



DIAGEO

Diageo is a global leader in beverage alcohol with an outstanding collection of brands across spirits and beer – a business built on the principles and foundations laid by the giants of the industry.

About Diageo

Not all Gondola Ends are created equal; proven by our New Generation design for Diageo in Checkers.

Diageo was on a volume drive within their spirits portfolio during the 2018/2019 peak period. A trend report had revealed that liquor was growing ahead of CPG, driven by white spirits and craft beer, so competition was expected to be tougher than previous seasons.

Objectives

Our brief was to amplify Diageo's portfolio offering as well as heighten awareness and consideration for all spirits in their stable. With the overproliferation of brands within the spirits categories, goal achievement demanded an enhanced presence.

Diageo: New Generation Gondola Ends For Checkers

In a competitive market, a design statement needs to have a strong aesthetic value, promote visibility and magnetise interest.

Think of it this way; if store aisles were car dealerships, gondola ends would be the showroom floor. And which showroom would potential shoppers find more alluring; something average or luxurious?

Solution

Given our extensive knowledge in the alcoholic beverage industry, we know that:

- Brands need to create a compelling reason to switch shoppers from their predetermined choices.
- Making it easy for shoppers to find brands quickly results in increased baskets.
- Whisky shoppers engaging within the category in under 44 seconds are 96% more likely to purchase than those who engage for longer.

Thus, our recipe for success lies in taking the pain away from shoppers by making shopping easy. We addressed this by developing a gondola end solution for Diageo because we know that its prime location initiates category consideration. Although impact at a gondola end may be lower when compared to the main fixture, conversion is considerably high.

Result

We used fixed video coverage to analyse shopper behaviour and interaction with an old and then the new generation gondola end positioned in the same location at the same Checkers Liquor Store. Compared to the previous design:

- 7% more shoppers were impacted.
- 6% more shoppers were converted to making a purchase.