

## Domino's In-Store Merchandising Initiative

**Background:** Domino's has always been known as a mid-quality pizza delivery company. The store locations were used mainly for customers to pick up a phone order or as a central hub to send out the delivery drivers. White walls, ceilings and floors with accents of blue and red, and stainless-steel equipment gave the interiors of most Domino's locations a sterile and institutional feel. The challenge was to change customers' perception of the company, and to make Domino's a meal destination. An attempt was made in the last several years, by outfitting new locations with solid blue, red and yellow walls, decorating the interiors with lifestyle graphics and oversized domino icons, and opening up the kitchen to the customer's view. These changes gave the stores a more fanciful and playful feel, but they did little to change the quality perception or identify Domino's as a meal destination.

**Assignment:** The project was to create in-store merchandising materials to help increase brand and product awareness, improve the aesthetic look of existing Domino's locations, create a consumer meal destination, and increase the average check totals. The design direction had to stay within the standards set in the Domino's Global Brand Identity, yet be flexible enough to be executed in any Domino's location worldwide. Some of the POS material had to be customizable down to the store level.

**Execution:** The initial upstream work was a collaboration of my creative team and a copywriting agency. POS concepts were created for each of the three retail communication zones: Transition, Impulse and Destination. After initial concept approval by the client and their retail marketing partner, short-run mock ups were created to conduct a series of in-store tests in the Canadian market. Feedback from a consumer insight company, Domino's franchisees, and store employees was used to modify the POS elements. The final elements were produced and rolled out to the Canadian market through a web-based ordering site (W2P which is comparable to the current ASM). Similar experiences and testing led to the roll out of materials to the US market.