



## Emerging Media Plan Presentation

Amanda DeRoo □ Eric Scafetta □ Kevin Huggins □ Stephanie Rathbun

# Executive Summary

TOPS is a long-standing, community-based, regional grocery chain that is being threatened by the evolving grocery marketplace.

---

We aim to show how TOPS can protect its market share by building upon its current strengths, and gain new market share by adapting to its customers changing needs

---

TOPS will need to invest heavily into digital media in order to survive in today's competitive grocery market, while at the same time remain true to its community-based roots to distinguish itself from the competition.

# Marketing Problem

- Wegmans and Trader Joe's offer a premium shopping experience
- Walmart and Target are able to leverage their pre-existing customer base
- Mobile and digital are changing how consumers shop for groceries
- The TOPS brand is dated

# Situational Analysis - SWOT

## Strengths

- Loyal customer base
- Reputation as a neighborhood store
- Scales stores to match communities

## Opportunities

- Online shopping
- Community partnerships
- Modernize brick-and-mortar

## Weaknesses

- Slow to adopt online shopping
- Poor quality/high prices
- Older stores

## Threats

- Hypermarkets—Wegmans/Target
- Online retailers—Amazon
- Locals—Wegmans/Trader Joe's



# Situational Analysis - TOPS' History



**1962** - Armand Castellani opens the first TOPS in Niagara Falls

**1970s** - TOPS expands to the Rochester area and opens its first out-of-state location in Bradford, PA

**1991** - TOPS is purchased by Dutch food conglomerate Ahold

**2007** - TOPS is sold to Morgan Stanley Private Equity

**2010** - TOPS acquired The Penn Traffic Company, adding 64 new stores

**2012** - TOPS purchases 21 Grand Union Family Markets stores

**2013** - *Orchard Fresh* specialty food market opens in Buffalo, NY

**2013** - Led by now Chairman and CEO Frank Curci, TOPS is purchased from Morgan Stanley Private Equity, returning it to complete local ownership

