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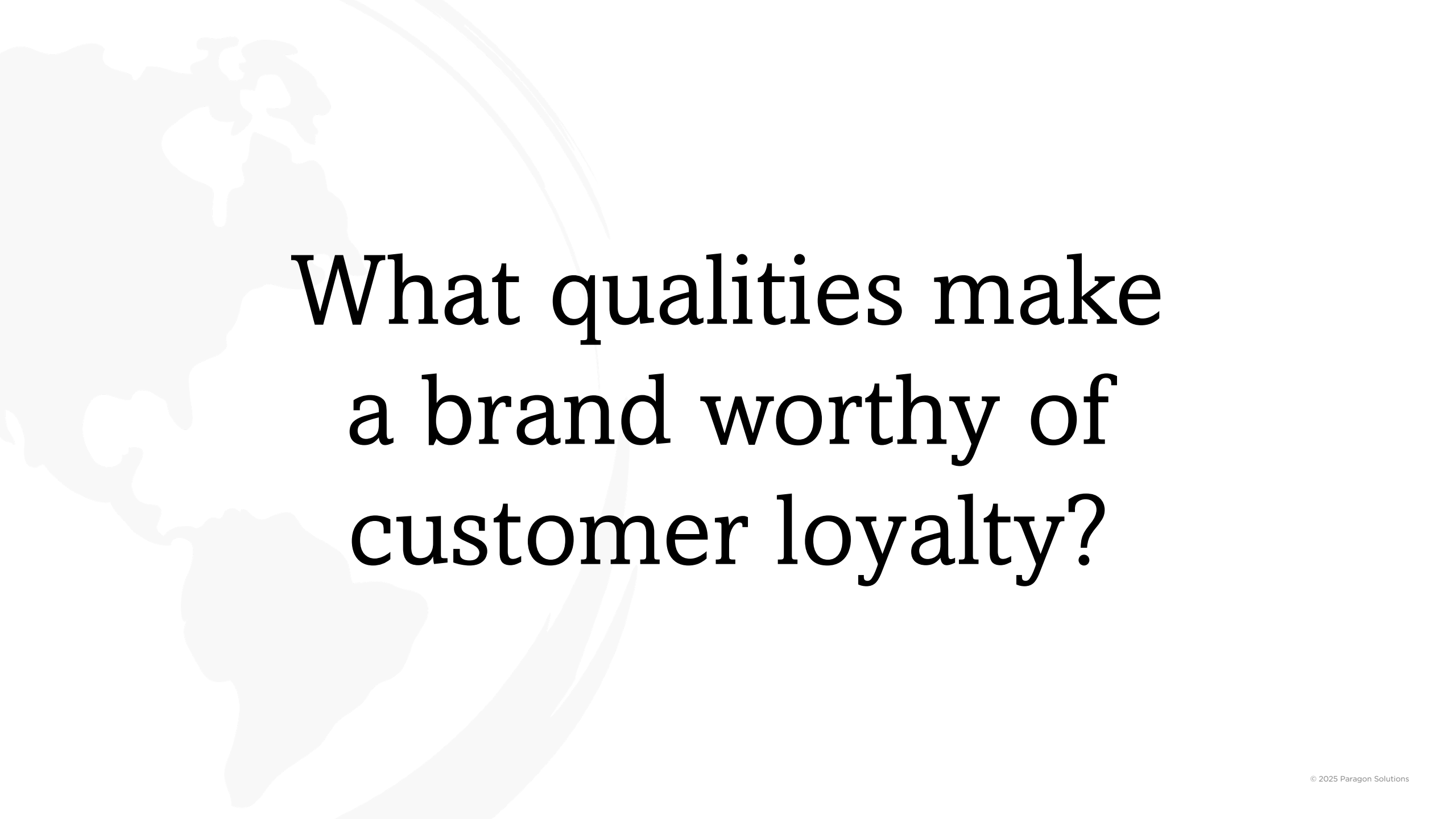
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Study Groups

**Elevating Your C-store Brand:
Superior Design, Superior Water Quality**



Building Brand Loyalty Through Strategic Design





What qualities make
a brand worthy of
customer loyalty?

