

Building a Brand in the Online Grocery Industry

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Agenda

- How I got into groceries
- Brand development
- How we use data
- The future of the brand

How I Got Into Groceries



OneClick Grocery.com

The Grocery Store At Your Door

GROCERY FUNDS



PARENTS

- Learn more about Grocery Funds
- Deposit funds now

STUDENTS

- Learn more about Grocery Funds
- Email parent for deposit
- Deposit funds now



search recipes:



Recipe Summary

Difficulty: Easy
Prep Time: 20 mins
Cook Time: 0 mins
Yield: 12 servings as a side dish

[+ add to my recipe box](#)[✉ email to a friend](#)[🖨 print recipe card](#)

3x5 4x6 full

Ratings & Reviews

User Rating: No ratings★ [rate it](#)★ [review it](#)*Be the first to [review this recipe!](#)*[SUBMIT A RECIPE](#)

Recipes & More

[Recipe Home](#) > [5-15 Minute Meals](#) > Macaroni Salad

Macaroni Salad

Submitted by: Anonymous

Macaroni salad is so easy to make and is great for a side dish or just a quick meal.

Ingredients:









1 Lb. of elbow macaroni
 6 hard boiled eggs
 2 stalks of celery sticks
 1 small onion
 1 carrot
 mayonnaise
 salt & pepper

Directions:

1. Cook elbow macaroni until al dente
2. Blend hard boiled eggs
3. Chop celery sticks very small
4. Blend the onion and the carrot
5. Mix macaroni, eggs, celery, onion, and carrot with mayonnaise and salt & pepper to liking
6. Refrigerate



[My Recipe Box](#)

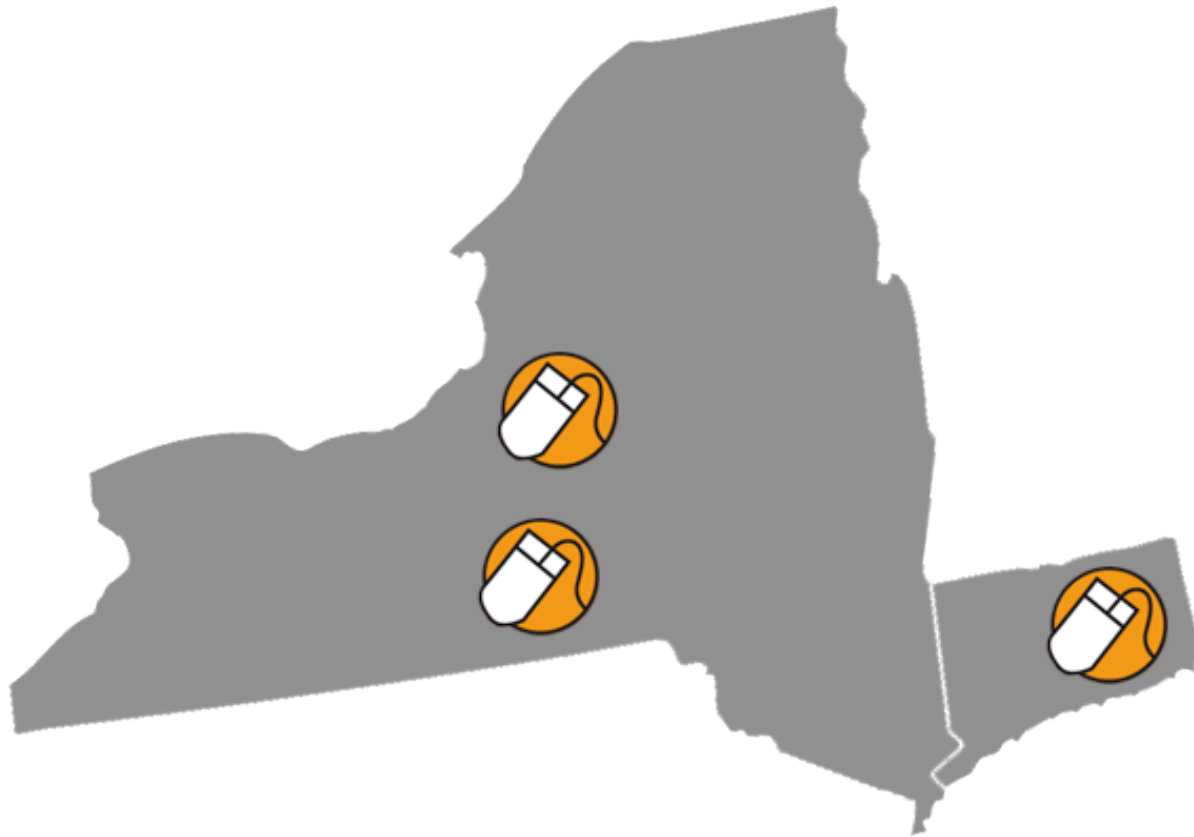
Shopping List for This Recipe:

