



10.16.23

# SCHNUCKS

## TEAM TIGER

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# What We'll Cover



**01** Experience

**02** Research

**03** Creative Brief



# **HYPOTHESIS**

**Gen Z consumers value experience in their grocery shopping.**

**but how does Gen Z define a grocery shopping experience?**

**Efficient**

**Organized**

**Simple**

**Clean**

**POSITIVE GROCERY SHOPPING EXPERIENCE**

**Seasonal products and displays**

**Colorful visuals**

**Helpful employees**

**Busy**

**Sold out**

**Expensive**

**NEGATIVE GROCERY SHOPPING EXPERIENCE**

**Online info doesn't match  
in-store info**

**Stupid employees**

# What does an “experience” mean to Gen Z?

**Experience encompasses everything in a grocery trip, from accessibility and convenience to the in-store atmosphere and the chance to discover new offerings.**



# Primary Research

Survey, In-Depth Interviews & Focus Group

# Qualtrics Survey

- How often do you shop?
  - 34% of respondents said they grocery shopped at least once a week.
- How much do you spend?
  - 55% of respondents spent between \$30 and \$89 on groceries.
- Top two factors when choosing a grocery store?
  - Price= 37% & location= 35%
- Which store best represents your ideal experience?
  - Target= 51%

**90 respondents**

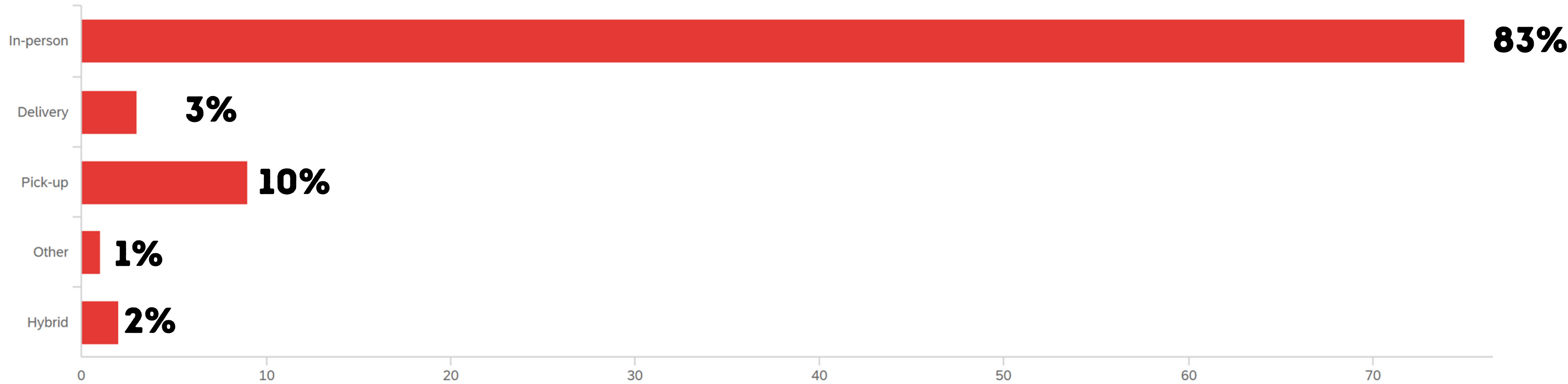
- **92% Female & 8% Male**

- **85% 18-21 years old**



# Qualtrics Survey

In what way do you prefer to grocery shop?



- **Gen Z doesn't always go for convenience.**
- **Gen Z values the in-person experience.**

# In-Depth Interview Quotes



**Kylie Guthrie-21**

**“The reason why I go to Walmart is because price is the most important aspect in a grocery experience.”**



**Ava Aube-21**

**““I like small stores because big ones intimidate me.”**

# In-Depth Interview Quotes



**Olivia-20**

“I just plan out what things I want to get from each store because I typically go to multiple stores. I go to Sprouts for produce, Aldi’s for cheaper meats, and then Target is for just everything else...because my mom's card is on the Target app, and it's on the way home from work.”



**Preston-22**

“I've noticed Trader Joe’s has become popular on TikTok, like everybody likes to show their hauls and stuff like that. I like seeing what’s new at Trader Joe's, and that's part of the experience there. I like their frozen meals and seasonal stuff, And they have a lot of things that stores like Walmart don’t.”