Which brands do you consistently choose, and why do they earn your loyalty?





amazon



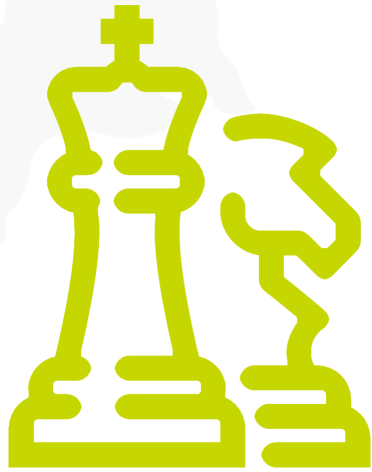
crumbl
cookies



NETFLIX

Google

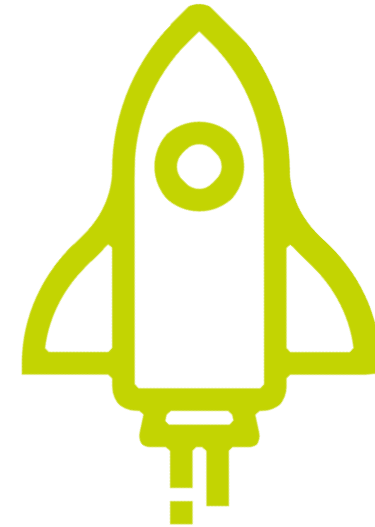




**BRAND
STRATEGY**



**BRAND
IDENTITY**



**BRAND
EXECUTION**

THE THREE HIGH-LEVEL PHASES OF BRAND BUILDING



What's your
brand strategy?

Brand Strategy

A solid brand strategy answers these key questions:

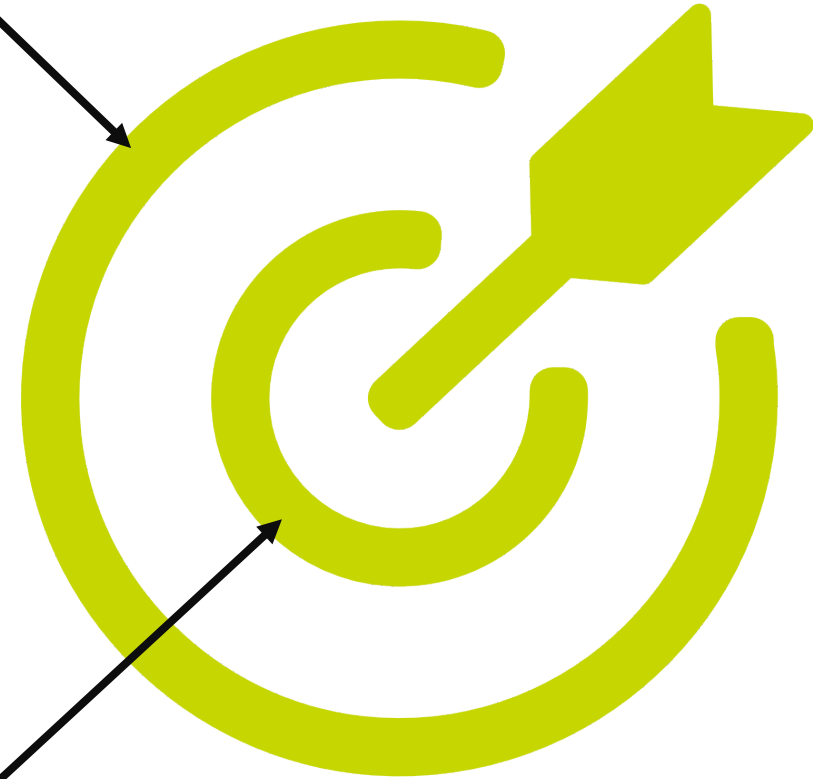
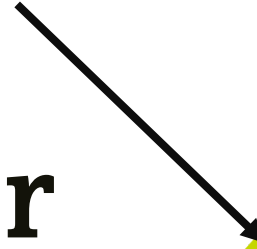
- **Who are you trying to reach? (Not "everyone"—get specific!)**
- What problem do you solve for them?
- What personality and values do you want to project?
- What feeling should people have after interacting with you?
- **What makes you meaningfully different from competitors?**

Your Target Customer

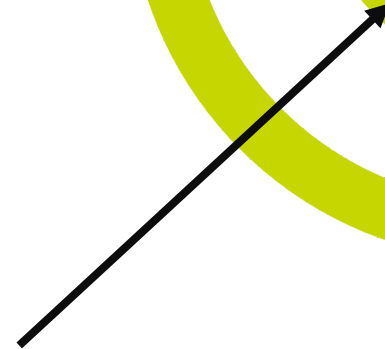
Who are you trying to reach?

