



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

How Kroger and key suppliers used **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 help grow the category and lead to a better shopper experience.

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

Solution:

Kroger collaborated with several key suppliers, including VEGA and Premier Nutrition, using **84.51° Virtual In-Store Testing** to determine 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:

The Virtual Test showed that changing the current aisle layout to the test planogram would lead to a **7% decrease** in category performance and a negative impact to brands.

By evaluating the new aisle layout virtually, it put less stress on store operations in a cost-effective way, resulting in savings in cost and time for 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