



Cyber Checkout Lane

A GroceryWorks.com Case Study

Your Friendly Neighbor Online Grocer

GROCERYWORKS.COMTM

Cyber Checkout Lane

Through an assignment at Launch Partnership (a branding agency for online startups) 'Berta started work on this online grocer's account early on. The logo design had been established, as well as the licensing of the fruit and vegetable characters—of the books *How Are You Peeling?* and *Play With Your Food*. Beyond, that, however, the project was just barely off the ground and had a long way to go.

As Art Director (and stand-in copywriter), 'Berta was involved in many aspects of the project from designing print ads and loyalty programs to working with the prepress and production departments on print specs. On more than one occasion 'Berta had to put on her copy writing hat and come up with a headline or two—making sure to work in a food pun. Another vital task was deciding exactly which fruit or veg character was right for each piece—and let me tell ya, there were lots of little guys to choose from!

Anytime one works closely with a small company with a big idea, a very friendly and trusting relationship can develop. GroceryWorks.com relied on the Launch team's expertise and really allowed it to drive the creative, while they stuck to driving the delivery vans. As a result, GroceryWorks.com became a prominent player in the online grocery market, with service in Dallas, Houston, and Austin, and plans for expansion in Chicago and Phoenix. So attractive did the company's business model become that they were approached by Safeway and were eventually re-branded as Safeway.com!

Some highlights:

- Carried through visual continuity in the design and concept across the board.
- Created pieces ranging from direct mail brochures to refrigerator magnets.
- Contributed campy copy writing as well as on-point visual design.
- Aided the partners in advising the client on key branding decisions.

Print Ads!



No Delivery Fees?! No Monthly Fees?! No Tipping?!

Now That's A-peeling!

Six out of seven fruit agree:
there's no reason
not to try GroceryWorks.

If getting fabulous, fresh groceries delivered to your door, sounds great - but you just haven't taken the plunge - it's time to jump in! GroceryWorks.com not only brings the freshest groceries to your door, on your schedule - we deliver them FREE. No monthly fees and no tipping, either. We even accept coupons. So if farmer's market fresh produce, restaurant-quality meat and seafood, and over 10,000 of your favorite grocery items brought right to your door FREE sounds really good about now, take it from the lemons: GroceryWorks delivers.

\$10 off
YOUR FIRST \$50 ORDER
FROM GROCERYWORKS.
Please type NP0300 in the coupon code box at checkout.
Check Web site for delivery area.

GROCERYWORKS.COM
Your Friendly Neighborhood Online Grocer.
www.groceryworks.com customer service 1-877-505-4740

Free to a good home.

We could give you lots of reasons to buy our farmer's market fresh produce. Or, we could just give you our farmer's market fresh produce.

Free is a beautiful thing. Especially when it looks like ripe, juicy fruits and big, crisp veggies. So, what better way to introduce you to our produce than to give it to you and let you taste-test for yourself? Just shop groceryworks.com, choose from over 10,000 of your favorite grocery items (along with restaurant-quality meat and seafood, and the best of watz's Market & Bakery) and you'll get a selection of our farmer's market fresh produce - FREE. Produce that's incredibly flavorful. Produce that's never spent even one day on a grocery store shelf. And produce that's very attractively priced, too. And here's more of a beautiful thing: Just a \$25 minimum order and we'll deliver it all FREE. You can even get it on the same day. No monthly fees, no tipping. Visit GroceryWorks today. Your free produce is standing by.

FREE Produce
With Your First Order
From GroceryWorks.
No coupon required. Check Web site for delivery area. \$25 minimum purchase required.