**Today** - Headquartered in Williamsville, NY, TOPS has 182 full-service supermarkets with over 15,000 employees

# Situational Analysis - History of the Market

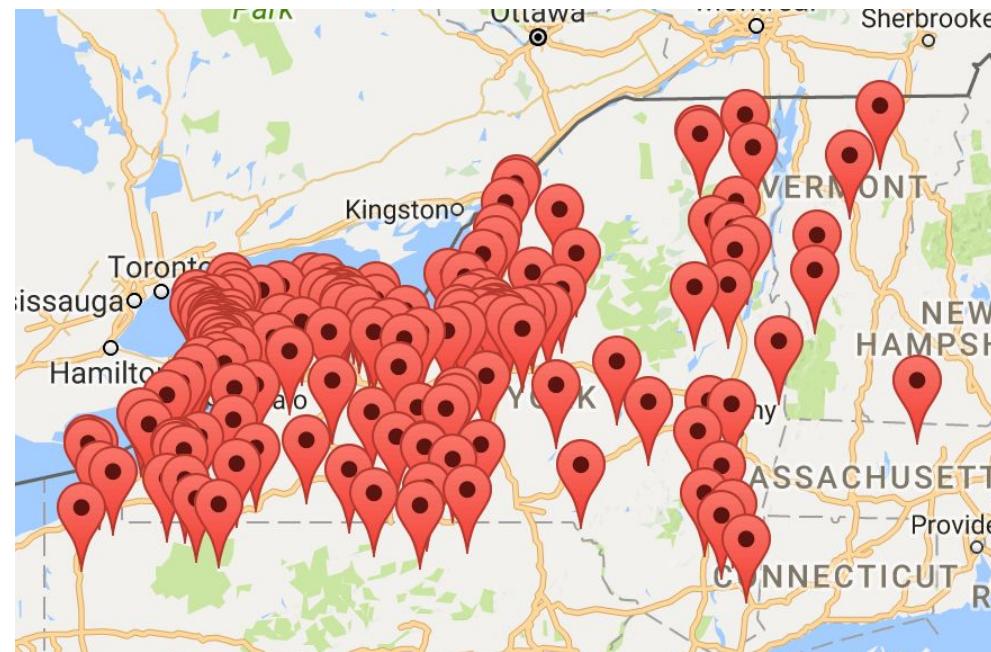
## **Grocery is changing**

- Healthy eating—consumers want fresh foods, organics, and prepared foods
- Retailers are driving prices down giving more consumers access to healthier foods
- Discount chains like Aldi's that offer store brands and a unique shopping experience are growing
- Online shopping from Walmart, Amazon, and now Wegmans
- Home delivery is becoming widely available
- More chains are embracing technology—click-and-collect, auto refill, subscription, virtual stores, digital coupons, and online shopping lists

Worldwide, **25%** order groceries online, **55%** say they are willing to

# Situational Analysis - Distribution Channels

- 182 Stores
- Headquartered in Williamsville, NY
- Locations in New York, Massachusetts, Pennsylvania, and Vermont
- The majority of stores are located in western New York around Buffalo, Rochester, & Syracuse
- Only 3 in Vermont and 1 in Massachusetts



# Situational Analysis - Competition



# Situational Analysis - Product Consumer

Behavior	Willing to use	Already using
Use online or mobile coupons	54%	26%
Use online or mobile shopping lists	53%	18%
Download retailer app or loyalty program app to their mobile phone to receive information or offers	51%	15%
Login to store wifi with their mobile to receive more information or offers	54%	12%
Scan QR codes with mobile phone to access more detailed product information	55%	12%
Use self-service checkouts	45%	41%
Use hand-held store scanner to purchase products as they shop	65%	10%

# Situational Analysis - Product Consumer

PERCENT SHARE OF TRADE BY CHANNEL

● LARGE SUPERMARKET   ● HYPERMARKET   ● TRADITIONAL   ● CONVENIENCE

● SMALL SUPERMARKET   ● DRUG   ● OTHER

PERSONAL  
CARE  
PRODUCTS



22%

39%

1%

4%

22%

12%

HOUSEHOLD  
PRODUCTS



33%

46%

1%

6%

7%

7%

FOOD &  
BEVERAGE  
PRODUCTS



38%

24%

1%

20%

8%

3%

6%

# Situational Analysis - Product Consumer

## Which attribute drives you to switch stores?



# Marketing Objectives

- Build brand awareness within the community
- Differentiate from competitors like Wegmans, Amazon, & Walmart
- Retain current customer base
- Leverage technology to gain new customers
- Stress the “neighborhood friendly market” aspect of our brand
- Gain back lost market share

# Emerging Media Elements - Consumer Engagement

In store and online

Customers turning to Wegmans

- Customer Service
- Online Engagement
- Loyal customers

Tops needs stronger digital presence

- Website
- Google
- Social
- App



# Emerging Media Elements - Consumer Engagement

## Micro Moments

### Be there

- Google Search Network
- Google Display Network
- Social Ads
- Consumers spend more with a business if they engage or have a digital presence.

### Be useful

- Wegmans Shoppers Club
- Recommendations
- Grocery list app
- Macronutrients and ingredients
- Recipes
- Smart Fridges

