More ways to ... advertise effectively

Retail Marketing and Advertising

A comprehensive portfolio of marketing and advertising tools designed specifically for retail grocers is always at your fingertips when you partner with Unified Grocers.

Our programs offer creative and effective solutions for keeping your store top-of-mind with shoppers and ensuring your retail success. From advertising, branding and custom point-of-sale to event planning, gift cards and web design, we can provide just the right promotions and marketing support to help you reach your sales goals.

Ad Group Management

Joining one of Unified's advertising groups provides independent retailers many advantages for successfully competing in their unique marketplaces.

Combining the purchasing power of an ad group's collective membership gives independent retailers immediate clout in the market and an advertising solution for generating sales.

Sharing advertising costs with a group allows retailers to go to market with cost-effective, professional, consumer-focused promotions.

Whether your store is upscale, ethnic, conventional or convenience, we have an advertising solution that is designed for your success.

We will recommend the most appropriate ad format for your store based on consumer and competitive data from the trade areas around your location.

Weekly Advertising

Creating weekly ads that generate excitement for your place of business is our top priority. Our weekly ad service covers all the bases, from providing weekly ad lists to your store to ensuring professionally designed ads that reach your target customers on time and on budget.

The ad formats we currently support include:

- Mainstream (conventional retailers)
- Metropolitan (upscale/specialty/natural retailers)
- Hispanic
- Price Impact
- Neighborhood
- Banner Ad Groups (IGA, Select and Thriftway)
Monthly Advertising
Create extra excitement with monthly promotions specially designed to boost your store's sales. Monthly advertising vehicles, supported with additional point-of-sale signage, will improve consumers’ price perception of your store.

- Coupon books
- Month-long inserts
- Monthly offers are negotiated with our supplier partners on behalf of the retailer
- Retailer maximizes supplier allowances for a four- to five-week window, enhancing overall store profitability

Promotion Calendar Management
Being “seasonally correct” and on top of what’s coming next is important for staying ahead of the competition. Every year we prepare a promotional calendar to help our suppliers and retailers always be in front of consumers’ weekly needs. Our calendar provides an easy way for retail teams to provide the right products, at the right time and at the right cost, as well as ensure that timely and competitive advertising and marketing materials are in place to drive sales.

DSD Promotion Management
Using Retail Marketing and Advertising Services to handle your advertising needs includes a total DSD vendor solution for your stores. Our services include:

- Managing scan downs
- Negotiating vendor contracts as needed
- Distributing retailer’s share of co-op marketing funds
- Providing DSD vendor ad notifications

Branding and Creative Design
We can help develop a brand image for your store that is effectively presented and consistently communicated. From custom logos and signage to creative brand graphics, we offer solutions that will get your store noticed and be right for your business.

- Brand development
- Logo design
- Creative solutions
- Theme and event graphics
- Store and department signage

More ways to … customize your message

Bonuses, Banners, Point-of-Sale Kits and More
Create excitement throughout your store with attractive, eye-catching graphics that grab customers’ attention and complement your brand. Our catalog includes a wide array of options from ready-made shelf signs, labels and forms to format and program-specific sign kits to meet any store’s everyday and special event needs.

Looking for a custom design? We have you covered. Our graphics experts can create unique banners, posters, announcements, ceiling danglers, shelf talkers and more to highlight your store’s events and offerings. Whether it’s a grand opening, anniversary sale or special promotion, our design and production teams can ensure your customers receive an engaging, effective message.

Our retailers can also order free point-of-sale materials for all of our Unified-owned brands. Kits are available in English, Spanish or bilingual (English/Spanish) and can be conveniently ordered online at Unifiedgrocers.com.

The right in-store messages are powerful ways to convey value, increase awareness or create a unique ambiance in your store.
Event Marketing
Let us help take your store’s next marketing event to new heights. Our experts can work with you and your staff to plan, promote and execute an event that will draw crowds and maximize sales. From announcements and special ad inserts to point-of-purchase materials and promotions, we can make it fun and exciting for all. The following are just a few of the sales-building consumer events we can help you coordinate:

- Anniversary sales
- Grand openings
- Tent sales/truckload sales/parking lot events
- Holiday sampling events
- Family fun activities
- Radio remotes

Ethnic Marketing Events
Take advantage of the opportunity to gain new customers and increase loyalty to your store by participating in some of the biggest, most innovative and successful grassroots ethnic marketing events in the nation.