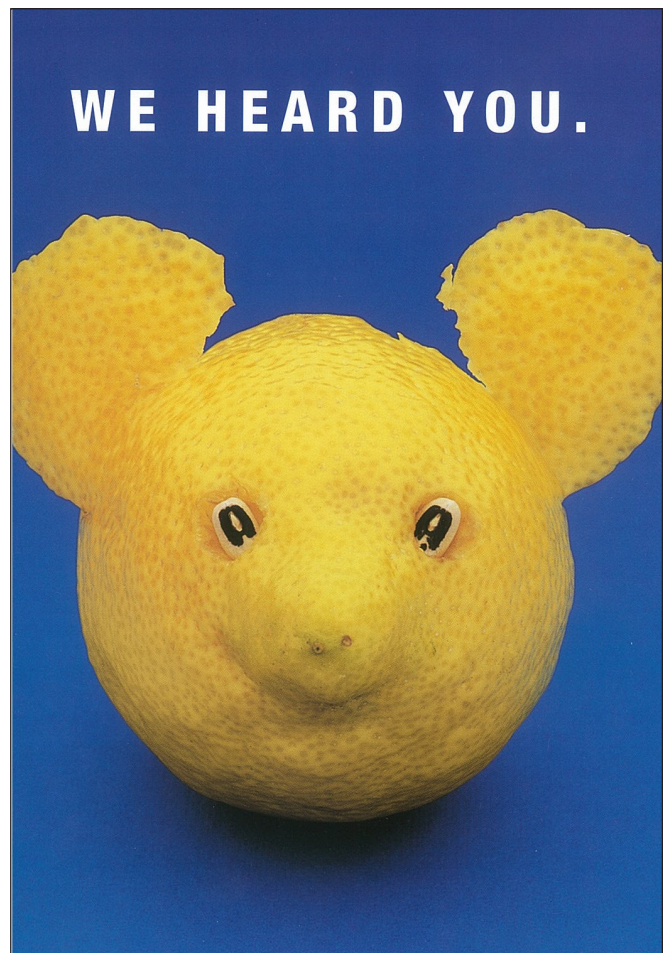
GROCERYWORKS.COM
Your Friendly Neighborhood Online Grocer.

Client: GroceryWorks.com

Project: Print ad series

Description: Examples of print ads that appeared in various magazines and newspapers to promote this online grocer. The ads also acted as a vehicle for distributing introductory coupons to entice people to try the service.

Mailing!



WE HEARD YOU.

INTRODUCING THE ALL-NEW, SUPER-NEAT, CAN'T WAIT TO TEST-DRIVE IT WWW.GROCERYWORKS.COM

To us, it's a brand-new, exciting Web site. To you, it's a brand-new, exciting grocery shopping experience! And it's making its exciting debut in September. (Did we mention we're excited?!) 

WE'RE THERE WHEN YOU NEED US

You said, "I want your Web site up and running when I want to shop!" We heard you: The new technology built into our Web store is not only more reliable, but able to handle many more visitors at the same time. That means a lot less down time, and a much larger capacity – so we're always open for business when you're ready to shop.

WE'RE EASY

You've told us: Make my online grocery shopping easy! Well, consider it done. The new GroceryWorks.Com was developed from the ground up with "easy" built right in: a simple, clean new look that makes it – why, easier – to get around. There's a nifty online tutorial, new scrolling aisles (wait until you see these – very cool), and a reorganizing of products, so your favorites are a breeze to find. 

WE'RE FAST

You said, "Faster is better." With that in mind, we made changes to speed things up so you can do your shopping with a minimum of clicks. Pure poetry, we know. First, there are lots of hotlinks – or direct buttons – to get to places on the site lickety split. Strolling the deli aisle and suddenly need a tasty new brown bag lunch idea? One click, and you're at our snazzy new recipe section in less than the time it takes to say, "Pastrami on rye." Thinking about delivery times before you check out? No problem: On the new www.groceryworks.com you can choose a delivery window anytime you want, and continue shopping in a snap.

