



# Cool New Products Branding Strategy

November 2022

# Challenge #1

The CNP brand is not driven by the needs of buyers.

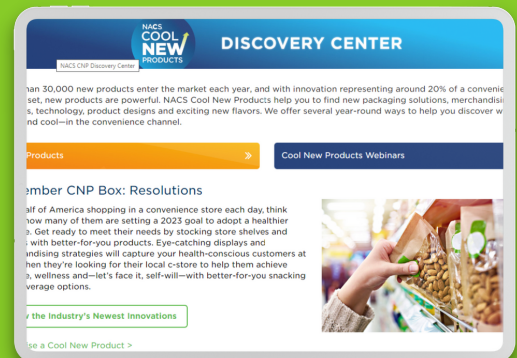
## Proposed Solutions

### Define the Primary Audience

- CNP should be driven by our members' needs, not revenue
- Strengthen connection to category managers/decision makers
- Gather more data on roles and responsibilities within retail organizations

### Redefine the CNP Brand Based on Quality vs. Quantity

- Products deemed "new" should be relevant to the audience
- Establish council to verify we are delivering products buyers want to see
- Create internal team tasked with new product discovery (research, attend tradeshows)
- Enforce threshold for newness



# Define the Audience

Who are they and what do they need?



## C, D & E Retailers

Large, established retailers;  
industry leaders



## Roles

Category Managers,  
Marketing, Merchandising.



## Characteristics

Seeking new products, companies,  
trends  
Time is valuable  
Info gatherers  
Group decision making

**Goal : To Gain an Edge**

## Define the Brand

**NACS Cool New Products delivers verified, research-backed new products and trends year-round to help your company gain a competitive edge.**

- NACS is an extension of your team
- Curate items based on trends so you do not have to
- Provide quick actionable tips and data about categories/products
- Provide a platform to meet with the newest players in the channel
- Always asking for your feedback – how can we improve

# Challenge #2

The CNP brand is disjointed and incohesive.

## Proposed Solution

### Communicate the CNP Journey

- Educate buyers on the CNP solutions and how they can use them in sequence
- Speak to both retailers (and suppliers) from their perspective, in one voice
- Develop cohesive brand marketing plan that is driven by digital and social media
- Deliver new and dynamic products through new and dynamic media platforms
- Establish continued connection through CNP product feedback loops, events and social media



**NACS COOL NEW PRODUCTS** **SPOTLIGHT**

**HUNT BROTHERS PIZZA**

**WHY HUNT BROTHERS PIZZA?**

**A BRANDED PROGRAM MAXIMIZES PROFITS.**

**Why get Hunt Brothers Pizza?**

- Profit margins up to 50%
- No franchise or royalty fees
- Free marketing
- Who doesn't like pizza?

[LEARN MORE](#)

**HUNT BROTHERS PIZZA**   

© 2022 HUNT BROTHERS PIZZA, LLC. ALL RIGHTS RESERVED.



# Communicate the Buyer's Journey



Explain the cyclical journey of engagement with NACS Cool New Products tools, resources and events.



## AWARENESS

Discovery Center, Spotlight ads and NACS Magazine reach a large, diverse audience

- Gathering information
- Casually searching for solutions and solution providers
- Connect with suppliers for more info



## CONSIDERATION

Buyers have identified specific products or categories they would like to learn more about.

- Themed Innovations Boxes provide samples and category data
- Have exploratory meetings with suppliers in a NACS "controlled" environment with Convenience Catalyst



## PURCHASE & ADVOCACY

NACS Show is a platform to make final decisions or begin the next cycle of discovery

- CNP Room and CNP Bag provide supplemental or new information
- NEA concentrates new companies and products in one area
- Buying teams can meet face to face with potential partners

# Create a Cohesive Brand

## Connect the dots between products

CNP Products are critical cross-promotional vehicles for other CNP products and help retailers understand the journey.

More important is the collection of feedback and data. Information about our primary audience and their thoughts/needs are critical to the growth and refinement of the CNP brand. NACS should build these feedback loops into all CNP products.

 Feedback or Data Collected



Marketing Sources	Discovery Center	NACS Magazine	Innovations Boxes	Catalyst Meetings	Preview Room	CNP Bag NACS Show	CNP Bag Other Events
Discovery Center		x	x	x			x
NACS Magazine	x			x	x	x	
Innovations Boxes	x		x	x			
Catalyst Meetings	x		x				
Preview Room	x	x	x			x	
CNP Bag - NACS Show	x	x	x		x		x
CNP Bag - Other Events						x	
Social Media	x	x	x	x	x	x	x
c.org/nacsshow.com	x	x		x	x	x	
CNP Monthly Emails	x	x	x	x			
CatMan	x	x	x	x			
Direct Mail	x	x	x				
Email Campaign	x		x	x	x		x
Show Directory			x		x	x	

# Next Steps



## Retailers

- **Develop comprehensive, retailer focused CNP marketing plan**
- **Establish channels for identifying, evaluating and researching new products**
  - CNP Council
  - Internal team
- **Examine all CNP branded products to ensure:**
  - Targeted to primary audience
  - Relevant and researched
  - Feedback channels established
- **Research future opportunities to expand the brand**
  - Consider moving to a more dynamic e-commerce platform
  - Subscription models
  - Cutting-edge ways to communicate new products

## Suppliers

- **New/Prospective member sales campaign**
  - Primary sales targets
  - Prospect shows, brokers
- **Review and refine CNP products and packages**
  - A la carte options
  - Reasonably priced for small companies
- **Distinguish between Cool New Products and other advertising products**
  - Revamp CNP products page
  - Outline "Supplier Journey"
- **Work toward centralized purchasing**
  - Reduce customer confusion
  - One portal for purchases (MYS)
  - Shopping cart vs IO
- **Streamline submission process**
  - Automate where possible (Send My Ad)
  - Consider single sales contact

# Measuring Success

Success can be measured gradually as we make adjustments to communication, feedback collection and implementation. Ultimately, if the right retailers are engaged, suppliers will want to invest more of their advertising dollars with NACS.



Create seamless feedback loops to gain insights on the retailers engaging with us



Use learnings to build better offerings and/or add new CNP offerings, identify trends and patterns



Buyers become advocates for the CNP (and NACS) brand



Deeper engagement of individual buyers or companies with other NACS products, services, events



CNP suppliers receive higher quality leads and invest more ad dollars in CNP products