What interests and needs do they have, and how do you attract them?

TYPICAL CUSTOMERS



DISCERNING CUSTOMERS



TYPICAL CUSTOMER

- Not as picky
- More frequent stops
- Will typically go inside store
- Still wants a clean store
- Packaged food & beverage ok
- What is their perspective?
- How do you connect?



DISCERNING CUSTOMER

- More selective
- Makes fewer stops
- Fresh food & beverages are a must
- Frictionless is more important
- Requires a clean and safe store
- What is their perspective?
- How do you connect?



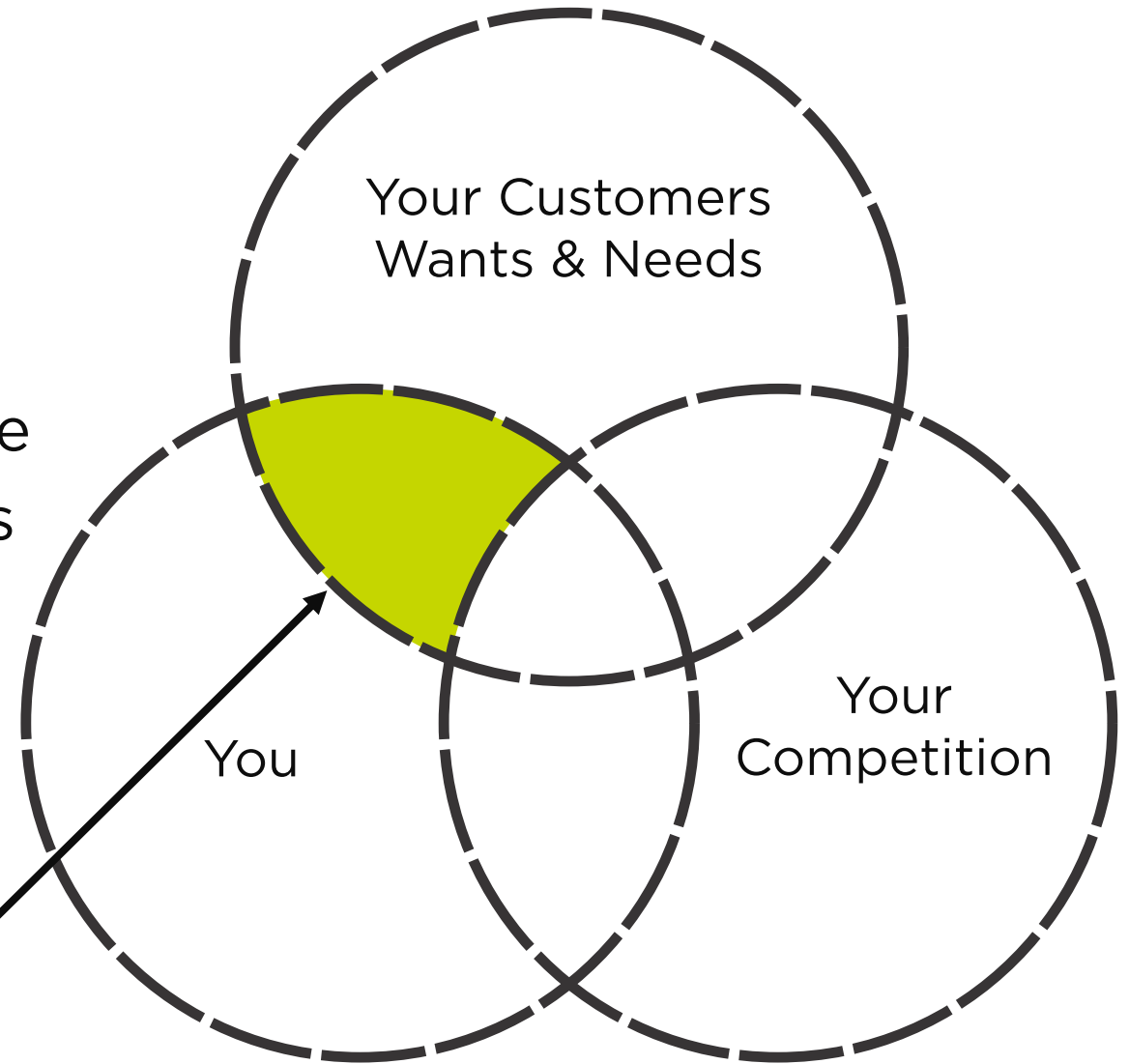
Differentiation

What makes you meaningfully different from competitors?

