

3 winning ways to stand out in retail

From branding to packaging to partnering, these insider tips will help your product shine

Quad 

As you've developed your brand, you discovered what's needed to capture your audience's attention, play to their pains and passions and delight them in ways only your product can. Now, you're ready to scale up your in-store excellence.

Investing in the in-store experience is a strategic move, being that only [12 percent of consumers](#) reported that they prefer brands with fast, free shipping in 2023, down from 57 percent the previous year.

To wit, more brands are turning to retailers, wholesalers or building their own brick-and-mortar locations, like [Figs](#), a health professionals apparel brand that opened its first retail space in Los Angeles in late 2023. These three insider tips from Quad can help your brand stand out in-store.



↓45%

1. Continue evolving your brand story

Whether you've sold through digital or physical retail, now is the time to analyze everything you've learned from those efforts. Draw a clear picture of your wins and losses that you can use as the stepping stone to expand the retail experience. Start here:

- **Clean up your client data.** This valuable first-party data will help you further build out your ideal customer persona as well as demographic and geographic trends to help you prioritize the right retail partners. Use your CRM system to track customer behavior throughout their sales journey with your brand. Track purchases, repeat sales and when and where customers may have fallen off. The clearer the picture, the more strategic your next move will be.
- **Know your big winners.** Layer your client data with best-selling products to help you optimize sales and loyalty. Understanding success goes beyond simple sales totals. Is there a naming convention to drive your most-sold options? Did you earn more engagements by featuring certain items in social posts or in retail media networks? Does your conversion rate track with your marketing spend? Do your best sellers net the highest margin? These answers should inform your retail plans.

- **Optimize marketing to drive consumers to store.** Did you know that most purchases are made within 20 minutes of a consumer's home? You can use this to target ideal customers through geo-targeted digital ads and direct mail offers to propel them toward your chosen retailers.
- **Elevate your business plan.** Retail spaces want to see that you have a plan in place. Come to the table with all of the aforementioned knowledge to share with your retail partner. Have a clear growth strategy that includes KPIs, such as gross sales, net sales and market share. Outline core metrics, such as customer acquisition cost (CAS), return on advertising spend (ROAS), brand awareness and engagement on various channels, on-time delivery, fulfillment success and client feedback. This helps to build your winning story.

Most purchases are made within 20 minutes of a consumer's home



2. Get noticed in a crowded store

Now that your product is in-store, it's time to stop shoppers in their tracks. This is when finding a partner with [deep in-store experience](#) is critical. With established relationships with leading retail companies, Quad can help CPG brands navigate the process.

It starts with packaging design and understanding how it resonates from the shelf. Winning package design should include branding that can be adapted to new structures and then built into various versions.

This sets you up for consumer testing before your product hits the shelves. [Package InSight](#) by Quad uses biometric data to study packaging performance, consumer attention and shelf impact to give you a data-driven view of how consumers engage with your products.

Recently, Package InSight by Quad launched a testing and analysis program for Creature Comforts Brewing, which helped it become Georgia's No. 1 new craft beer brand just four weeks after launch.

"We're growing from a local brewer to a regional brewer and, ultimately, to one with national scale," says Dan Reingold, Director of Marketing for Creature Comforts Brewing. "This becomes possible with powerful differentiators like data-driven packaging."

Smaller brands in big retail spaces need to push the envelope, visually, and create eye-catching moments. Relying on shelf space alone likely won't be enough to stand out.

That's when dynamic displays, endcaps and signage can turn typical product placement into an in-store experience. These can range from countertop displays to larger-than-life product re-enactments that delight shoppers and inspire sales.

When partnering with Quad, brands get innovative visual solutions that combine retail expertise with strategic creative capabilities, integrated technology and world-class in-house manufacturing through fulfillment.

And that's how you evolve from an everyday product to the coolest looking display in the store.



3. Lean into the power of sustainability.

Every CPG brand has sustainability in mind these days, and packaging is naturally at the core of that conversation. Every part of the product creation, evolution and distribution can play an important role in reducing the carbon footprint and increasing recycling efforts.

Major retailers like CVS, Walmart and Target are working toward making their private-label brands — which can be heavy competitors on-shelf — 100 percent packaged with recycled materials by 2025-2030. Walmart also added How2Recycle® labeling in 2022 on its private-label brands.

