



Case Study: *No change* is sometimes the winning move to save millions for retailers and brands

How Kroger partnered with key suppliers to utilize **84.51° Virtual In-Store Testing** to understand the impact of proposed aisle changes to category and brand performance

Challenge:

Kroger wanted to understand if there was a more optimal flow for the Sports Nutrition Aisle that would grow the category as well as lead to a better shopper experience.

Previous research showed that some in-aisle adjacencies could be improved, but Kroger needed to first understand the potential impact to category sales before moving forward with implementing in-store.

Solution:

Kroger decided to collaborate with several key suppliers, including VEGA and Premier Nutrition, to utilize **84.51° Virtual In-Store Testing** to understand if a new aisle layout for the Sports Nutrition Aisle would lead to stronger category performance than how it is currently shelved.

If aisle performance improved in the virtual test scenario as compared to the current set, Kroger would consider rolling out the new layout in applicable stores.

Results:

In a matter of weeks, the Virtual Test was finalized and showed that changing the current aisle layout to the test planogram would lead to an up to **7% decrease** in category performance and a negative impact to brands.

By evaluating the new aisle layout virtually first, it put less stress on store operations in a cost-effective way, resulting in mutual savings in cost and time for both Kroger as well as VEGA and Premier Nutrition.

“We’re grateful for brands who embrace testing. Together we unearth the questions that propel our business forward!”

Sherita Scott

Category Manager, Sports Nutrition
Kroger