This is about offering unique value that sets you apart and eliminates the need for price competition.

Don't compete
Differentiate!

Differentiation =
Value Proposition







amazon



crumbl
cookies



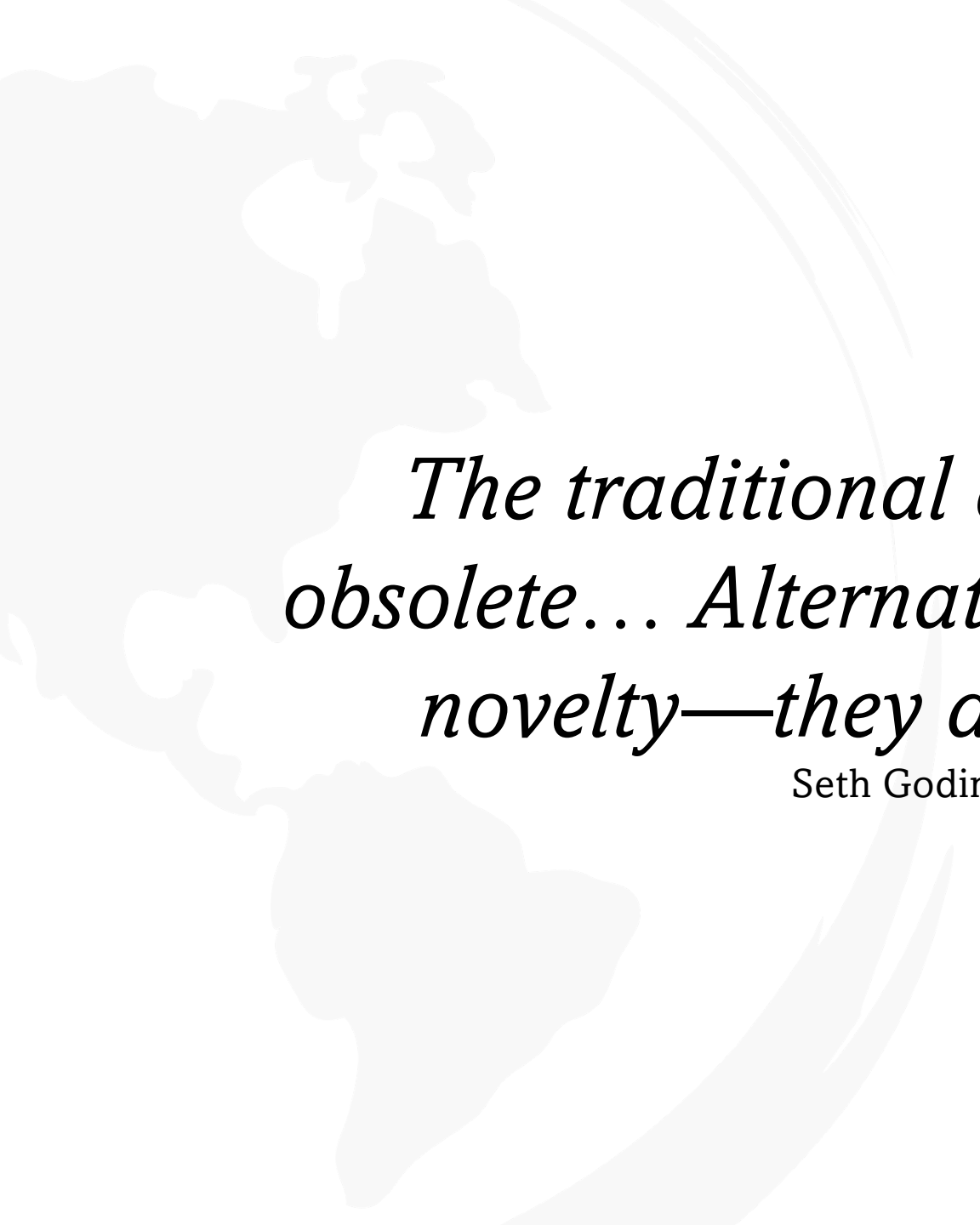
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You can't follow the
leader and be remarkable