-  Morton Salt
-  McCormick Ground Black Pepper
-  Store Brand Grade AA Large Eggs
-  Barilla Pasta Elbows
-  Celery
-  no image available Onions Cooking
-  Carrots (Baby)
-  Hellmanns Mayonnaise Squeeze

[Add Checked Items to Cart](#)

Do You Also Have:

-  Pyrex All Purpose Spatula Red
-  Hefty EZ-Foil Loaf Pan







Game Summary | Team Statistics | Individual Statistics | Scoring Summary | Play By Play

TULSA

TIMEOUTS LEFT: 0

62

00:00

BALL ON
1/46

DOWN 1

YDS TO GO 10

QTR 4

35

HAWAII

TIMEOUTS LEFT: 2

GAME CENTRAL | DRIVE SUMMARY | REDZONE STATISTICS

LAST PLAY expand

HAWAII 1ST AND 10 ON TULSA 46
End of game, clock 00:00.

SCOREBOARD

	1	2	3	4	TOTAL
TULSA	00	17	21	14	62
HAWAII	0	14	14	7	35

KEY PLAYERS expand

#06 JAKE HEUN

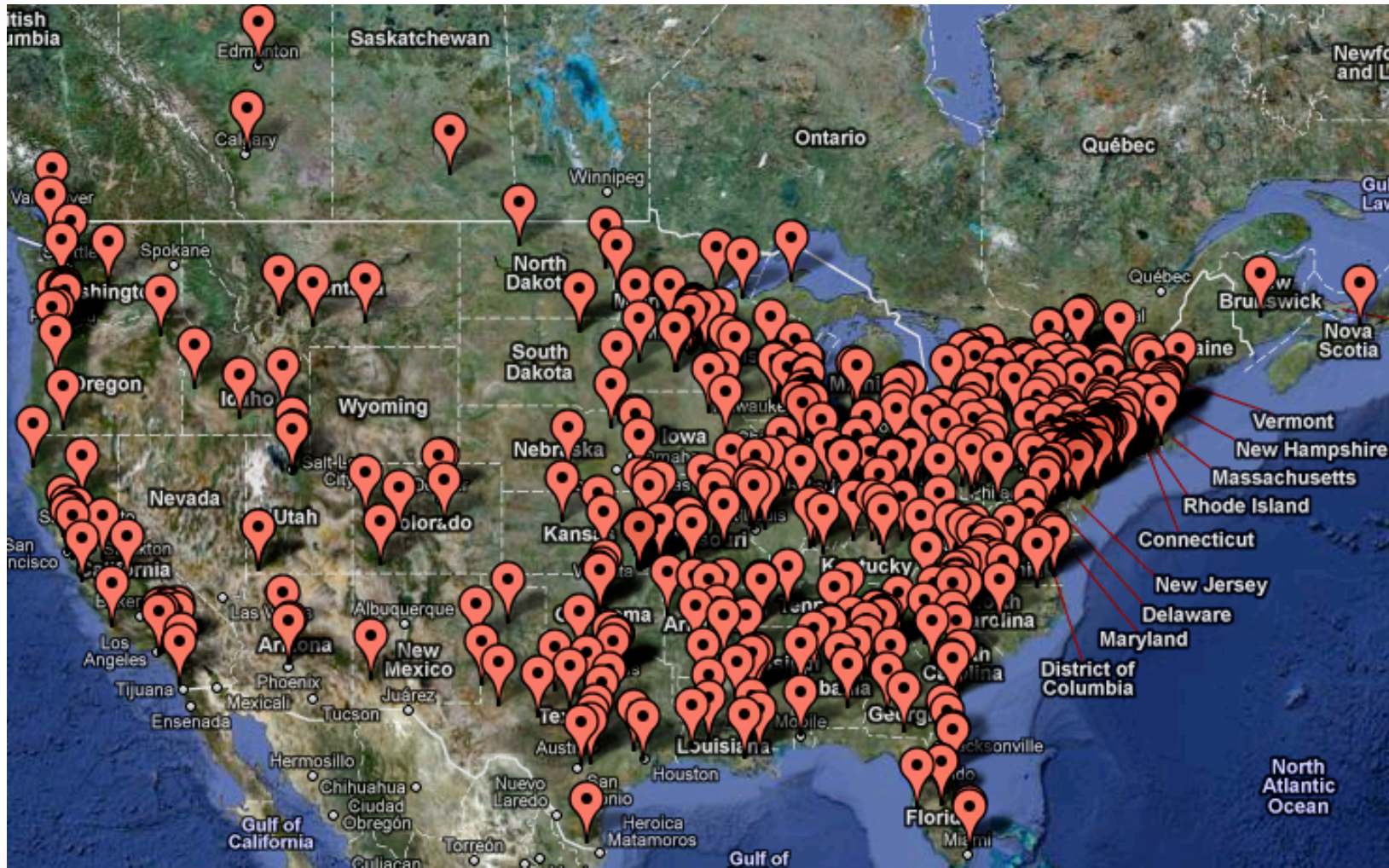
RUSHING: 2 ATT, 13 YDS, LONG: 12

#32 ARNICK, CURNELIUS

DEFENSE: 10 TACKLES, 2 SACKS, 0 FUMBLES FORCED

TEAM STATISTICS expand

523 (63 / 8.4)		500 (83 / 6.4)
343		479
188		71
18		28
26:31		33:29
4 (40)		6 (42)
1		3
6 (265 / 44.2)		6 (253 / 42.2)



FRIDGE
FILLER.COM



Your **GROCERY GETTER**
YOUR STORE, YOUR GROCERIES, YOUR DOOR



**BUSY
BUGGY**



**genie
grocery**



SKI **C**OUNTRYGROCER.COM





2006	First delivery, 6 Zip Codes
2007	7 day/week schedule
2008	34 Zip Codes, 2 shifts *
2010	103 Zip Codes

Brand Development

Grocery Shopping: the 2nd most hated chore

#1 is cleaning the bathroom.

1 ¼ hours per trip, 100 trips per year.

Shopping is fun. Hauling is not fun.



What are the consumer accepted beliefs associated with online grocery shopping?

- Expensive
- Makes them look lazy
- Selection is poor
- Quality is poor
- Like the shopping experience
- Want to touch goods themselves

Everyone **BELIEVES** grocery delivery is expensive, but does anyone actually know the price of groceries?











Brand Strategy

- Consumers believe grocery delivery is expensive, unaffordable, and it makes them look lazy.
- Consumers dread delivery fees. But if there is no fee, jaded customers look for a catch.
- We want to earn customers, not buy them.

Gopher Grocery delivers groceries for about the same price as shopping at the store.