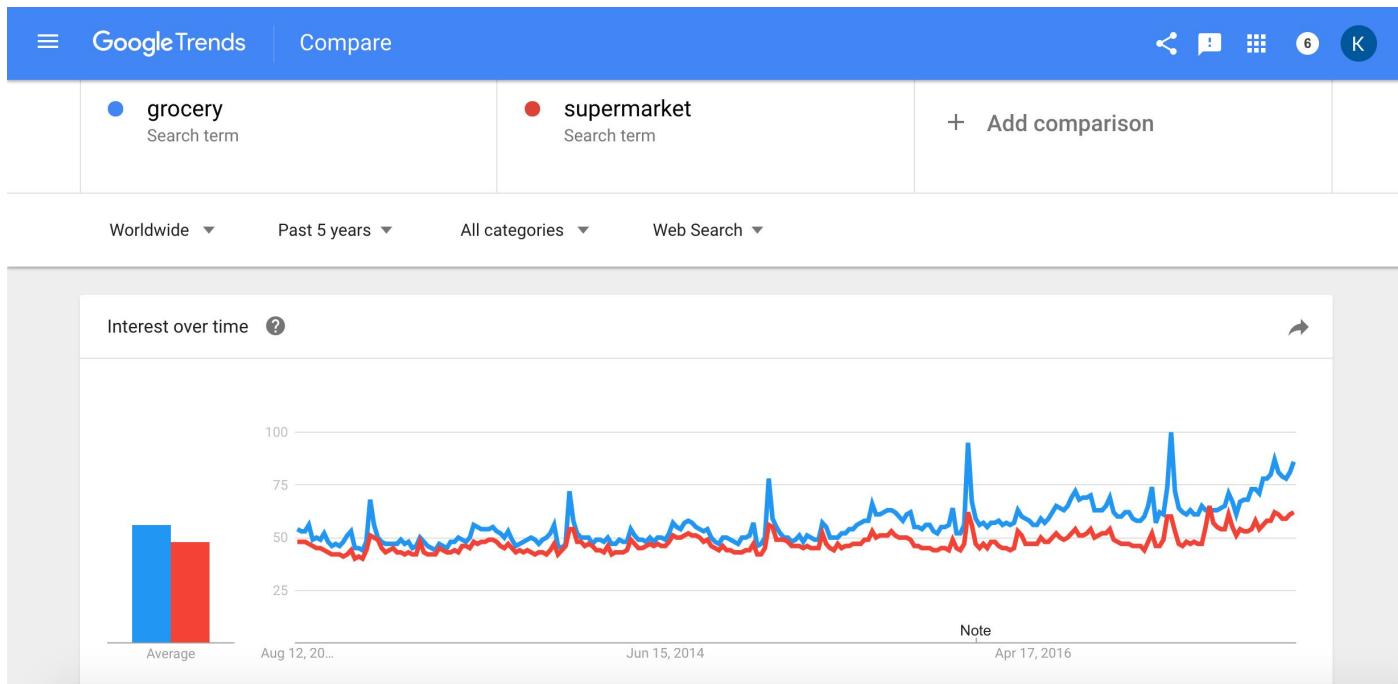
### Be Quick

- Top of search results
- Products up to date
- Sm response
- Quick to trends on SM

# Emerging Media Elements - Consumer Engagement



# Emerging Media Elements - Consumer Engagement



Searches high in December/Holiday season

Pulsing



# Emerging Media Elements - Consumer Engagement

Customer Referrals

Conferences/Community involvement

New Products on website and SM

- Ice Cream name contest

Less sales pitch, more relationship building

- Provide relevant info - not "Come in and buy from us!"

# Emerging Media Elements - Everything as Channels

## Paid

- Google Adwords
  - “Grocery store, best grocery, grocery coupons, grocery near me”
- Google Display Network
- Rich content, relevant sites
- Paid SM: FB, Instagram, Twitter

## Owned

- SM content
- Website
- Recipe blog

## Earned

- Customer SM posts
- PR: news story

# Emerging Media Elements - Consumers as Medium

## Listen

- Social listening strategy

## Participate

- Create Instagram account
- Content marketing
- Create social media strategy and editorial calendar

## Engage

- Respond to positive and negative comments
- Faster response time for private messages

	<b>Tops</b>	<b>Wegmans</b>
<b>Facebook</b>	79,538 likes	371,518 likes
<b>Twitter</b>	2,662 followers	189,000 followers
<b>Pinterest</b>	1,284 followers	13,589 followers
<b>Instagram</b>	n/a	11,800 followers

# Emerging Media Elements - One:One - Data Acquisition

## Monitor Purchasing Habits

- Track past purchases (Credit Card, Bonus Card)

## Follow Marketplace Trends

- Popular diets and heavily shared food related articles in relation to targeted demographic
- Corporate social responsibility (Animal Welfare, Food Waste, Food Safety/Storage, Sustainability)

## Online Monitoring

- Social listening - Scan for brand related keywords, hashtags, URLs, and other terms related to the brand or it's competitors (Hootsuite, Keyhole, Brandwatch)

# Emerging Media Elements - One:One - Recommendations

- Personalized responses to reviews, tweets, mentions, and comments on social media anywhere the Tops brand or similar brands are being discussed



- App improvements - Online ordering system with ability to comment, rate and review products to improve individualized recommendations

# Emerging Media Elements - One:One - Recommendations

Cross-reference credit card data to user-defined IP address data to improve targeted ads on social

- Sandwich targeted ads between non-relevant ads to avoid seeming creepy to our customers.
- Send targeted emails to existing shoppers that have not purchased in a while with targeted coupons, or relevant emails for special occasions based on Bonus Card data.