*The traditional approaches are now
obsolete... Alternative approaches aren't a
novelty—they are all we've got left.*

Seth Godin - The Purple Cow





*“The most dangerous thing
you can do is be safe”*

Seth Godin - The Purple Cow



What's the main purpose
of brand identity?

Brand Identity



Naming

- Core differentiator
- Connect with target
- Part of brand strategy
- Be unique
- Consider brand family
- Existing name
- Trademarking
- Buckle up!



Logo Development

- Begin with BRAND STRATEGY
- Define focus, style, personality
- Visual brand expression
- Entry touchpoint: face of brand
- Unifies visual message
- Identifies, not always describes
- Boosts brand value & perception



Brand Assessment:

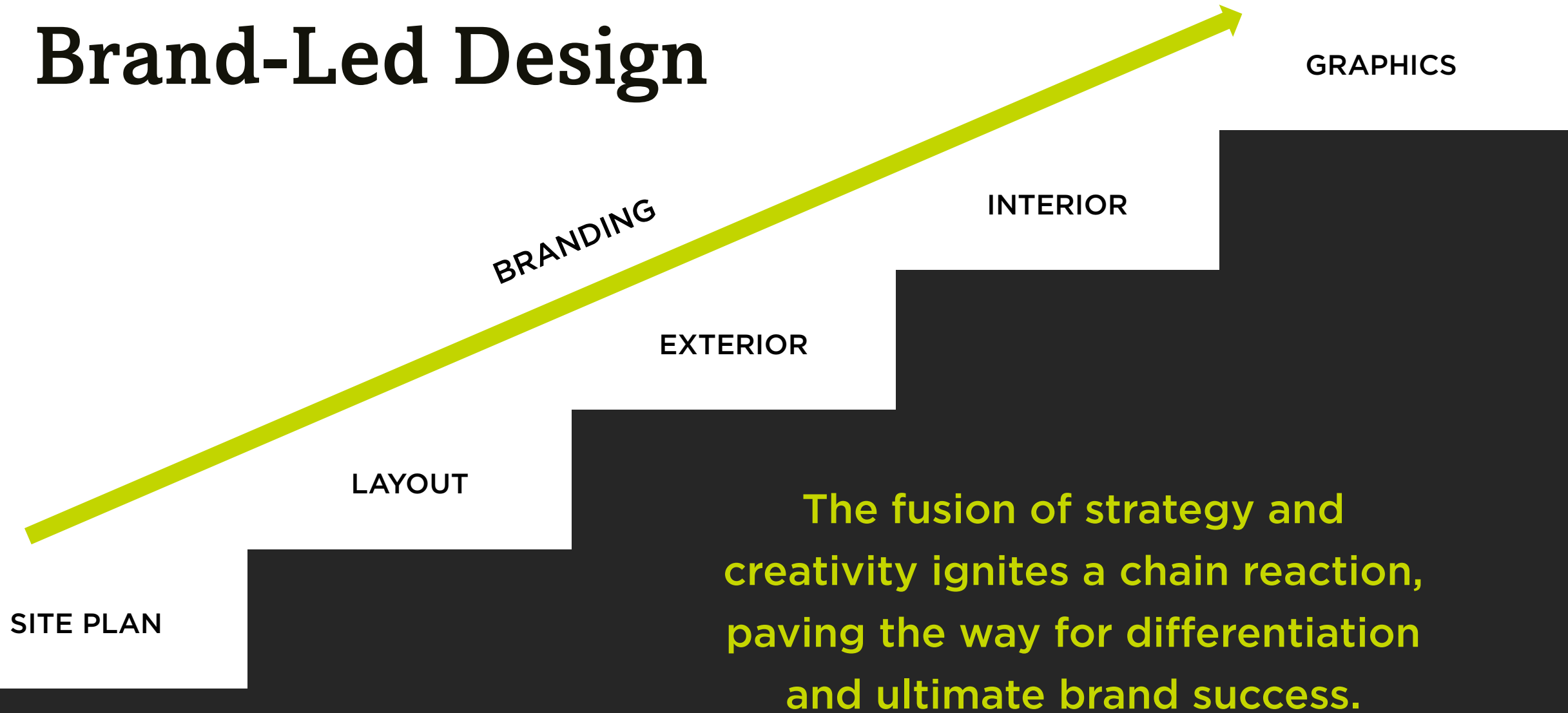
- Is your brand distinctive and memorable?
- What differentiates you from competitors?
- Does it align with your strategy?
- Does it resonate with your target customer?
- Is it authentic and recognizable?
- Does your positioning create strategic advantage?
- **Are you consistent across all touchpoints?**