Target Segments



**GOT GROCERIES?
GET DELIVERY.
JUST \$2!**

**GOT GROCERIES?
GET DELIVERY.
JUST \$2!**



**GOPHER
GROCERY
.COM**

START SHOPPING
www.GopherGrocery.com

**Our Prices
Compare to
Cub Foods
(See Other Side)**




SAMPLE ORDER
Start Shopping at www.GopherGrocery.com

	Gopher Grocery	Cub Foods <i>(Kushwood)</i>	Simon Delivers
Kraft American Cheese Singles - 24 ct	\$3.99	\$4.09	\$4.39
Post Honeycomb Cereal - 14.5 oz box	\$2.99	\$3.09	\$3.59
Quaker Old Fashioned Oatmeal - 42 oz can	\$3.49	\$3.25	\$3.55
Skim Milk - 1 gallon	\$2.99	\$3.39	\$3.69
Totino's Pepperoni Pizza - 10 oz	\$1.59	\$1.69	\$1.75
Dole Bananas - 3 lbs	\$1.69	\$1.47	\$1.99
Coke - 12 pk	\$3.99	\$3.99	\$4.19
Sara Lee White Bread - 20 oz loaf	\$2.49	\$2.59	\$2.59
Tropicana Pure Premium Orange Juice - 64 oz	\$3.99	\$4.19	\$3.99
Ground Beef 93% lean - 1 lb	\$3.99	\$3.99	\$4.99
Lean Cuisine Sesame Chicken - 9 oz pkg	\$3.29	\$3.99	\$3.39
Hillshire Smoked Turkey Breast - 10 oz pkg	\$3.99	\$3.99	\$4.39
Ragu Traditional Pasta Sauce - 26 oz jar	\$1.99	\$1.89	\$2.19
David's Don Cinnamon Raisin Bagels - 5 ct	\$1.99	\$1.99	\$1.29
Silk Vanilla Soy Milk - 64 oz	\$3.99	\$3.99	\$3.79
Propel Fitness Water - 61.6 oz bottle	\$4.49	\$4.44	\$4.69
Fruity Pebbles Cereal - 13 oz box	\$3.19	\$3.09	\$3.39
Breyer's Light Vanilla Bean - 1.75 qt	\$4.79	\$5.79	\$5.79
Brownberry 100% Wheat Bread - 24 oz loaf	\$2.39	\$2.42	\$2.59
Iceberg Lettuce - 1 head	\$1.49	\$1.29	\$2.29
Secret Deodorant - 2.6 oz	\$2.99	\$2.77	\$3.49
Kraft Macaroni & Cheese - 7.25 oz box	\$0.85	\$0.84	\$0.93
Yoplait Lowfat Strawberry Yogurt - 6 oz	\$0.69	\$0.63	\$0.69
Baby Carrots - 1 lb bag	\$1.49	\$1.59	\$1.59
TOTAL	\$67.72	\$68.78	\$75.22
DELIVERY FEE	\$2.00	N/A	\$9.95
GRAND TOTAL	\$69.72	\$68.78	\$85.17

Our Prices Compare to Cub Foods!



FREE DELIVERY!

When you make your first purchase with Gopher Grocery!
To redeem, simply enter the code during the checkout process.

PROMOTIONAL CODE: **FREEDELIVERY**

START SHOPPING
www.GopherGrocery.com

Cub Foods and Simon Delivers are registered trademarks. Items were shipped on 3/29/07. Prices reflect every day pricing on comparable items.













Fall, 2010

Welcome Home to Burman Place!

Moving is always a hassle, so we thought you could use a little "Joy." Enjoy a FREE bottle of Joy dish detergent from all of us at Gopher Grocery.

Shop online at www.GopherGrocery.com and get your groceries delivered for just \$2 (free for orders over \$100). Best of all, our prices are comparable to Cub Foods. Can you imagine an easier way to fill up your empty refrigerator?

Browse over 20,000 items including fresh fruits and vegetables, deli meats, bakery items, and even bathroom supplies and kitchen gadgets. Choose the day and the one-hour time slot when you would like us to deliver, and we'll wheel your groceries right up to your apartment. Order today, get groceries tomorrow. It's that simple!

FREE DELIVERY ON YOUR FIRST ORDER!

Start shopping today at www.GopherGrocery.com and as a welcome gift, use the coupon code **FREEDELIVERY** during checkout and we'll take \$2 off your order. You'll love the Gopher Grocery experience, where groceries arrive fresh and fast, and delivery costs less than a gallon of gas!

Sincerely,

A handwritten signature in black ink, appearing to read 'William Orkin'.

William Orkin,
President, Gopher Grocery

Gopher Grocery, Inc.
900 Ross Avenue SE
Mississippi, MN 55414
612-379-0307



Hi there, William (Corporate).
[▶ Logout](#)

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Welcome to Gopher Grocery! Now you can skip the trip to the grocery store. We deliver to Minneapolis, St. Paul, and 34 zip codes across the Twin Cities. Come discover why Gopher Grocery is the fastest growing grocery delivery company in Minnesota. Order today, get groceries tomorrow!