Tops brand packaging that tells a story

- Focus on source of ingredients and environmentally-friendly factory production

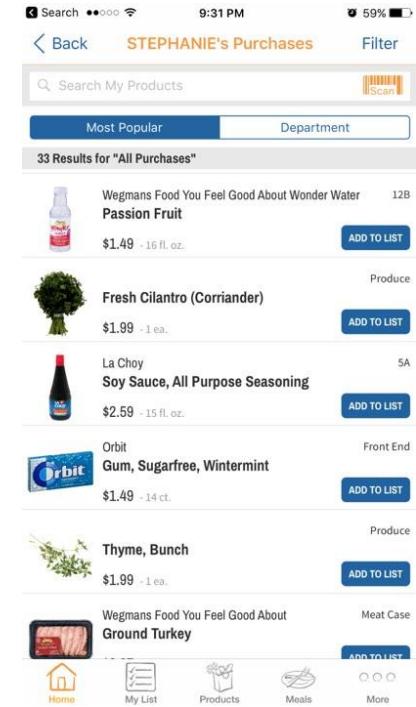
Add additional questions to Bonus Card application, or send surveys to existing customers, to allow for more targeted mailings to older offline shoppers

- (Birthday, Anniversary, Food Preferences)

# Emerging Media Elements - Utility

Create an online ordering platform

- Ability to track purchases
- Improve targeted advertising
- Partnership with Instacart for delivery
- Competitors like Wegmans have already implemented this



The screenshot shows the Instacart mobile application interface. At the top, there is a header with a search bar, the time (9:31 PM), and battery level (59%). Below the header, the title "STEPHANIE's Purchases" is displayed, along with a "Back" button and a "Filter" button. A search bar with the placeholder "Search My Products" and a "Scan" button are also present. The main content area shows a list of items under the heading "33 Results for 'All Purchases'". Each item is listed with its name, price, quantity, and an "ADD TO LIST" button. The items include:

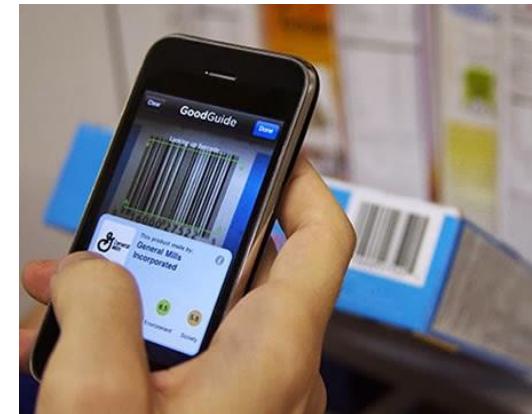
- Wegmans Food You Feel Good About Wonder Water Passion Fruit (12B) - \$1.49 (16 fl. oz.)
- Fresh Cilantro (Coriander) (1ea) - \$1.99
- La Choy Soy Sauce, All Purpose Seasoning (5A) - \$2.59 (15 fl. oz.)
- Orbit Gum, Sugarfree, Wintermint (Front End) - \$1.49 (14 ct.)
- Thyme, Bunch (Produced) - \$1.99 (1ea)
- Wegmans Food You Feel Good About Ground Turkey (Meat Case) - \$1.99

At the bottom of the screen, there are navigation icons for "Home", "My List", "Products", "Meals", and "More".