THE SHOPPING EXPERIENCE BUILT AROUND YOU

A more personalized shopping experience was another biggie. Did you ever think, "Wouldn't it be great to see and shop my FastShop™ by the things I buy most?" or, "What were the last 50 items I ordered?" Well, now you can because we have re-designed FastShop™ and renamed it SmartList™. It has a special feature that allows you to see and sort previous purchases lots of different ways – ways you want to see them. With the creation of SmartList™, we will no longer have the ListMinder™ feature, so please print out any lists you may have created and save them. We also put the "I" in aisles – now you can shop for your groceries, based on entering your own personal preferences, including by nutritional values, size/unit price, or alphabetically. 

AS GOODIES AS IT GETS

So much more, so little space! Without giving the whole experience away, just a couple more bells and whistles we think you're going to really like:

- **SaveCart™ Feature** – save your cart at any time with a click of a button. It will be ready and waiting the next time you visit.
- **Electronic Manufacturers' Coupons** – now you can cut down on clipping and still save, with our new electronic coupons you can redeem right online.
- **Recipes** – choose from over 300 recipes, with the option of dropping ingredients right into your cart with just one click.
- **Product Identifiers** – now each product will be identified by "New," "Organic," and "Sale," when appropriate. 

YOU HELPED US GET TO WHERE WE ARE TODAY

Your enjoyable shopping experience is a top priority. Go, stroll, and let us know how you like the new GroceryWorks.com. Sure, it'll be a little different at first, but we think you'll come to love it right away. We invite your comments and suggestions! Just e-mail us at newsite@groceryworks.com. And if you need a shopping partner the first few times out, don't hesitate to call **Customer Service** at 1-877-505-4040 for a helping hand. See you on YOUR new site, soon!

GROCERYWORKS.COM™
Your Friendly Neighborhood Online Grocer.



Client: GroceryWorks.com

Project: We Heard You direct mail brochure—cover and spread

Description: Piece introducing a new and easier-to-use website design, which had been re-branded Safeway.com, powered by GroceryWorks.com.

Loyalty!



There is no end to the benefits of shopping with *GroceryWorks.com*! The **Punch-A-Bunch** program will generate excitement about the convenience of our service and encourage customers to look at grocery shopping in a whole new way. You, the drivers, are a very important element of this program. Your knowledge and enthusiasm will help delivery excitement to every doorstep.

- The program begins June 15th and runs through September 30th.
- Cards are punched for purchases of \$50 or more.
- After ten punches, the customer receives \$100 credit to their account.

Client: GroceryWorks.com
 Project: Punch-a-Bunch Loyal Shopper Program—card carrier, button, punch card and poster
 Description: Loyalty program materials designed to encourage frequent shopping at GroceryWorks.com, giving customers prizes along the way and a \$100 shopping value for completing the program

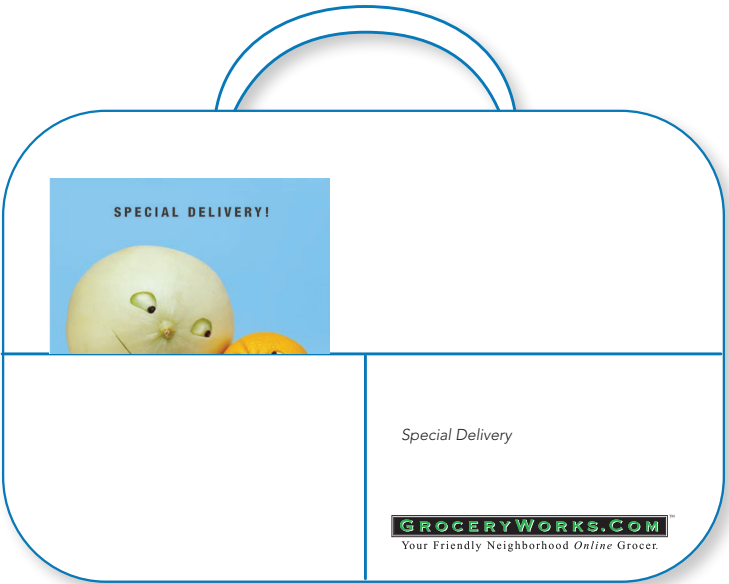
Promo!