# Key Findings from In-Depth Interviews

- **Store selection for everyday items based on location & price**
- **Convenience means little effort, not necessarily in-and-out**
- **Gen Z appreciates aesthetic, uniqueness, & adventure**

# Key Findings from Focus Group



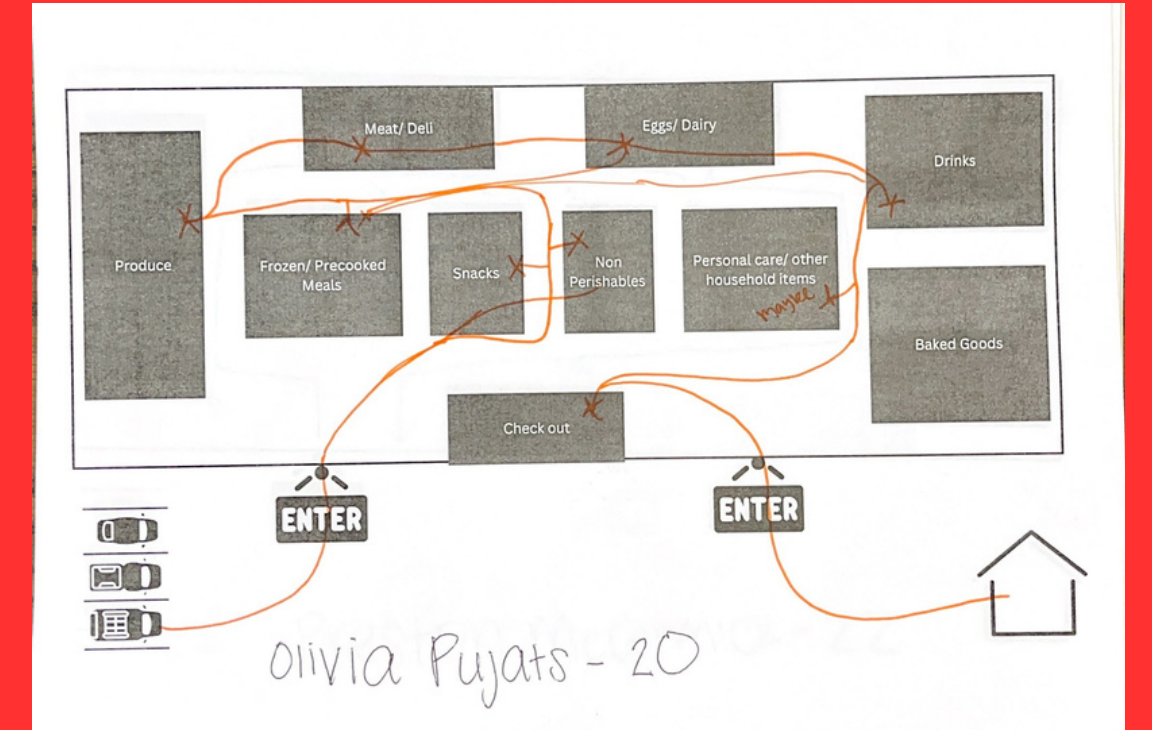
- **Even with a list, Gen-Z shoppers will still take the time to walk through the entire store.**
- **Gen Z shoppers are methodical about the order in which they grab items and how much time they allot for each section.**



