

SHOPRITE SUPERMARKETS

CASE STUDY

Overview

Client Name

ShopRite Supermarkets

Industry Sector

Retail

Location

New York, New Jersey,
Connecticut

Application

Point-of-Purchase

Software

Scala 5

Display Technology

LG 20" LCD Monitors

Zero-In Services

System Implementation, Network Operation, Hardware Maintenance, Content Development, Traffic Management & Playback Reporting

"Our countertop video merchandising system designed, installed and managed by the Zero-In team meets our in-store marketing goals by allowing us to quickly update promotions that change regularly." – Richard Saker, President and CEO of Saker ShopRites, Inc.



Client Overview

Wakefern Food Corp., headquartered in Elizabeth, New Jersey, the merchandising and distribution arm for Shoprite, is the largest retailer-owned cooperative in the United States and the largest employer in New Jersey. The cooperative is comprised of 45 members who individually own and operate supermarkets under the ShopRite banner. Today Wakefern and ShopRite together employ more than 50,000 people and operate stores throughout New Jersey, New York, Connecticut, Pennsylvania, Delaware and Maryland. Wakefern operates 2.5 million square feet of warehousing and its transportation fleet, one of the largest private fleets on the east coast, consists of 400 tractors and 2,000 trailers, and travels more than 35 million miles annually. All ShopRite owners are members of Wakefern Food Corporation, which buys, warehouses and transports products while providing other support services to ensure customer satisfaction. "Volume" buying enables ShopRite stores to offer their consumers the lowest overall prices, and the greatest value, in the marketplace.

Project Scope

ShopRite owners are constantly looking for ways to reach their customers and provide relevant information on their available products. While there has always been a number of in-store marketing tools promoting products and pricing such as circulars, deli boards, window clings and self-standing posters, store owners were looking for a more efficient way of communicating directly with the customer at the point-of-sale. The need to deliver product messaging to customers is especially true for higher-margin items such as gourmet cheeses, seafood, deli products and pre-prepared appetizers & entrees since there are regular promotions and changes in pricing. The concept of a centrally managed video merchandising system that would promote specialty items with appealing images, ingredient listings, meal ideas, portion size and pricing was determined as the best way to achieve their marketing goals. Due to the limited amount of ceiling and wall space available, an innovative countertop design was determined as the best way to reach customers as they are captive in each of the store's departments. Zero-In was contracted to design, install and manage a network that would provide ShopRite with an attractive looking wireless video screen advertising system with audio that would meet the goals of the owners.



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Zero-In Solution

Supermarket digital signage projects are innately challenging due to harsh store environments. A significant amount of planning had to be performed upfront to combat potential issues relating to steam & smoke, staff working near the units, customer tampering, power/data issues and excessive



heat. Zero-In performed on-site surveys of each store and carefully examined customer behavioral patterns to determine the best way to design a highly visible countertop unit that at the same time would fit into a compact space and would not interfere with transactions between store staff and customers. The Zero-In team worked with the ShopRite management to create an elegant custom enclosure that would not only fit on countertops but would allow for the protection of interior components and offer a large viewing space for marketing promotions. After a significant amount of R&D, the Zero-In engineering team selected 20" LG LCD monitors and Scala 5 software as the best components available for the project. Zero-In worked closely with the Wakefern information technology group to design a secure and stable network infrastructure that would successfully allow such a large number of units to be updated remotely across dozens of stores throughout the region over each store's wireless network.

Once the design of the unit's hardware and software was deemed viable, the next step was to design visually stimulating marketing content that would not only draw customer attention, but that would also meet Shoprite's strict brand guidelines. The Zero-In design team worked with ShopRite advertising & marketing professionals to develop branded video and audio content about nutrition, party planning ideas, and on-line ordering. Next, an entire library of content had to be developed for each specialty food product which would take into consideration a way to regularly update information on each foot item's price, portion size and ingredients.

Zero-In then managed the entire rollout the video merchandising units into each store and verified that the system worked correctly as designed. Zero-In continues to assume network operation responsibilities such as monitoring the system for any issues, and confirming that timely marketing content is successfully transmitted to each store. The Zero-In engineering team provides all remote and on-site tech support for the system and reports back to ShopRite management with issues and resolution. The Zero-In design team continues to works closely with the Shoprite marketing department to ensure that all promotions are created and distributed and scheduled timely.

Richard Saker, President and CEO of Saker ShopRites, Inc. says that ["The success of our sales for specialty items greatly depends on our ability to effectively communicate information on these products to our customers. Our countertop video merchandising system designed, installed and managed by the Zero-In team meets our in-store marketing goals by allowing us to quickly update promotions that change regularly. We have noticed very favorable response to the units by our customers and an increase in product awareness and sales since the installation of the system."](#)

Results

Zero-In successfully implemented a system that met the goals of the ShopRite management team in dozens of stores across the eastern United States. The units fit securely on the small amount of countertop space available, are aesthetically pleasing and provide compelling video and audio content promoting in-store products to be updated regularly from a remote location. ShopRite's in-Store Point-of-Purchase digital signage system is a fantastic example of how Zero-In can work with retailers to implement a quality Scala solution that drives sales.