

## INDUSTRY SOLUTIONS

## RETAIL



Retail marketing and sales teams have a lot to get right to understand and change their targets' behaviour at each step on their paths to first purchase, repeat purchase, and loyalty.

Retailers in varied verticals turn to our team to drive more of the right customers to their locations, run special and seasonal promotions, improve customer retention and loyalty, produce and promote house brand products, and more.

Our analytics and insight specialists also help them to ask and answer the right questions about their customers and their marketing outcomes, to design and run the right tests, and to translate insight into better strategy, tactics, and performance.

In short, our retail clients take advantage of our multi-disciplinary expertise and our ability to help them achieve superior results.

## OUR WORK INCLUDES:

**In-Store Display & Promotion****Trade Area Direct Marketing****Customer Experience, Retention & Loyalty****Marketing Analytics & Insight****House Brand Packaging****IN-STORE DISPLAY & PROMOTION**

- Custom POP and other displays
- Permanent and removable floor, wall, and window graphics
- Posters, banners, and signs (indoor and outdoor)
- Coupons and labels/IRCs
- Shelf talkers and other custom on-shelf marketing solutions

**TRADE AREA DIRECT MARKETING**

- Targeting and data services for trade area direct marketing
- Direct mail and cross-channel campaigns with web, email, and social media integration
- Direct mail products and packages, standard to stand-out
- Catalogs, brochures, and other print collateral
- Numbering and scratch-off treatments for sweepstakes and contests

## CLIENT TESTIMONIALS

"TRICO Evolution helped us to find real intelligence in our marketing data. As a result we were able to make better, more informed business marketing decisions. With TRICO Evolution we were able to understand exactly where to find our customers and how best to reach them."

**Terry Monette**  
Co-Owner  
Rental Village

"Our team at Natural Food Pantry has developed a great ongoing relationship with TRICO Evolution, through the one-on-one service of Jamie Simpson. With Jamie and the TRICO team, we never have to worry about our printing and marketing needs being met. They are always there for us. They are always on time and on budget. We are delighted to have them as a partner."

**Carlo Bevilacqua**  
Director of Operations  
Natural Food Pantry / R&L Health Food

**CUSTOMER EXPERIENCE, RETENTION, & LOYALTY**

- First visit/purchase premiums and coupons
- Next visit/purchase coupons
- Loyalty program promotions and campaigns
- Post-purchase follow-up surveys and communications

**MARKETING ANALYTICS & INSIGHT**

- Test/experiment design and analysis for trade area direct marketing
- Trade area and customer profiling/analysis (geographic, socioeconomic etc.)
- Customer insight research design, implementation and analysis (in-store mini-surveys, focus groups, and more)

**HOUSE BRAND PACKAGING**

- Thermoformed and paperboard packaging, standard to luxury grade
- Secondary packaging from multi-packing to retail/shelf ready
- Materials and product specification, sourcing and supply
- Re-packaging and re-labelling
- Concept development and prototyping

**CONSULT WITH OUR TEAM**

We are an experienced provider to retail chains, and we're confident we can help you to increase traffic, loyalty, and revenue.

*See our Business Line Overviews, online or in PDF, for more details on our services*

**CLIENT TESTIMONIALS**

“Without the hard-working team at TRICO Evolution, it would have been a challenge for us to deliver on a major retailer’s request to sell our product in Valentine-themed packaging in large volumes. Working with TRICO meant we could keep our resources focused on what we do best, making some of the world’s finest candies.”

**Eric Long**  
Supply Chain Manager  
New England Candy Company  
(NECCO)

“TRICO Evolution took ownership of the part of the puzzle that we needed them to solve. They seamlessly solved our labeling issues and I do not think we would have the label that we have today if it wasn’t for TRICO and their staff taking ownership of the project and putting passion, hard work, and dedication into our business.”

**David van Keuln**  
President  
Donia Farms



OTTAWA OFFICE  
MONTREAL OFFICE  
KINGSTON OFFICE  
VANCOUVER OFFICE

T 613.736.7777  
T 438.896.0375  
T 613.548.4546  
T 604.521.9210

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*Printing, Signage, and Display*  
*Direct & Database Marketing*  
*Marketing Analytics & Insight*