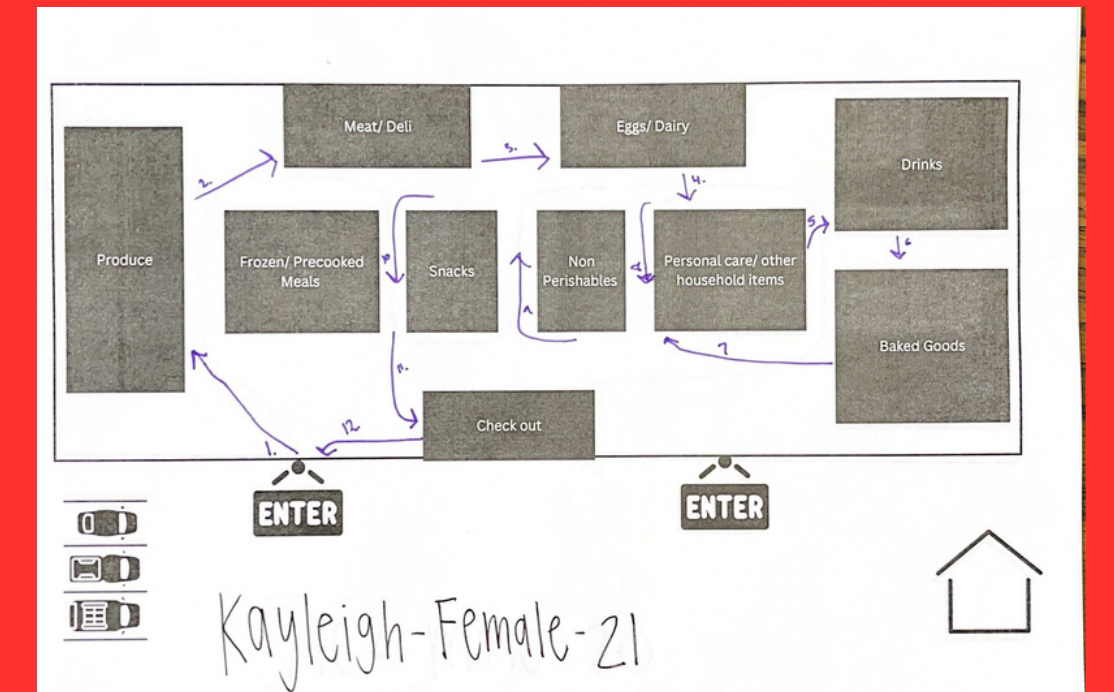
# Gen Z's Grocery List

1. Milk
2. Meat
3. Eggs
4. Chips/Snacks
5. Ice Cream
6. Fruit
7. Bread
8. Veggies
9. Frozen Pizza
10. Noodles/Rice

“ I take the cold route. I grab my snacks and nonperishables then end with cold and frozen foods”-  
Female 20

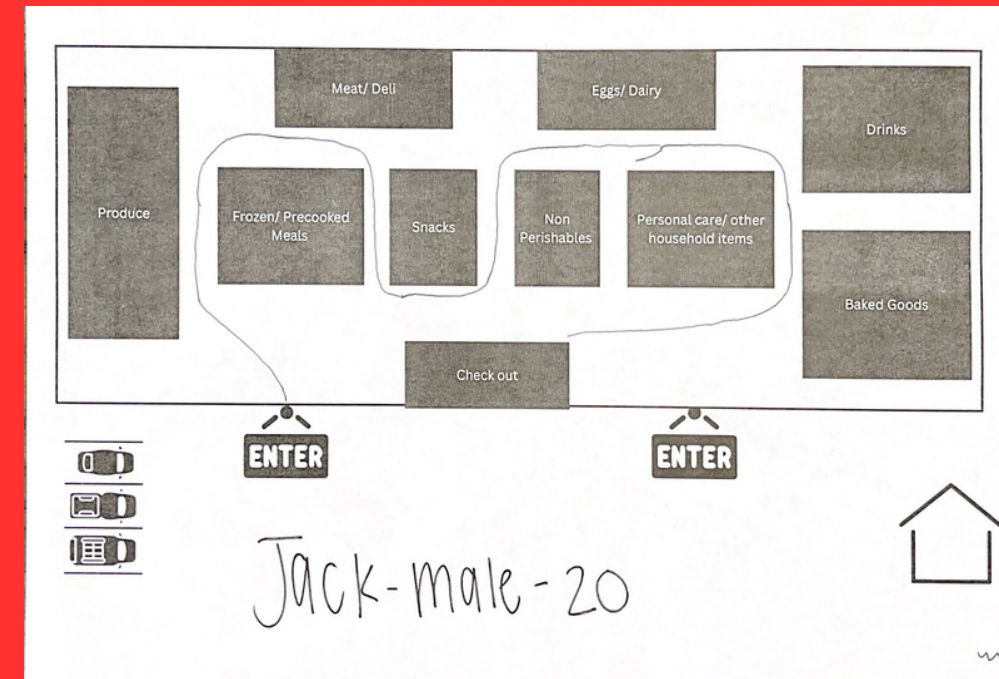
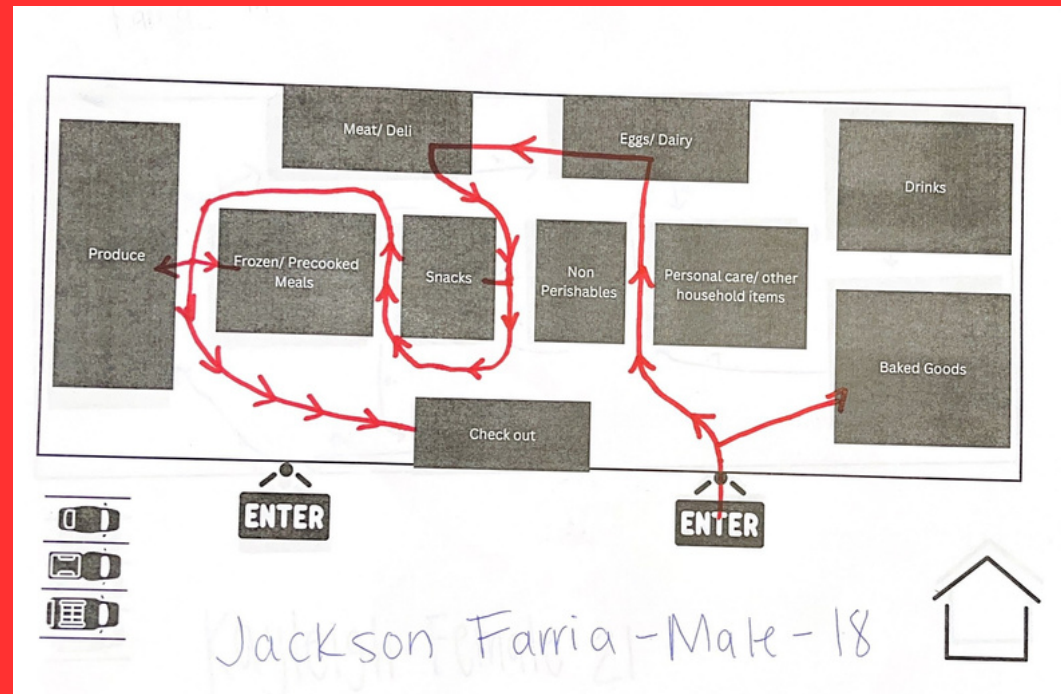