NOW OFFERING

- ➔ Morning Delivery Times for Businesses!
- ➔ Over 10,000 Products
- ➔ Easy Re-Ordering Options

[START SHOPPING ▶](#)


DELIVERY IS JUST \$2!*

* Free on orders over \$100

And our prices compare to Cub Foods! [SEE HOW ▶](#)

BusinessWeek

Inc.

mndaily.com

"These online grocers have it right. Convenience and prices cheaper than the supermarket!" more media coverage ▶

Delivering to 34 Zip Codes!

Delivery available
7 days a week.

[click here for details ▶](#)



New to Gopher Grocery?

Enter your Zip Code:

[GO ▶](#)

THIS WEEK'S SALE

Dairy Fresh Milk, 1 gallon

\$2.99*

see more sales ▶

*Limit 5 per customer



Prices are phenomenal, customer service is fantastic, and we order groceries in just 5 minutes!
[more customer testimonials ▶](#)



+



+



+










How We Use Data

Retention vs. Acquisition

add checked items to cart

check all

	Qty.		Product Name	Size	Price
Beverages					
<input type="checkbox"/>	<input type="text" value="1"/>		Diet Coke	12 pk	\$4.99
		view			
<input type="checkbox"/>	<input type="text" value="1"/>		Diet Sunkist Sparkling Lemonade	12 pk	\$4.99
		view			
Bread & Bakery					
<input type="checkbox"/>	<input type="text" value="1"/>		David's Deli Cinnamon Raisin Bagels	5 ct	\$1.69
		view			
<input type="checkbox"/>	<input type="text" value="1"/>		French Baguettes	2 loaves	\$4.39
		view			
Cereal					
<input type="checkbox"/>	<input type="text" value="1"/>		Life Cereal	18 oz box	\$4.49
		view			
<input type="checkbox"/>	<input type="text" value="1"/>		All Bran Original Cereal	18.3 oz box	\$4.69
		view			
Chips & Snacks					
<input type="checkbox"/>	<input type="text" value="1"/>		Musselman's Homestyle, Original Apple Sauce (Applesauce)	48 oz jar	\$3.79
		view			

Last Name	First Name	Email	Phone	Reg Date	Days Since	# of Orders	Called?	Emailed?	
Alexander	Angel	boladay@aol.com		6/10/2011	0	0	No	No	Account Details
Wu	Chenyan	aelsvv@hotmail.com		6/9/2011	1	0	No	No	Account Details
Rajshekar	Deepti	deeptirshekar@gmail.com		6/9/2011	1	0	No	No	Account Details
hakken	louise	furballs66@comcast.net		6/9/2011	1	0	No	No	Account Details

Shopper	Date	Shift	\$ Shopped/Minute
Geoff Hartnell	6/1/2011	AM	\$2.65
Geoff Hartnell	6/2/2011	AM	\$5.25
Geoff Hartnell	6/3/2011	AM	\$3.38

Shopper	Date	Shift	Misshopped Product Name	Size	Total \$ Shopped
Geoff Hartnell	6/1/2011	AM	pillsbury grands buttermilk		
Geoff Hartnell	6/8/2011	AM	Large Dog Leash		

Receipt Totals	Total \$ Misshopped	Shopping Accuracy
\$4,193.22	\$8.92	99.7873%



Delivery Date	Order #	Sub or OOS	Product	QTY	Price Ea.	
6/1/2011	37501	Sub	Gillette Venus Divine Razor Cartridges	1	\$13.99	view
6/1/2011	37493	Sub	Millville Quick Oats Oatmeal	1	\$3.59	view
6/1/2011	37501	Sub	Splenda Powdered Creamer Singles, French Vanilla	1	\$4.79	view
6/1/2011	37478	Sub	Smart Ones Double Fudge Cake	1	\$2.99	view
6/1/2011	37493	Sub	Great Value In the Bag Steamable Broccoli & Cauliflower	2	\$2.29	view
6/1/2011	37477	Sub	L'Oven Fresh, Chocolate Covered Donuts	1	\$3.49	view

The Future of the Brand

Future Vision

Gopher Grocery delivers groceries for about the same price as shopping at the store.

The R/GA Report Card?

- Brand strategy
- Brand identity
- Data mining
- Use of analytics
- Use of technology

Thank You