- Family Music Festivals
  To celebrate Cinco de Mayo and Fiestas Patrias, Unified and our participating retailers and suppliers annually host two huge celebrations at Whittier Narrows Regional Park in Los Angeles County. These day-long celebrations feature Latin Grammy award-winning artists, product sampling, games, prizes and the most authentic Mexican food this side of the border. More than 300,000 attendees of these events obtain their free tickets only at participating Unified retail stores.

- Health Fairs
  Unified also hosts numerous store-front events called Feria del Mercado y de la Salud at which free health screenings are offered in a fun, festive atmosphere. These family-friendly events also offer nutrition information, entertainment, prizes and product sampling. Ferias provide terrific opportunities to conduct consumer research, distribute coupons or highlight your store’s commitment to health and wellness. Ferias take place from April through November throughout Unified’s marketing areas.

To supplement your health and wellness efforts, Unified offers a bilingual (English/Spanish) health brochure and recipe card spinner rack program under our “Healthy Solutions” banner. This valuable information is free to consumers and generates significant incremental sales for retailers.
Community Relations and Media Support

A great press release, sent to the right people, can create significant awareness and interest in your store or special event. Whether it's drafting a release to the media, creating a billboard (static or trailer) campaign or developing a radio spot and booking the broadcast flights, and more, Unified's communications professionals and our agency partners can help you create the “public face” you need to attract consumers and drive sales.

U-Web Website and Mobile App Solutions

Unified Grocers has partnered with Webstop to offer retailers customized store websites, which include a robust package of online features, at a fraction of the cost of standard web development. Retailers are able to provide their shoppers a broad range of online services and personalized consumer content that brings extra value to their online and in-store shopping experiences.

A key benefit of the U-Web program is a full featured mobile web app that is compatible with modern smart phones, e.g., iPhone, Android and Blackberry. The app provides a seamless shopper experience between the website and shoppers’ smart phones, meaning customers have access to all of your website’s digital shopping tools in the palm of their hand.

Catalina Marketing

Catalina Marketing brings customers back to your store through a targeted coupon and promotional message delivery system that provides an array of manufacturers’ coupons and promotional messages to the consumer at the conclusion of their transaction. Catalina allows store operators to take advantage of the power of syndication as thousands of offers from CPG companies are delivered to their store at no cost to the retailer. Its complete system of PC, printer and database access is designed to enable retailers to:

- Drive sales volume
- Increase shopping trips
- View customer transactions
- Create consumer incentive programs
- Retain best customers

Some of the many features that U-Web offers shoppers online and through a mobile web app include:

- Personalized online accounts
- Interactive shopping lists
- Email notification of specials
- Online advertising flyers
- A 5,000 recipe database

Unified can also provide assistance with special mobile technology projects and promotions through our partnerships with other experts in the mobile marketing field.

National At-Shelf Programs

Including at-shelf advertising and timely promotional vehicles in your marketing mix are great ways to drive unplanned purchases.

Typical programs require no store labor. These consumer-focused promotions are installed and maintained by a field force that is specially trained to execute the various programs. Services include shelf advertising, coupons and rebates, floor advertising, recipes and sweepstakes. Ask us about additional tools to increase your sales today.

Loyalty Marketing

Today’s consumers are inundated with promotional messages and are constantly being pursued by countless competitors. Loyalty marketing can help you keep your customers’ attention, time and dollars.

Building customer loyalty using real insights and loyalty marketing strategies will help you cultivate stronger relationships with your store’s shoppers. This means your store stands out, your message motivates action and your bottom line benefits. Contact your Unified Retail Support Services staff to discuss this important piece of your business and to determine the loyalty marketing program that is right for you.
In-Store Music and Messaging
Unified’s buying power has enabled us to negotiate a preferred rate with Muzak to provide in-store music at a very affordable cost. In addition, retailers can participate in our In-Store Broadcasting Network. This program inserts pre-screened vendor advertising messages throughout the day’s music, which helps enhance store sales while reducing Muzak costs through a revenue sharing program.

DVD Kiosks
On-the-go consumers increasingly demand convenience when it comes to getting their entertainment. Industry analysts say that 60 percent of DVD renters are interested in using a self-service kiosk. Give your community one more reason to visit your store with the convenience and broad movie selection offered by a DVD kiosk program.

Blackhawk Gift Cards
Research shows that carrying gift cards adds an additional five store visits per year and more than $17 per visit of non-gift card purchases. You can directly compete with the chains by offering the same gift card program that they offer. With the benefit of a no-cost inventory program, gift cards have proven to be among the most preferred gifts.