23%

The average increase
in revenue attributed
to always presenting
a brand consistently.

Source: Lucid Press

Brand-Led Design







Quality Outside = Quality Inside



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Solutions





40%

The amount digital media at dispensers has proven to improve in store sales.

Source: CStoreDecisions

REBEL

**TRY OUR FRESH
Pinsa PIZZA**



REBEL

**CHICKEN OR
MEATBALL
SANDWICH**



\$8⁹⁵

YOU'LL LOVE **R** FOOD

NOTICE

WARNING

Failure to follow warnings and instructions may result in injury or death.
In case of fire, DO NOT remove from the site. Allow away from area until the flames are out. Gasoline is harmful or fatal if inhaled. Avoid prolonged breathing of vapors to prevent respiratory irritation. Do not allow gasoline to come in contact with skin or clothing. Keep face away from nozzle.

REBEL

BUFFALO WINGS

\$4⁹⁹

\$

20¢

Dragon's Passion Isn't Your Grandma's Lemonade

\$4.29
Any Size!

We blended Dragon Fruit and
Peach Boho with Lemonade!
(Maybe treat Grandma to one?)



It's a Snap to Order Them
Online and Get FREE Delivery!

Craves fade for a FREE Sample
Before They Disappear! While Supplies Last.
Gift cards available for Rusty Lantern Market. Rusty Lantern Market is not responsible for any loss or damage to your vehicle or property.

Northeast, Meet Southwest: Popcorn Shrimp Tacos!

SAVE BIG
when you order
online!
Only \$9.99!
Regularly
\$14.99

Three flax tortillas with
freshly made popcorn shrimp,
red cabbage slaw, Southwest aioli, and lime.
Now that's a warm welcome!



Get FREE Delivery
When You Order Online!

C'mon inside for a FREE Sample
While Supplies Last.

Freshen up?

33



QuikTrip

QT

7

\$2.99

RESERVED PARKING
WHEELCHAIR SYMBOL

RESERVED PARKING
WHEELCHAIR SYMBOL

95%

The amount of c-store
purchasing decisions
that are made
subconsciously.

Source: Stratus

Stay Cool!

NEW!
FIRE BLASTED
HOMEMADE
SALSA

ICE

Thank you!

BACON
WRAPPED
CREAM CHEESE
JALAPENOS



GRUB AT THE Grove

Pick Up
Here!

PICK UP YOUR
FRESH MEAL
HERE!



ate your *muscles*
& **BODY**

Satisfy your *muscles*
TASTEBUDS

Quench your *muscles*
THIRST

RESTROOMS

THE
BEER BARN
ENTER FOR COLD BEER





EXIT

LOCALLY ROASTED CRAFT BEANS

Handcrafted Beans
How do you get a great cup of coffee?
It starts with great beans.

Beans



Kitchen

TRASH



The
BEST
MORNING
Coffee

Beans

Treats

Fountain



FILL UP
COOL
DOWN
99¢ Any Size
Any Time

TRASH

70%

The amount Rusty
Lantern Market
increased coffee sales
after a brand refresh.

Source: Rusty Lantern Market



Leo's Bakery
**WAKE UP
& ROAR**
Helping You Conquer Your Day

Leo's Bakery
**CONQUER
YOUR HUNGER**
Helping You Conquer Your Day

Leo's Bakery
**FIT FOR A
KID**
Helping You Conquer Your Day

Leo's Bakery
**CHOCOLATE
LOVE**
Helping You Conquer Your Day









Thank You!