements:**
    - Floor stanchions
    - Overhead frames
  - Research Findings:** Customers typically spend no more than 3-5 seconds in this zone. Messages must be quick to comprehend (minimal text to read).
- Best Practice Strategies:** A list of strategies including 'Avoid clutter on sales area', 'Messages within customer's line of sight', 'Customer to order', 'Increase order process', 'Customer that are visible', and 'Customer images of product'.
- Zone Merchandising Optimization Manual Cover:** The cover features the Krispy Krunchy Chicken logo, the text 'FRESHLY MADE • PERFECTLY CAJUN', and the title 'Zone Merchandising Optimization: In-Store P2P Objectives, Strategies and Design Guidelines'. It is prepared by King-Casey, dated 20 December, 2018. An image of a plate of fried chicken and sides is shown on the right.

## Entry Zone



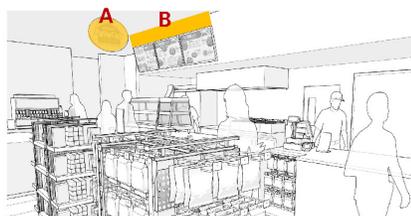
Staged Message #1

### Recommendations:

- Give priority in this zone to sales messages (promotional vs emotional)
- Maximize the sales potential of this zone by starting a staged messaging strategy
- Maximize the use of this zone for sales messages that pre-sell desirable products or stimulate trial of new products
- Apply consistently in all stores

For each customer zone identified, a communications strategy was developed that was responsive to customer needs in that zone, and supportive of KKC's business objectives for that zone. Visual guidelines in the manual ensured the optimum placement, key message, and established a cohesive brand design look to all store communications. The Entry Zone (above) is used to suggest-sell high priority items (to increase ticket), and to promote limited-time offers (to increase trial and traffic). The Pre-Order Zones are used to influence customer ordering decisions prior to the order zone.

## Pre-Order Zones



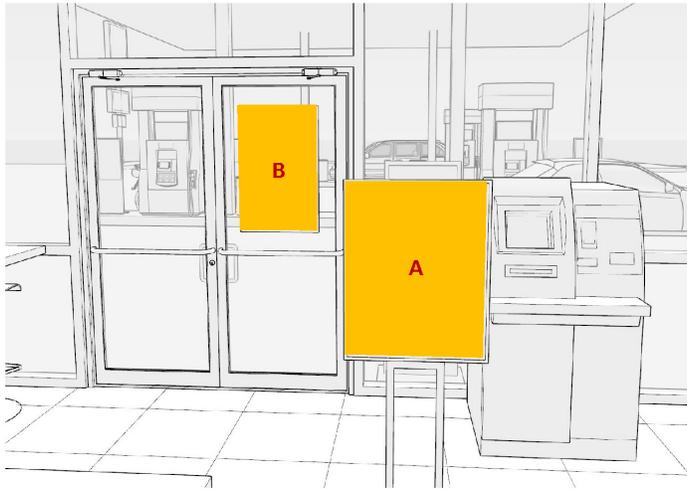
Staged Message #3



### Recommendations:

- Use a branded illuminated wayfinding sign to signal location of KKC order zone
- Develop a menuboard surround with the brand identity and tagline (Freshly Made - Perfectly Cajun)
- This is your last opportunity (other than the menuboard and food display) to influence purchase behavior. Keep messages strategic and promotional

## Exit Zone



A

Let us cater your next gathering

The Perfect Party Guest



B

COME BACK TOMORROW

Breakfast Biscuit



### Recommendations:

- Utilize this zone for next-time messages such as "Come Back For Lunch," "See you for Breakfast Tomorrow"
- Consider this zone for other-occasion messages such as, "Invite KKC to Your Next Party!"
- Consider a two-sided (using digital provides greatest flexibility) stanchion with "enter" strategy messages on the other side, and "exit" strategy messaging on this side

In the above example, we see how the Exit Zone is utilized to communicate strategic "next-time" messages: "Come back tomorrow for breakfast"; and "Let us cater your next party."

The establishment of an integrated Total Store Communications strategy has pulled it all together to increase sales and profits -- for both KKC and their C-Store partners -- while improving the customer experience by providing the information they seek on a zone-by-zone basis.

# 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, analytics-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 analytics and solutions.

## Our Suite of Services Include

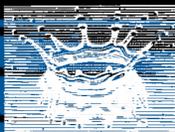
- Consumer insights analytics
- Attitude and usage research
- TURF analysis
- PMIX analysis
- Menu performance analytics
- Menu Operations analysis
- Menu engineering
- Menu strategy
- Menu communications analytics
- Path-to-purchase communications analytics
- Total Store Communications

## The Benefits Are Immediate and Meaningful

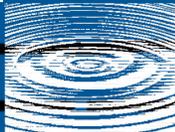
- Increased sales and profitability
- Improved customer experience (P2P)
- Totally integrated solutions
- No loss or dilution of insights and data due to their transfer from one consulting resource to the next
- Cost and timing savings resulting from combining the full suite of services under one umbrella

## 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.



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