PANTRY & CO

In-store communication plan

Supermarket · one message at each decision point · illustrative campaign brief

LOCATION	MESSAGE / INFORMATION	FORMAT	JOB
Entrance	Dinner starts here.	One entrance panel	Make the visit promise clear.
First junction	Fresh / Pantry / Chilled	Overhead destinations	Help people find a category.
Meal display	Make a weeknight meal.	One display header	Group relevant ingredients.
Shelf edge	Product, quantity, unit price	Consistent price labels	Help compare real alternatives.
Promotion	Confirmed offer + full terms	Offer panel at the product	Show actual price and conditions.
Fresh counter	Ask us how to choose.	Counter sign + staff cue	Offer relevant product help.
Checkout	Complete your meal.	One relevant prompt	Suggest a useful missing item.
Exit / return	Discover the seasonal selection.	A single next-visit message	Give a relevant reason to return.

CHECK BEFORE PRINTING

Confirm products, prices, conditions, language, sightlines and stock. Keep navigation separate from promotion.
Review staff queries, category finding, featured-product contribution and actual customer behaviour.

Original concept brief · no offer, price, sales result or compliance approval is assumed