



KRUIDVAT



SVT BRANDING
DESIGN GROUP



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Customers are increasingly less loyal and hop from bargain to bargain. Additionally the ever improving range in supermarkets provides more and more ease for the consumer and danger for the traditional chemists' market

Also because of this, Kruidvat has asked SVT Branding & Design Group to develop a new shop formula in order to realize a number of objectives. With the assistance of a keen briefing and an identity session the basic principles have been listed, both in pictures and in text. On the basis of this new central values have been formulated. The first matter of importance is that there is more focus on the navigation. Furthermore its authority in the field of the chemist' range had to be made clear. After all, Kruidvat is the most complete chemist! Besides this, there was a request for a formula in which the surprise range would stand out better and would be more conveniently arranged. The in-store communication should, on the one hand simplify the navigation for the customer while on the other hand spread the in-depth knowledge of the product. Of course the price sense should not be lost.

All of these values have been presented in an appealing way in the store. The result is an inspiring and informative store, which stimulates the customer and provides additional turnover.

The formula's pilot store has been opened in Uithoorn. The first results are promising, in addition to which we are also very proud of the first results of customer panels.



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