“I like to look at every single item in the store, then play the game when I convince myself not to buy anything”-  
Female 21



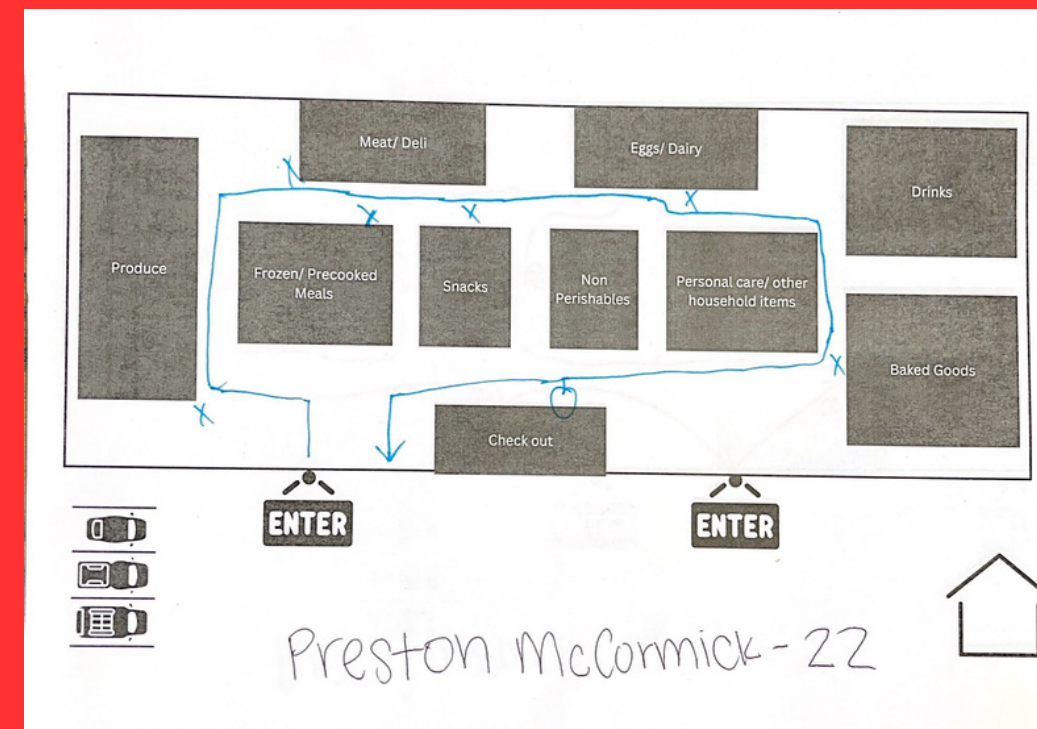
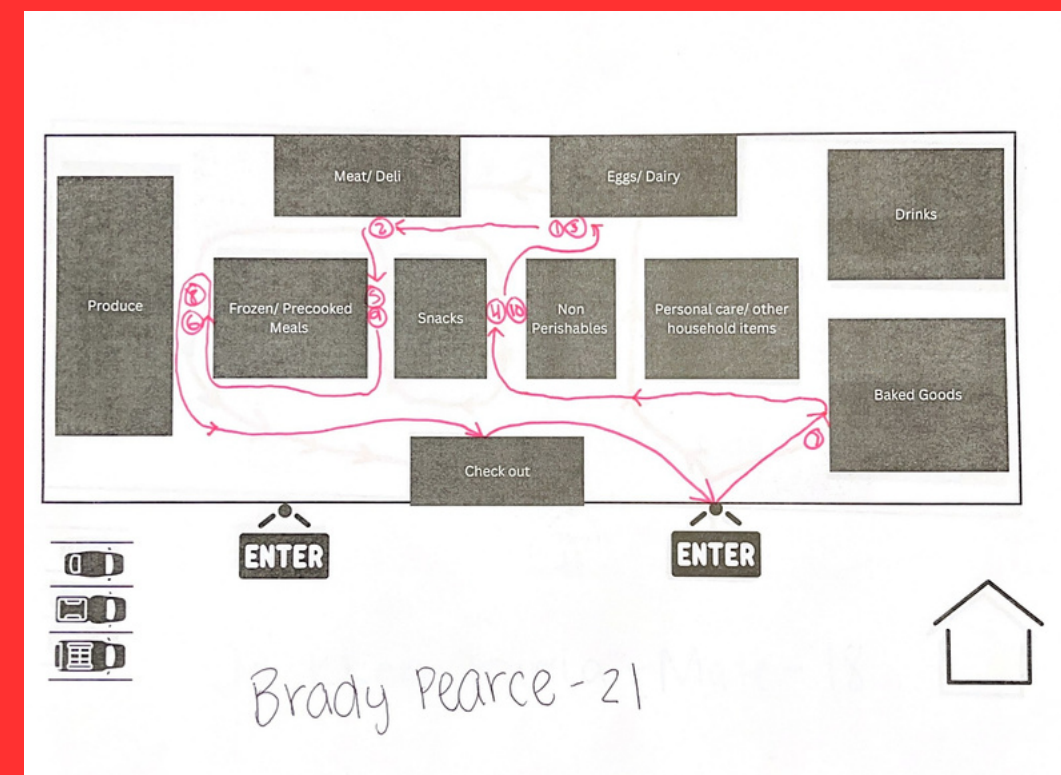


