



Middle Income Shopper PHASE 5 — PUSH Concept

July 2013 | v07



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CONCEPT



EVERYDAY AMAZING PRICES!

Original



EAP with added "S"



EMAIL QUESTION:

Did you change the relationship size of "Amazing!" to "Prices" or "Price" on the other touch points?
Still looks like it should be larger.

Proportion was slightly visually altered to keep balance between "Amazing" and "Price" when adding extra character. "Prices" snipe is 12.5% wider than "Price" snipe. Other adjustments will be required to accommodate other applications.







EMAIL REQUEST: I think “Amazing!” has to be bigger in the windows (above and below).

In order to display a larger logo on the lower windows, a larger window graphic must be suggested.

Upper windows will only allow broken graphics from window-to-window, which may not read well from the street level. The graphic is vertically cropped when enlarged. The rendering shows the snipe at it's largest size, while maintaining a degree of readability.



EMAIL REQUEST: I think "Amazing!" has to be bigger in the windows (above and below).

In order to display a larger logo on the lower windows, a larger window graphic must be suggested.



EMAIL REQUEST: Some of the end caps should show "Sale" and some "EAP" on the store overview page.



Navigation 1st Level ▾



Navigation 2nd Level ▾



Double-sided Aisle Navigators ▾



End Cap Header With Inserts ▾



New Requested Version ▾



Requested Version ▾



End Cap Header Back ▾



EMAIL REQUEST:
The back side of the end cap with EAP should be plural.

*Email sent by Michael Mencil,
Friday, July 26, 2013 3:35 PM*

EMAIL REQUEST:
The front side of the end cap with EAP needs to match the wall. White background, colored EAP.

*Email sent by Michael Mencil,
Friday, July 26, 2013 3:35 PM*

EMAIL QUESTION:
Should "EAP" on EC insert should have a white background instead of red?

Text sized proportionally to original snipe on Requested version. "Amazing" loses impact at this size. Sign readability should be based on a "point-of-purchase" level (0 - 3ft). Therefore, Pratt suggests orange/white version will work best, because maintains orange relevancy at this level.

"EAP" strip insert looks different from what we reviewed at the store; eliminate the dots in this strip; Need copy like what I reviewed but make "everyday" and "price" same font and size. Make sure it reads against the red background but do not change to white font."
*Email sent by Michael Mencil,
Friday, June 21, 2013 8:46 AM*

Perimeter Wall Department Navigation ▼



Checkout sign will be a rigid substrate hung over checkout counter ▼



Front



Back

Cart Corral Sign ▼



Price Check Sign ▼



KVI Blade Concepts

Power Wings ►



EMAIL REQUEST:
Remove the Power Wing sign without the EAP copy. Just show the one.

CONCEPT 
EVERYDAY AMAZING PRICES!
v02

EMAIL QUESTION:

For EAP we wanted to see an option where "Amazing!" was the largest in hierarchy, followed by "prices" or "price" and lastly "everyday".

EAP with added "S"

EVERYDAY
Amazing!
PRICE

EVERYDAY
Amazing!
PRICES









Navigation 1st Level ▾



Navigation 2nd Level ▾



Double-sided Aisle Navigators ▾



End Cap Header With Inserts ▾



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End Cap Header Back ▾



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Checkout sign will be a rigid substrate hung over checkout counter ▼



Front



Back

Power Wings ▶

Cart Corral Sign ▼



Price Check Sign ▼



KVI Blade Concepts



2-Sided Door Decal Detail ▼



Shroud Numbers ▼



Security Pedestal Sign ▼



Store Hours ▼

STORE HOURS

MONDAY	to	
TUESDAY	to	
WEDNESDAY	to	
THURSDAY	to	
FRIDAY	to	
SATURDAY	to	
SUNDAY	to	

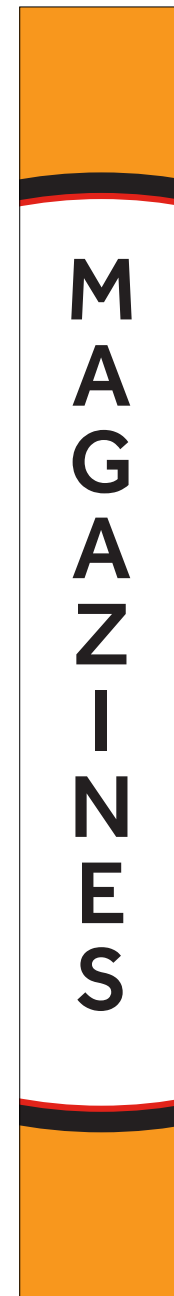
We Proudly Accept:

BUYING CIGARETTES FOR MINORS COULD COST YOU. IT'S NOT JUST WORDS. IT'S ENGLISH.

Under 18 No Tobacco

We Card





Black
Concept Label



Modified
Current Label



seasonal

STARTING AT \$1

humor birthday

STARTING AT \$1

juvenile birthday

STARTING AT \$1

get well

2 FOR \$1

sympathy

2 FOR \$1

thank you

2 FOR \$1