

Retailers Pushing Own Products

A roundup of recent private-label and exclusive activity across channels

More info at

PATH TO PURCHASE
INSTITUTE
p2pi.org

By Institute Staff

Ahold USA launched private label Always My Baby in late 2015 with a line of diapers, training pants and wipes, replacing its Cottontails baby-care line. The products earned secondary merchandising on case stacks and dump bins, while aisle violators introduced “our newest arrival.” Multiple Twitter and Facebook updates as well as videos on chain YouTube channels supported the launch.

Earlier, the retailer also introduced a Stop & Shop/Giant store-brand laundry detergent positioned as a less-expensive equal to Procter & Gamble's Tide. The store-brand detergent is stocked on racks bearing a “cleans like Tide, costs much less” message. It is packaged in bottles that employ a shape and colors that are very similar to Tide. Circular features supported the launch.

Unlike its Northeastern rival, ShopRite, Ahold does not shy away from running campaigns that pit its private-label items against national brands. The retailer periodically runs an aggressive “Buy Theirs, Get Ours Free” program, which offers shoppers who buy certain national-brand products free store-brand equivalents. It remains to be seen if P&G, which has a history of filing infringement lawsuits, will take note.

Meanwhile, **Target** last fall expanded its partnership with **Beekman 1802** to bring more small-farm products to stores. The exclusive Beekman 1802 Farm Pantry line spans 48 products including granola, pie filling, soups, sauces, baking mixes, salad dressings and salsa.

The products rolled out to 900 Target stores in November and hit all full-grocery locations this January. They are merchandised on dedicated endcaps outfitted with a header, shelf blocker and shelf strip pledging up to 25% of profits to small American farms.

The deal between the mega-retailer and Beekman 1802 founders – media celebrities and small-farm advocates Josh Kilmer-Purcell and Brent Ridge – shows the

shift Target is making in the way it approaches its supply chain as it works to add more local and natural products to its assortment. The duo first partnered with Target last year on just one product: “Mortgage Lifter” tomato sauce. The success of that launch paved the way for the growth of the entire line of small-farm items.

In the consumer electronics channel, **Best Buy** teamed with Twin Cities neighbor **Caribou Coffee** to launch an exclusive line of coffee brewing equipment under the retailer's Insignia private label.

The five products in the initial collection “combine the Caribou coffee shop experience with the quality of Best Buy's Insignia brand,” the retailer said in a media release. The line spans an eight-cup and six-cup pour-

holiday-themed gondolas positioned near checkout.

Both lines received support from posts on the retailer's “Petco Community” blog, social media updates and home page display ads on Petco.com linking to respective brand showcases. Store grooming salons also offered an accessory from one of the lines as a service add-on.

The retailer also leveraged its exclusive licensing deal with **Walt Disney Co.'s** Lucasfilm Ltd. to introduce new rounds of pet toys and apparel items last May, August and September, as well as pet beds and accessories in January 2016. Facebook and Twitter updates, an email blast and a home page banner ad linking to a “Star Wars” e-commerce showcase within Petco.com supported. In stores, the items earned secondary merchandising on gondolas.



over coffee maker, a French press, clear double-wall mugs and a stainless steel kettle. Each SKU is priced less than \$40.

The items hit shelves at nearly 400 of Best Buy's 1,000-some stores as well as BestBuy.com in November and are expected to begin rolling out to Caribou Coffee stores this spring. The partners plan to expand the line in the future.

Petco has been leading activity in the pet channel. Last November, the retailer launched both a limited-edition Harajuku Lovers by Gwen Stefani line comprising 30 SKUs priced between \$5 and \$20 as well as a 13-item Dr. Seuss Pet Fans Collection developed through a partnership with **Dr. Seuss Enterprises** and priced from \$5 to \$10. At launch, the SKUs were merchandised on

Additionally, Petco added to its lineup of exclusive edibles last October with the launch of **True Science's** Vera premium dog treats. Made without artificial flavors, animal by-products, GMOs, wheat or corn, the treats boast meat from animals that haven't been treated with antibiotics or hormones. Priced from \$12.99 to \$19.99, the 12- and 22-ounce package designs incorporate butcher paper and twine to give the impression of deli-fresh meat. At launch, holiday-themed headers on endcaps merchandising the brand promoted it as “new” and offered Pals Rewards loyalty cardholders 15% off.

In the drug channel, **Walgreens** in late 2015 officially launched its Infinite brand of mobile accessories and consumer electronics. The line offers more than 100 items across multiple categories.

Editorial Index Companies named in the editorial columns of this issue are listed below.

4Info	63	Campbell Soup Co.	65	Diageo.....	64	Jack Link's.....	12	Millward Brown.....	6	Procter & Gamble	9	Sundial Brands.....	9
Acme	66	Caribou Coffee	70	Digimarc.....	6	Jewel-Osco.....	65	Mintel	67	RB.....	65	Target	1, 62, 64, 70
Ahold USA.....	70	Carlyle Group, The.....	6	Domino's Pizza.....	63	Johnson & Johnson.....	1, 9	Mobeam	63	RF-Binder	10	True Science	70
Albertsons	8	Catapult	8	Dr. Seuss Enterprises.....	70	Kantar Shopcom	63	Mondelez International	64	Rise Interactive	6	Unilever.....	9, 68
Allrecipes.com.....	6, 12	Conveo Packaging.....	6	Effie Worldwide.....	1	Kellogg Co.	66	Nestle Purina	64	RSi	1	Verizon	62
Anheuser-Busch	65	Checkout 51	63	Flic	63	Keurig Green Mountain	64	News America Marketing.....	63	Sargento Foods	68	Vons.....	65
Array	6	Clavis Insight	6	Frontier Co-Op.....	68	Kmart	63	Nsight Connect	10	Shaw's	64	Wakefern	9
Avery Products.....	61	Coca-Cola Co.....	64	Gemmy Industries.....	66	Kraft Heinz Co.	8, 64, 65	Office Depot.....	66	Shaws	64	Walgreens.....	65, 70
Bacardi & Co.	62	Colgate-Palmolive.....	68	Giant-Carlisle.....	65	L'Oreal USA	9	OMD	10	ShopRite	65	Walmart	64
Barilla	12	ConAgra Foods.....	13	Hallmark	6	Mars Inc./Mars	57, 66	Path to Purchase	1, 4	SignArt	6	Walt Disney Co.	70
Barnes & Noble	6	Crayola	59	Hershey Co.	14	Chocolate	57, 66	Institute	1, 4	SimpleRelevance.....	6	WestRock Co.	6
Beekman 1802.....	70	CrowdTap	10	Home Depot.....	66	Medialets	6	Petco	70	Spindle Inc.	63	WSL Strategic Retail	9
Best Buy	70	CVS/pharmacy.....	66	J.M. Smucker Co.....	13	Menasha.....	1	Possible.....	13	Starcom.....	8	Zocalo	10