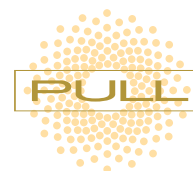




Food Lion / Bloom Markets

We created a new brand for a new way
to buy groceries and business is blooming.

When you have influence you have



influence by design

Overview

After many years of fine-tuning a low price strategy for grocery retailing, Food Lion recognized the competitive threat to its core business by several non-traditional grocery discounters entering its markets. As a result, Food Lion developed Bloom– a consumer centric grocery retailing concept that provided the target customer segment with a more enjoyable, hassle-free shopping experience with higher value food selections.

Challenge

Competing for the consumer's grocery dollar was fast becoming a zero sum game. Food Lion determined it needed to connect with a new customer segment who valued convenience, greater quality and selection over price considerations. To attract these customers, Food Lion recognized that, not only was a new retail brand necessary, more importantly, the store environment needed to feature methods for integrating the latest technologies and best practices in grocery retailing.

Solution

PULL was asked to create an entirely new grocery brand from start to finish. We consulted with the client team on brand positioning, naming and visual identity development. To bring this new concept to life, we provided the store development team with a comprehensive solution for store decor and design, facility signage, in-store merchandising and way-finding. Additionally, we created the market launch communications platform for brand launch and grand openings of the first Bloom Markets.

Outcome

Since opening the first store in 2004 to rave reviews, 38 more stores have been added and now business is blooming.

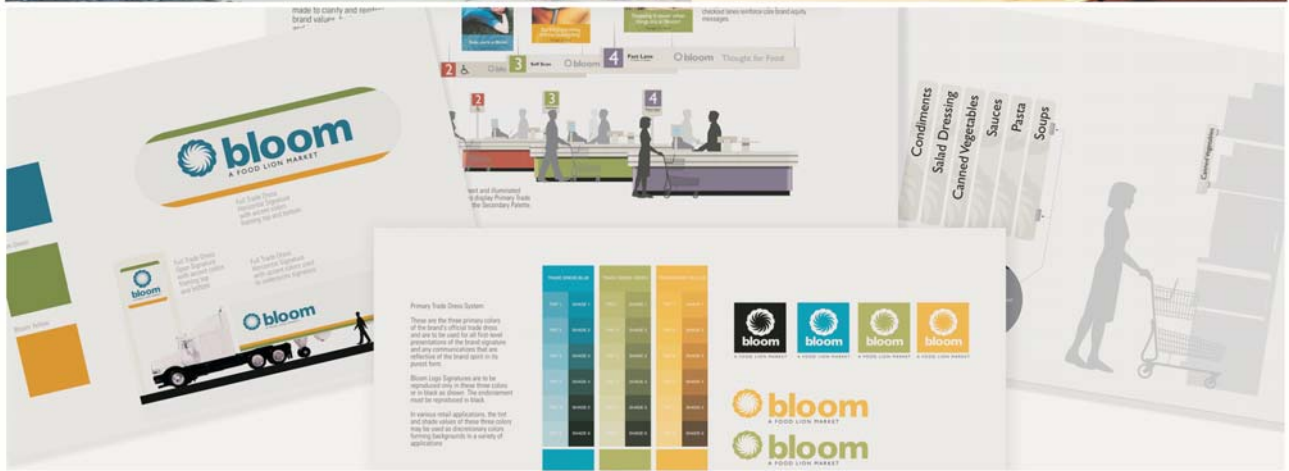
Strategic Services

- brand positioning
- naming
- brand identity development

Creative Services

- identity design
- design management
- retail design
- launch communications

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HOW WILL YOU **influence** YOUR CUSTOMERS?

PULL is a brand development, design and communications consultancy specializing in enterprise strategy, corporate and brand identity, retail design, branded environment design and integrated marketing communications. We work with our clients to create more pull and influence in their brand building initiatives, connecting customers into a two-way conversation. If you would like to learn more about our work, please visit our site, or contact Thomson Dawson tdawson@pullinc.com



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