Client: GroceryWorks.com
Project: Refrigerator magnets
Description: As part of an ongoing campaign of shopper appreciation and brand reinforcement, GroceryWorks.com gave out these useful fridge magnets.

Client: GroceryWorks.com
Project: Antennae ball
Description: Giveaway to reward return customers or entice new customers to show off their shopping habits on their car antennae

Promo!



Client: GroceryWorks.com
Project: Special Delivery new mom kit—brochure, diaper bag, baby bib and stuffed toy
Description: This GroceryWorks.com promotional kit targeted busy new moms with items such as special goodies, an informational brochure and coupons for essential baby items. Goodies included a diaper bag, baby bib and stuffed toy.



Loyalty!

Brochure!




TELL A FRIEND.



LOOK. IT'S A JUICY NOTE FROM A FRIEND!



YOUR FRIEND WANTED TO SLIP YOU THIS NOTE.



GET FRESH WITH A FRIEND!



You've looked at grocery shopping in a whole new way. Now, tell a friend!

We hope you're enjoying our new friendship as much as we are. To share the joy, just sign and mail or hand out the attached postcards. Then, once your friends experience the fun and freedom of shopping with GroceryWorks, have them type your name in the coupon code box at checkout. They'll get \$15 off their first order of \$75 or more, and you'll get a free GroceryWorks butter-and-jam spreader. Just our way of saying thanks for "spreading" the news!

GROCERYWORKS.COM
Your Friendly Neighborhood Online Grocer.

For assistance, contact us at customer-service@groceryworks.com or call toll free 1-877-532-4266.

Hey, check it out! Want the freshest, highest quality groceries delivered right to your door, on your schedule — just like me? Try GroceryWorks! First, log on and enjoy the fun and freedom of online shopping. Then, enter my name in the coupon box at checkout to get \$15 off your first order of \$75 or more, with FREE delivery. I love it! You'll love it! C'mon, have I ever steered you wrong?

Later, tater.

Referring Friend's Name _____

GROCERYWORKS.COM
Your Friendly Neighborhood Online Grocer.
www.groceryworks.com

Hey, check it out! Want the freshest, highest quality groceries delivered right to your door, on your schedule — just like me? Try GroceryWorks! First, log on and enjoy the fun and freedom of online shopping. Then, enter my name in the coupon box at checkout to get \$15 off your first order of \$75 or more, with FREE delivery. I love it! You'll love it! C'mon, have I ever steered you wrong?

Later, tater.

Referring Friend's Name _____

GROCERYWORKS.COM
Your Friendly Neighborhood Online Grocer.
www.groceryworks.com

Hey, check it out! Want the freshest, highest quality groceries delivered right to your door, on your schedule — just like me? Try GroceryWorks! First, log on and enjoy the fun and freedom of online shopping. Then, enter my name in the coupon box at checkout to get \$15 off your first order of \$75 or more, with FREE delivery. I love it! You'll love it! C'mon, have I ever steered you wrong?


Later, tater.

Referring Friend's Name _____


GROCERYWORKS.COM
Your Friendly Neighborhood Online Grocer.
www.groceryworks.com

THE OFFICIAL GROCERYWORKS.COM BY TOM THUMB HOW-TO GUIDE

(GUARANTEED 150% EASIER THAN A VCR INSTRUCTIONS MANUAL)



How do I order my groceries?



IT'S REALLY BERRY EASY.

Ordering groceries with us is so simple, even a strawberry angelfish can do it! Just follow these steps, and you're halfway home (actually, we'll be halfway to your home!).

- 1) Log on to www.safeway.com.
- 2) Fill out a short registration form.
- 3) Shop by aisle or use our easy search feature.
- 4) Select a convenient delivery time when you'll be available to receive your groceries. (We ask for a one-hour window.)
- 5) Check out with your credit card.
- 6) Bon appétit!