“I grabbed by baked goods then moved through the sections in order to loop back to checkout”- Male 18



“I enter and start at the produce, then let myself go through the flow of the store to get everything I need.”- Male 20

“I took the cold approach. I’ll move back and forth and loop around to grab my frozen and cold items at the end”-Male 21



“I make a big square. I think of the layout and how I can get everything I need without having to double back”- Male 22

# Overall Key Findings

- **Gen Z is willing to forfeit convenience in grocery shopping in exchange for an ultimate shopping experience where they can experiment and try new things**
- **Stores Like Target and Walmart are already established due to their loyalty programs.**
- **However, Schnucks has the opportunity to offer a once-a-month “one-of-a-kind” shopping experience where consumers can try and explore new things in a neighborly, intimate way.**
- **Our Moveable \$30 encompasses seasonal items, proprietary products, special offerings, and deli items.**





# The Creative Brief

# **Communication Objective**



**Cultivate shopper loyalty by convincing Gen Z that shopping at Schnucks is not a chore, rather a unique in-store adventure!**

# Target Audience



Hi !! I'm Zoe and I'm 20 years old. I'm a sophomore in college and I just got my first apartment. I'm so excited to be able to make food after living off a college meal plan last year. I cook and bake at home with my parents so being able to do that in my own space is so exciting! When I've bought groceries I go for the safe option of Target or Walmart. Most of the time I'm in and out because I'm busy with school and my part-time job. Sometimes I feel like I'm sacrificing quality foods for convenience and I need to find a grocery store that can offer both.

# **Problem/Tension**



## **What is the Tension Pt/ Cultural Tension?**

Gen Z often chooses grocery stores based on price and location because they lack the time and money, disregarding their desire for an in-store experience.

# Insight



**“It doesn’t make sense for me to go out of my way for everyday items. In those circumstances, I just want to spend as little time and money as possible. However, every so often, I make time for myself to enjoy a unique shopping experience and find new/seasonal products.”**

# Strategy



**To present Schnucks NOT as a grocery store, but as a unique experience/place that you want to spend time at.**

# Action



**We want Gen Z talking about Shnucks.  
They should be excited to plan their next Shnucks  
trip.**

# **Message/Takeaway**



**Schnucks can cater to everything you seek in a grocery shopping experience.**





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**THANK YOU!**

**ANY QUESTIONS?**