Consumer expectations are tracking right along with these efforts. [Research](#) by the data analytics and market intelligence firm IRI/NPD and the NYU Stern Center in 2022 for Sustainable Business found that this consumer attitude is gaining strength. According to the study:

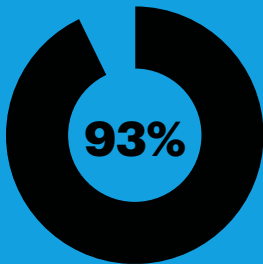
- 93% of consumers have maintained or increased their sustainable purchase habits in the past year
- 77% of consumers believe sustainability is important when selecting products to buy, up 8% from 2021
- 27% of shoppers — including 32% of Gen Z and Millennials — seek out retailers that carry sustainable products

The sustainable packaging journey is real. Having the right team to collaborate with makes all the difference

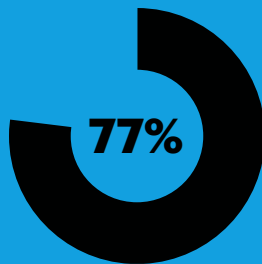
when the next steps seem unclear. Quad helps your brand:

- **Audit materials.** Look critically at all packaging substrates and structure. Are materials part of a circular program? Can surface areas be reduced? A smart, more efficient design takes up less shipping room and still protects the product.
- **Think merchandising.** Leaner packaging still has to stand out. Consider how shoppers see it in-store and online. Will the structure warp if stacked? Does it grab attention on a lower shelf? Is it still appealing on mobile devices?
- **Integrate messaging.** [Sustainability messaging affects 34% of food purchase decisions](#). Make sure consumers know what they're considering with clear copy and icons. Reinforce it through retail displays and dedicated multichannel marketing.
- **Promote recycling.** In the end, it's up to the customer to [complete the packaging circle](#). Unmistakable, prominent logos and calls to action tell them how and where to recycle — in their own bins or at retail collection points.

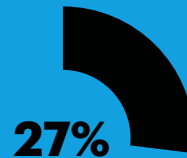
To learn how Quad uses its experience across the entire branding, packaging and in-store journey for CPG brands, visit [Quad.com](https://quad.com).



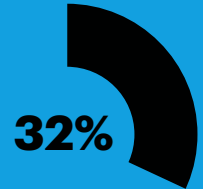
of consumers have maintained or increased their sustainable purchase habits in the past year



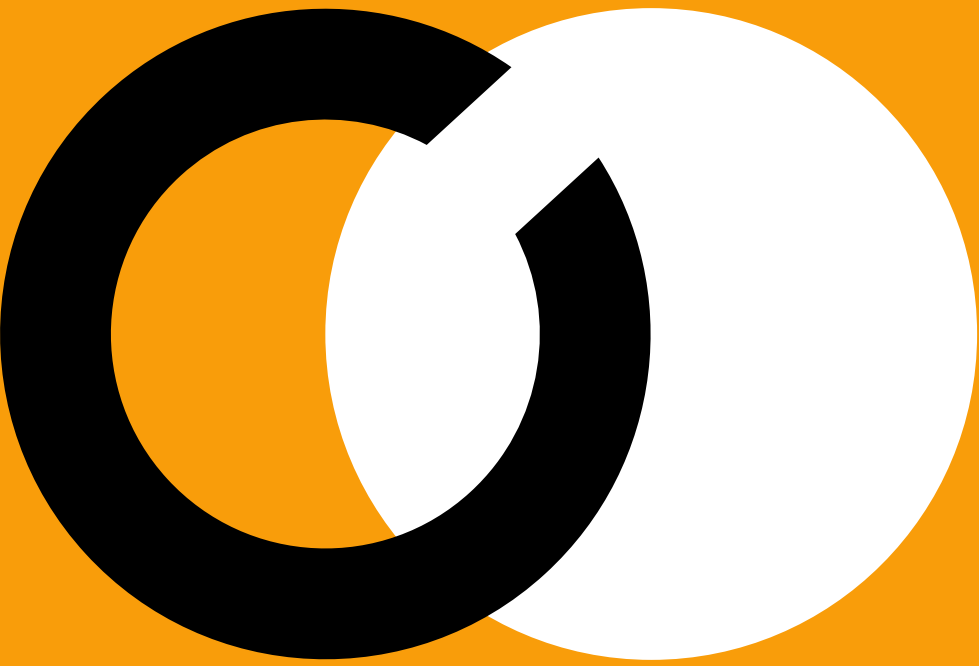
of consumers believe sustainability is important when selecting products to buy, up 8% from 2021



of shoppers seek out retailers that carry sustainable products



of Gen Z and Millennials shoppers seek out retailers that carry sustainable products



About Quad

Quad (NYSE: QUAD) is a \$3 billion global marketing experience company that gives brands a more streamlined, impactful, flexible and frictionless way to reach their target audience via a uniquely integrated marketing platform. Quad connects every facet of the marketing journey efficiently and at scale through its innovative, data-driven offerings — from strategy and consulting to data and analytics, technology solutions, media services, creative and content solutions, and managed services. Quad provides a better marketing experience for its clients, so they can focus on delivering the best customer experience.

Quad employs approximately 15,000 people in 14 countries worldwide and serves more than 2,700 clients across the retail, publishing, consumer packaged goods, financial services, healthcare, insurance and direct-to-consumer industries. Quad is ranked as a leader in multiple industries including largest agency companies (Ad Age, #14); largest commercial printers (Printing Impressions, #2); and largest Milwaukee-area manufacturers (Milwaukee Business Journal, #1).

For more information about Quad, including its commitment to ongoing innovation, culture and social purpose, visit quad.com.

866-824-2869
info@quad.com
[Quad.com](https://quad.com)

