



WINNING IN RETAIL:

A CONSUMER-DRIVEN ROADMAP FOR CPG BRANDS

Jekyll+Hyde
LABS

Walking in Your Consumer's Shoes

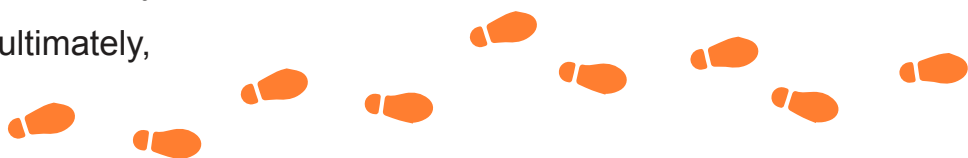


Imagine this: It's a busy Saturday afternoon. Sarah, a mother of two, is rushing through the aisles of her local Walmart, her shopping list crumpled in one hand, her phone in the other. She's scrolling through a recipe she saw on Instagram last night—one that featured a new kind of pasta sauce she had never tried before. The name sounds familiar. She thinks she saw an ad for it last week while watching her favorite cooking show, but she's not sure.



As she moves down the sauce aisle, she spots it. But then hesitation sets in. **Should she trust it? Is it worth trying?** She glances at the other options—the brands she's been buying for years. Without a strong enough reason to choose something new, Sarah sticks with what she knows. And just like that, an opportunity for a brand to win a new customer is lost.

This moment—the moment of hesitation—is where brands either win or lose. And it happens thousands of times a day across retailers nationwide. The good news? **You can influence these moments.** This guide will walk you through the consumer's journey: how they become aware of your brand, how they decide to trust it, and ultimately, how they choose to buy it.



Understanding the Consumer Journey: The Road to Retail Success

Every purchase decision starts long before a shopper reaches the store. Let's walk through the journey together:

Step 1: Awareness – The First Introduction

It starts subtly. Maybe Sarah saw your brand in a TV Commercial, an Instagram ad, or a YouTube recipe tutorial. Maybe a friend mentioned it. She isn't ready to buy yet, but the name sticks in her mind.

Key Statistic: 62% of shoppers research products online before purchasing in-store, showing that a cohesive mass media and digital presence plays a HUGE role in retail success – you need both for optimal success.

Step 2: Consideration – The Research Phase

A few days later, Sarah's at home planning meals for the week. She looks up a recipe and comes across your brand again—this time in a blog or online review. Maybe she even clicks on your site or watches a short product video. She's intrigued, but will she remember your product when she's in the store?

Key Statistic: 46% of consumers who engage with a brand on social media are more likely to purchase it in-store within the next month.

Step 3: Decision – The Critical Moment of Evaluation in Aisle

This is it—the moment that makes or breaks a sale. Sarah sees your product on the shelf. She scans the packaging, looking for a sign that this is the right choice. A price promotion, a bold claim, or an in-store display could be the nudge she needs.

Key Statistic: Brands that execute strong in-store promotions see an average sales lift of 18%, proving that retail execution drives conversions.

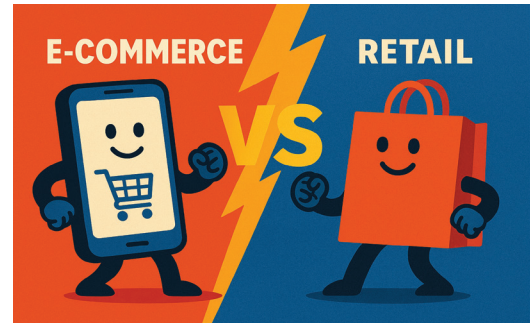


If your brand has done the work—showing up on TV, online, providing social proof, and standing out on the shelf—you've won her over.

She adds your product to her cart.

Retail vs. eCommerce: A Symbiotic Relationship

There's a myth that eCommerce and retail are competitors. But in reality, they feed each other. Consumers don't just buy online or in-store—they do both, often in combination.



Key Statistic: 78% of total CPG purchases still happen in physical stores, despite online sales growing at an annual rate of 14%.

Key Statistic: Grocery and household essentials maintain over 80% retail market share, while beauty and electronics have seen a 20% shift toward eCommerce.

Winning brands don't choose between online and retail. They **create a seamless experience between the two**—using mass media and digital channels to drive in-store purchases, and in-store presence to reinforce online sales.



Winning at the Shelf: Making Your Brand the Obvious Choice

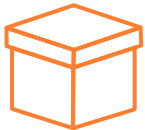


When Sarah reaches for a product, what makes her choose yours?

Let's break it down:



Visibility & Placement: If she doesn't see your product, it doesn't exist. Strategic shelf placement, aisle signage, and secondary displays make all the difference.



Packaging & Messaging: Your packaging has seconds to communicate value. Is it clear why your product is better? Does it speak to her needs?



Trust & Familiarity: If she's seen your brand on TV, online, heard about it from a friend, or read positive reviews, she'll feel more confident in her choice.

Key Statistic: 90% of purchase decisions are made subconsciously, meaning that a strong, repeated presence builds trust over time.

How Brands Can Win: A Consumer-First Strategy

Step 1: Omnichannel & Retail Media Synergy

- **Use mass media, like TV**, to reach large audiences, build credibility for the brand, and create emotional connections with the consumers.
- **Use social media and influencer marketing** to nurture the customer's research process and build familiarity with your brand before they step into the store.
- **Invest in retailer media networks** like Walmart Connect and Target Roundel to meet shoppers at the moment of purchase.

Step 2: In-Store Activation & Promotions

- **Geo-target shoppers near retail locations** to drive foot traffic.
- **Strategically run in-store promotions** to give shoppers a reason to buy your product today, not later.

Step 3: Seamless Brand Experience

- **Ensure messaging is consistent** across TV, online ads, social media, and in-store displays.
 - Create a **retail-to-online feedback loop**, where shoppers who discover your brand in-store are guided to follow and engage online.
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Real-World Win: Case Study



Driving Awareness & Retail Growth

Challenge:

Expanding national retail footprint with limited brand awareness.

Strategy:

Used TV, radio, and digital ads featuring trusted endorsements to build familiarity.

Result:

30% increase in unaided brand awareness, \$100 Million in revenue, and 9% YoY sales growth.



Final Thoughts: Putting It All Together



Winning in retail is about **understanding the customer's journey and meeting them at every step**. It's about guiding them from digital discovery to in-store decision-making, removing barriers, and creating a brand experience they trust.

Sarah, our busy, distracted shopper isn't just one person, she's millions of consumers making split-second choices every day. And the brands that show up, stand out, and make the choice easy are the ones that win.

Let's Build Your Retail Success Plan Together Jekyll + Hyde Labs specializes in **CPG retail growth strategies** that drive sell-through and long-term success.



At Jekyll + Hyde Labs, we live and breathe consumer packaged goods.



No advertising agency in America has the depth of knowledge or the connections within the industry that we do. We love entrepreneurs and want to help every brand succeed.

If you think you could benefit from learning more about us and what we can do for you, please reach out.

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The CPG Insiders Podcast brings the insights and expertise that Jekyll + Hyde has gained and leveraged across more than two decades in the advertising business, becoming the top agency in the country for CPG challenger brands. The show offers useful perspectives on creative and media strategies, product packaging, retailer needs, trends, traps to avoid and more about what it truly takes to succeed at retail.



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