Coupon Clearing
Unified allows retailers to enjoy the benefits of coupons without the hassles of coupon clearing. When you participate in our coupon clearing program, your coupon credit will automatically appear on your Unified Grocers statement just by following these four simple steps:

- Pack up the coupons
- Enclose the invoice agreement
- Apply a mailing label to the package
- Ship to Unified Grocers. It’s just that easy!

Mystery Shop and Customer Feedback Services
We offer Mystery Shop and Customer Feedback services to help retailers raise and maintain the highest possible levels of customer satisfaction in their stores. As part of the program, professional store evaluators (mystery shoppers) visit a retailer’s location and conduct thorough evaluations from a customer’s perspective without identifying themselves to store personnel. Survey results are provided online generally within 24 to 48 hours of the visit, so retailers are able to instantly address and improve their store’s performance.

Market Research and Business Planning
We can help potential and current retailers develop effective strategic and tactical plans for locating and growing their business. Our market and consumer research resources will help you understand your market area and identify how to gain loyal customers and create a sustainable competitive advantage.

Our services include consumer surveys, demographic research, marketing and media information, natural/organic/specialty market insights, and much more. Our professional resources include national companies like SIRS (Service Industry Research Systems), as well as local partners such as Seattle-based Hambleton Resources.

We also utilize ethnic research specialists, like New American Dimensions, who can help you understand your customer — in any language. Unified employs experienced consumer research professionals who can help set up the ideal research project based on your unique needs.

MSI Inventory Service
Since 1969, MSI has grown to be one of the largest independent inventory services in the nation. Their goal is to save their customers time and money by delivering accurate, unbiased inventory results.

- Special pricing for Unified members
- Establish reliability for financial reporting
- Help control shrink
- Improve stock order control
- Advanced technology data capture process
- Fast and efficient

Regularly scheduled inventories can help you get a better handle on your overall operations and financials, resulting in a healthier bottom line.
Retail Pricing

Customers of Unified Retail Pricing Services (URPS) can take comfort in knowing the items on their store’s shelves are priced right for their marketplace. URPS offers retailers rules based regional pricing that is based on the lead competitive target, while maintaining family group and private label to national brand gap relationships. Our pricing is delivered to retailers based on their store’s specific zone settings and unique itemization.

Headquarter Support System

URPS utilizes the Retalix HQPM Headquarter Rules Based Pricing engine, and supporting Unified Retail Pricing web based applications, to support regionally specific suggested pricing zones for subscribing customers.

URPS Data Control

1. Manage data flow elements to generate regular and TPR pricing
   a. Cost and change
   b. Allowances
   c. Competitive data feeds
2. Manage data relationships for pricing consistency
   a. Regional family group management
   b. Customer custom price family price alignment
   c. Regional private label gap management including regional competition and private label to national brand penny profit analysis
3. Manage system processes and reports
   a. Export of base zones and customer specific pricing for both regular and TPR prices
   b. Zone and customer specific reports and analysis
      i. Custom zone change analysis
      ii. Weekly customer custom price activity report
      iii. Custom versus zone price comparison
      iv. Compare regional competitors

URPS Pricing Rule

1. Multiple pricing zones per region based on lead competitor for that region with plus and minus incremental zones, and zone specific rounding
2. Retails adjusted due to cost and competitive changes
3. Regionally sensitive item pricing levels
4. Price generation rules for regular, TPR and private label gap management including minimum change, rounding rules and minimum length (TPRs)
5. Rounding rules
   a. Tiered regular rounding to achieve preferred price points ($9.99 instead of $10.09)
   b. Tiered TPR rounding to achieve preferred price points (TPR retails round down to 5 and 9)
6. Regional cost and deal management support based on items available to our customers in that region
   a. Retails are adjusted and provided to retailers prior to the new cost going into effect
   b. TPRs are generated by combining various vendor deal types
      i. Off-invoice, billback and Early Pay

Retail Competitive Surveys

1. Competitive surveys are conducted by Retail Data Services in each of Unified’s primary marketing areas:
   a. Southern California
   b. Northern California
   c. Oregon
   d. Washington

Customer Specific Pricing Options

1. Store specific utilization of regional zone assignments at the department, category and sensitive list levels
   a. Department
   b. Category
      i. Sensitive list levels
      ii. Allows store to choose a more competitive zone for top sensitive items in their region
   c. Store custom price override options are also available

Whatever your store format, your competitive environment, or your unique customer base, Unified can assist in providing the analytics and options you need to stay on top of your game — and ahead of your competitors.
Consumer Insights, Schematics and Merchandising

Unified’s analytics, schematics and merchandising services and solutions are designed to give you an in-depth understanding of your customers so you can offer them exactly what they need. We provide operational advantages that will result in stronger sales and improve your bottom line.