# Emerging Media Elements - Utility

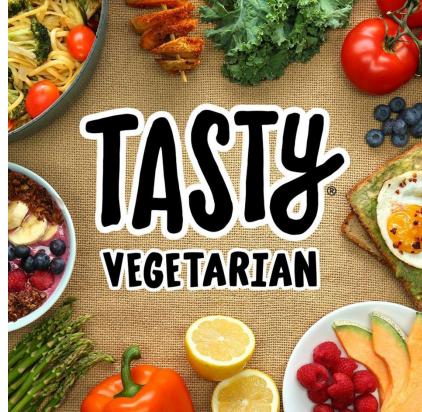
Implement an app feature that allows the customer to define their allergies and food restrictions

- Integrate with online ordering platform
- Filter unsafe foods for customers and their families
- Bar-code scanner that reads ingredients of the product linked to allergy indicator
  - Alert customers if food is safe with 1-click



# Emerging Media Elements - Utility

- By 2017 video will account for 69% of all consumer internet traffic.
- Tasty is a cooking channel that has exploded on Facebook.
- Tasty on Facebook has close to 88 million followers
- Many variations (Proper Tasty, Tasty Junior, Bien Tasty) all with numbers of followers well into the millions
- Tops should be sponsoring videos on this platform, to have their products featured in the recipe videos
- Tops could create their own shareable recipe videos, but utilizing this enormous platform would be more effective and less time-consuming



# Measurement

## Google AdWords

- Impression share
- Keywords
- Website visits and conversions: online orders, app downloads
- Callout (offers) and price extensions

## Social Media

- Likes, comments, shares
- Website engagement: Time spent, pages viewed per session

## Email

- New subscribers
- CTR and open rate
- Conversions: online orders, app downloads

## Brand

- Unique visitors to website
- New visitors
- Sales (online and in-store)
- Repeat transactions
- Social media followers

# Questions?

Thanks!

# Sources

Corporate Social Responsibility. (n.d.). Retrieved August 03, 2017, from  
<https://www.fmi.org/industry-topics/corporate-social-responsibility>

Top 25 Social Media Monitoring Tools. (2017, March 31). Retrieved August 03, 2017, from  
<http://keyhole.co/blog/the-top-25-social-media-monitoring-tools/>

Posted by Jill Piebiak on October 17, 2016. (n.d.). Cool Tools: IP Address Ad Buys. Retrieved August 03, 2017, from [http://www.campaigngears.com/cool\\_tools\\_ip\\_address\\_ad\\_buys](http://www.campaigngears.com/cool_tools_ip_address_ad_buys)

Facts and Statistics. (n.d.). Retrieved August 03, 2017, from <https://www.foodallergy.org/facts-and-stats>

Griffith, E. (2016, January 19). Why BuzzFeed's Foodie Channel Tasty Is Blowing Up on Facebook. Retrieved August 03, 2017, from <http://fortune.com/2016/01/19/buzzfeed-tasty-proper-tasty/>

Trimble, C. (2015, July 30). Why online video is the future of content marketing. Retrieved August 03, 2017, from  
<https://www.theguardian.com/small-business-network/2014/jan/14/video-content-marketing-media-online>

# Sources

Taylor, K. (2016, April 12). This regional grocery chain just beat out Trader Joe's to be named best in America. Retrieved August 10, 2017, from  
<http://www.businessinsider.com/wegmans-beat-trader-joes-no-1-grocer-2016-4>

Tops Markets on the Forbes America's Largest Private Companies List. (n.d.). Retrieved August 10, 2017, from  
<https://www.forbes.com/companies/tops-markets/>

Wahba, P. (2016, November 03). Target's Grocery Boss Leaves the Company as Food Sales Sag. Retrieved August 10, 2017, from <http://fortune.com/2016/11/03/target-grocery-executive/>

So what gives? The answer lies in groceries. (n.d.). Wal-Mart: The \$200 billion grocer. Retrieved August 10, 2017, from <http://money.cnn.com/2013/01/31/news/companies/walmart-grocery/index.html>

Soper, S., & Zaleski, O. (2017, March 20). Inside Amazon's Battle to Break Into the \$800 Billion Grocery Market. Retrieved August 10, 2017, from  
<https://www.bloomberg.com/news/features/2017-03-20/inside-amazon-s-battle-to-break-into-the-800-billion-grocery-market>