

NEPTUNE RETAIL SOLUTIONS

IN-STORE COMMUNICATION

Connecting with consumers at point of purchase is extremely critical as over 76% of all purchase decision are made in-store.* Neptune Retail Solutions In-Store Communication can help you maximize traffic with in-store signage and coupons.

Neptune is the leading marketing service company. Their mission – to deliver value to consumers how, when and where they want – is achieved through exceptional targeting insights, results analysis and unrivaled media portfolio.

*Point of Purchase Advertising International POPAI, 2020.

PROGRAM OPTIONS

Neptune provides multiple in-store signage options for manufacturers to promote their products, driving incremental sales for you. You can choose from the two signage programs below, based on your store's needs and policies:

Full Program

Coupon Machine
Shelftalk
Shelftake One
Floortalk
Smartsource Shelftalk w/ Tearpad
Shopping Carts*

Limited Program (excludes Floor talk)

Coupon Machine
Shelftalk
Shelftake One
Smartsource Shelftalk w/ Tearpad
Shopping Carts*

*Some restrictions apply



RETAIL MARKETING



WHY CHOOSE UNFI?

Neptune helps promote consumer interaction and increase store sales, through the following features:

- Shelf-edge call to action
- Program is completely turn-key, no store labor is required. Highly trained, Neptune merchandising reps install all signs
- Enhance consumer's shopping experiences by offering an average of 4.6% sales lift from their tactics.
- FREE Program to UNFI Retailers
- Rebates available

UNFI 
PROFESSIONAL SERVICES

ADVERTISING AND PROMOTIONS PROGRAMS



NEPTUNE COUPON MACHINE

Offers savings incentives to shoppers at a pivotal moment in the decision-making process

4.8% MEDIAN PROVEN SALES LIFT*



NEPTUNE SHELF TALK

Positioned at the shelf delivering advertising messages at the most important point of decision. May also include coupons

4.4% MEDIAN PROVEN SALES LIFT*



NEPTUNE SHELF TAKE ONE

Distributes product information, sweepstakes forms, cash-back rebates and other non-coupon premium offers

4.8% MEDIAN PROVEN SALES LIFT*



NEPTUNE SHOWCASE

SmartSource Shelftalk with Tearpad Delivers recipes, rebates, and product details to inform the at-home product experience

6.9% MEDIAN PROVEN SALES LIFT*



SHOPPING CARTS**

Keep brand messages in front of consumers throughout their shopping trip to drive aisle traffic

3.8% MEDIAN PROVEN SALES LIFT*

**Some restrictions apply



NEPTUNE FLOORTALK (OPTIONAL)

Eye-catching floor advertising that navigates consumers to the category

4.3% MEDIAN PROVEN SALES LIFT*

*median sales lift % by in-store tactic 2018-2022: IRI store census data and GfK MPT,

*results reflect the performance of all the tools combined within that tactic

RETAIL MARKETING



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FAST FACTS

46%

of consumers say in-store signage and coupons influence shopping decisions.

33.6%

of consumers don't plan meals and buy on impulse

*Source: UNFI (Legacy Supervalu) Consumer Research Study, 2019

SIGN UP FOR MORE INFORMATION

Subject to credit approval. Some services may not be available in international markets.

Contact Information: PSSales@UNFI.com

To discover our comprehensive portfolio of services, visit Services.UNFI.com or [view our brochure](#).

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