Consumer and Marketplace Analytics

It all starts here. Who are your shoppers? What are they buying? And, more importantly, what are they looking for that you don’t carry? Our Consumer and Category Insights Team empowers retailers with insights and knowledge about their target consumers that enable them to succeed in their particular marketplace. We utilize a variety of tools and data sources to help our retailers refine their product assortment, promotions, advertising and category management strategies. Some of the resources we use include:

- Nielsen: The world’s leading marketing and media information company
- Spectra: Goes beyond basic demographics to segment, refine and target consumers
- SPINS: Unique insights into the rapidly growing natural, organic and specialty segments
- Store scan data
- Warehouse shipment information

Merchandising Services

Shopping behaviors change quickly, and store layouts, space and assortment levels must keep up with consumer needs.

Unified can assist in new store designs, remodels or resets with expert recommendations for store layout, optimum footage, proper aisle space, fixtures and category adjacencies that will drive sales and create a better organized and overall more appealing store for your customers.

When creating new layouts, reallocation of space is critical to maximizing sales. We offer complete merchandising services including:

- Store plans
- Production schedules
- Vendor call down
- Implementation
- Set and fill load coordination
- Scan verification

Center Store Initiatives (CSI)

Unified is designing a number of new programs to specifically focus on categories — such as baby, pet or paper — where the supermarket industry has experienced migration to other classes of trade. We identify the category opportunity; conduct consumer research; determine the appropriate itemization, space allocation and pricing; develop creative, engaging point-of-sale materials; and design an exciting promotional campaign.

Let Unified help you keep these valuable shoppers in your store.

Shelf Schematics

Our schematic program, based on our comprehensive consumer data analysis process, is among the best in the industry. Using the latest technology, we are able to offer customized solutions to help retailers of all sizes and formats determine the most efficient item assortment for winning new customers and maximizing profitable sales.

We offer schematics that provide the right product assortment to meet all market needs. Whether your store format is ethnic/price impact, mainstream/conventional, or metropolitan/upscale, our schematic experts will help you determine the best merchandising strategies to satify your shoppers.
More ways to ... save on necessities

Store Supplies

When you make Unified Grocers your one-stop-shop for store supplies, you can be sure your retail teams will always have the supplies they need, when they need them and at a cost that fits your budget. By consolidating purchases and participating with industry consortiums, Unified is able to offer store supplies that meet today’s retailers’ needs at a very low cost.

Expanded Inventory

We are continuously expanding our inventory and researching the latest products to help ensure your business has the right supplies to run smoothly every day. Our user-friendly order guide is frequently updated with new and additional items, which range from everyday essentials to the hard-to-find and custom made. Some of those items include:

- Bags (kraft, plastic, reusable, wet pack, custom printed)
- Cups and containers (paper, plastic, carryout, custom printed)
- Janitorial and maintenance supplies
- Register tape and office supplies
- Floor mats and display materials
- Cutlery and deli supplies

Environmentally-Friendly Supplies

As concern for the health of our planet continues to greatly influence consumers’ shopping decisions, we can help all areas of your retail operation stay in step with their desires to support earth-sustaining practices. Our environmentally-friendly supplies include:

- Compostable packaging
- Paper products made from recycled materials
- Biodegradable trash bags
- Green cleaning supplies

Frequent Deliveries

Orders for supplies are merged at each of our distribution centers and shipped with your regular orders.

Emergency Service

Unified offers emergency contact information for quick ordering of unexpectedly short supplies.

Monthly Promotions

We keep you informed of supply specials and offer deals on different supply items every month.

Telxon/Interactive Ordering

We make ordering supplies convenient and efficient with our easy-to-use electronic ordering systems. Store personnel simply use the electronic ordering procedures they use every day to order product from Unified.

Customized Order Guides

You select the items you want your departments to order. By locking out items, you better manage itemization, inventory levels and supply expense.

Customer Benefits

We leverage our buying power over four regions so you get the best possible prices. Choose from the largest selection of goods and manufacturers from Bunzl’s global sourcing and procurement.

Shouldn’t you choose Unified as your supply partner?
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