It's good to give yourself a little extra time on your first visit (just like learning any new store, right?). See what a cinch it is to sort by products' nutritional facts (fat, sugar or sodium) or sort by price or size. Check out SmartList, where all your orders are saved and where a list of your most frequently purchased items are ready for quick clicking into your new cart. Yes, before you know it, you'll be doing a whole week's worth of grocery shopping in 10 minutes or less. That's not just easy. That's berry fast, too!

SHOP BY AISLE — SHOP BY SEARCH — SMARTLIST

Client: GroceryWorks.com
 Project: Tell-a-Friend referral program
 Description: These detachable referral cards encouraged loyal shoppers to refer their friends to GroceryWorks.com. The friends were rewarded with \$15 off their first order and the referring friend was given a butter and jam spreader as a thank you for "spreading the news."

Client: GroceryWorks.com
 Project: How-to Guide Q&A brochure—cover and spread
 Description: GroceryWorks.com distributed this Q&A brochure about shopping for groceries online. This brochure was designed to ease reluctance to shop online by covering the topics of most concern to potential shoppers, such as how to order and product quality and freshness.

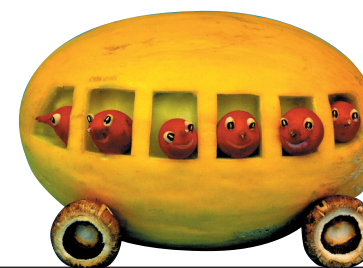
Logos!



From the Garden

Fresh Florals

SUPERMOM!



GROCERYWORKS.COM™

ON THE GO!

Client: GroceryWorks.com

Project: Various logo designs for their sub brands

Description: In conjunction with grocery services, GroceryWorks.com began offering fresh flowers, implementing programs targeting busy moms, and traveling to area fairs and other festivals in a promotional van to promote the service.



Retention!



Client: GroceryWorks.com
Project: We Goofed apology card and offer
Description: Even grocery experts like GroceryWorks.com goofed sometimes. This offer of free groceries was designed to apologize for order errors and to retain customer loyalty.



Truck!



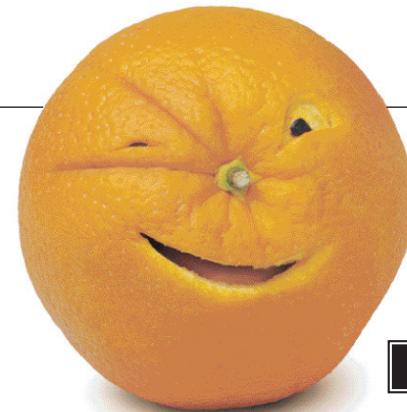
Client: GroceryWorks.com
Project: Delivery truck wrap
Description: One of several wrap designs for this online grocer's delivery trucks, branding the trucks and promoting the service.

Outdoor!



Look At Grocery Shopping
In A Whole New Way.™

GROCERYWORKS.COM



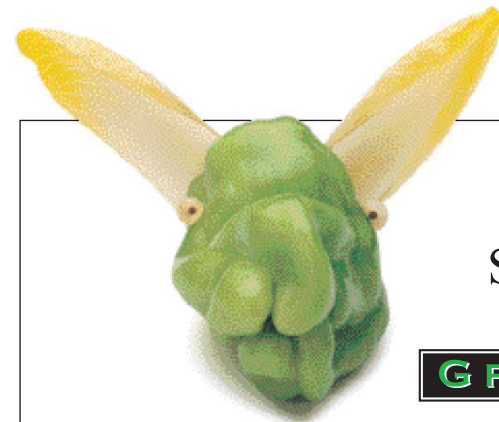
Squeezed For Time?

GROCERYWORKS.COM



Look At Grocery Shopping
In A Whole New Way.™

GROCERYWORKS.COM



Stay At Home And Veg.

GROCERYWORKS.COM

Client: GroceryWorks.com

Project: Outdoor boards

Description: As part of their overall promotional campaign, these outdoor boards were designed with several catchy phrases to grab the attention of commuters more anxious to get home after a busy day at the office than to get to the grocery store.

