

# Streamlining the WIC Shopping Experience

*Part I: Connecting with WIC Shoppers*

Presented by Diana Medina, Inmar, Inc.

*Part II: Vendor Innovations: WIC Shelves!*

Presented by Eriko Grover & Isabel Martin, Florida Department of Health in Miami-Dade County WIC Program

Tuesday, April 24, 2018

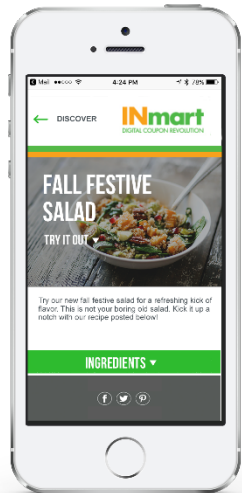


# Connecting with **WIC** Shoppers

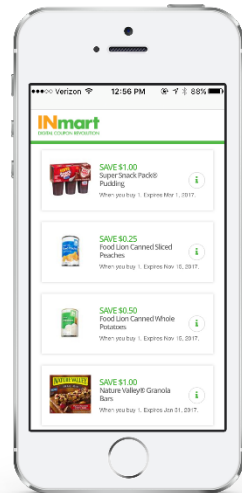
April 2018



# Omni-Commerce & Purchase Decisions



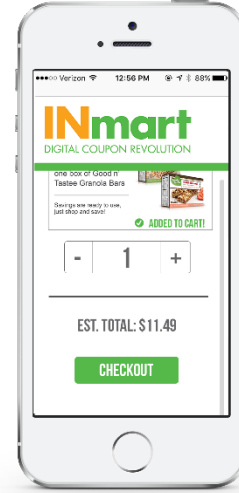
**FIND  
INSPIRATION**



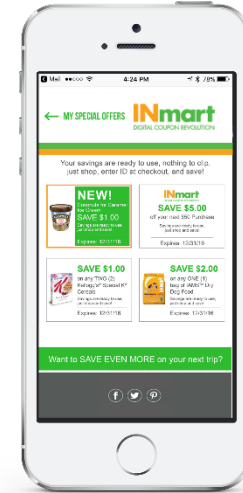
**BROWSE &  
RESEARCH**



**MAKE A  
SELECTION**

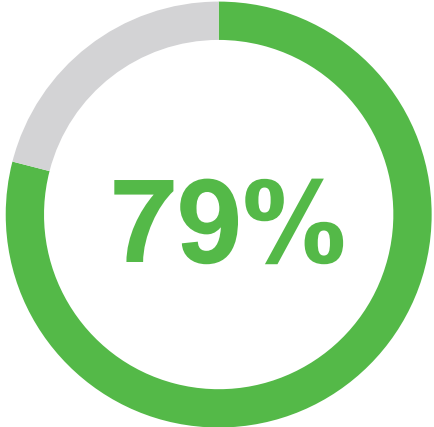
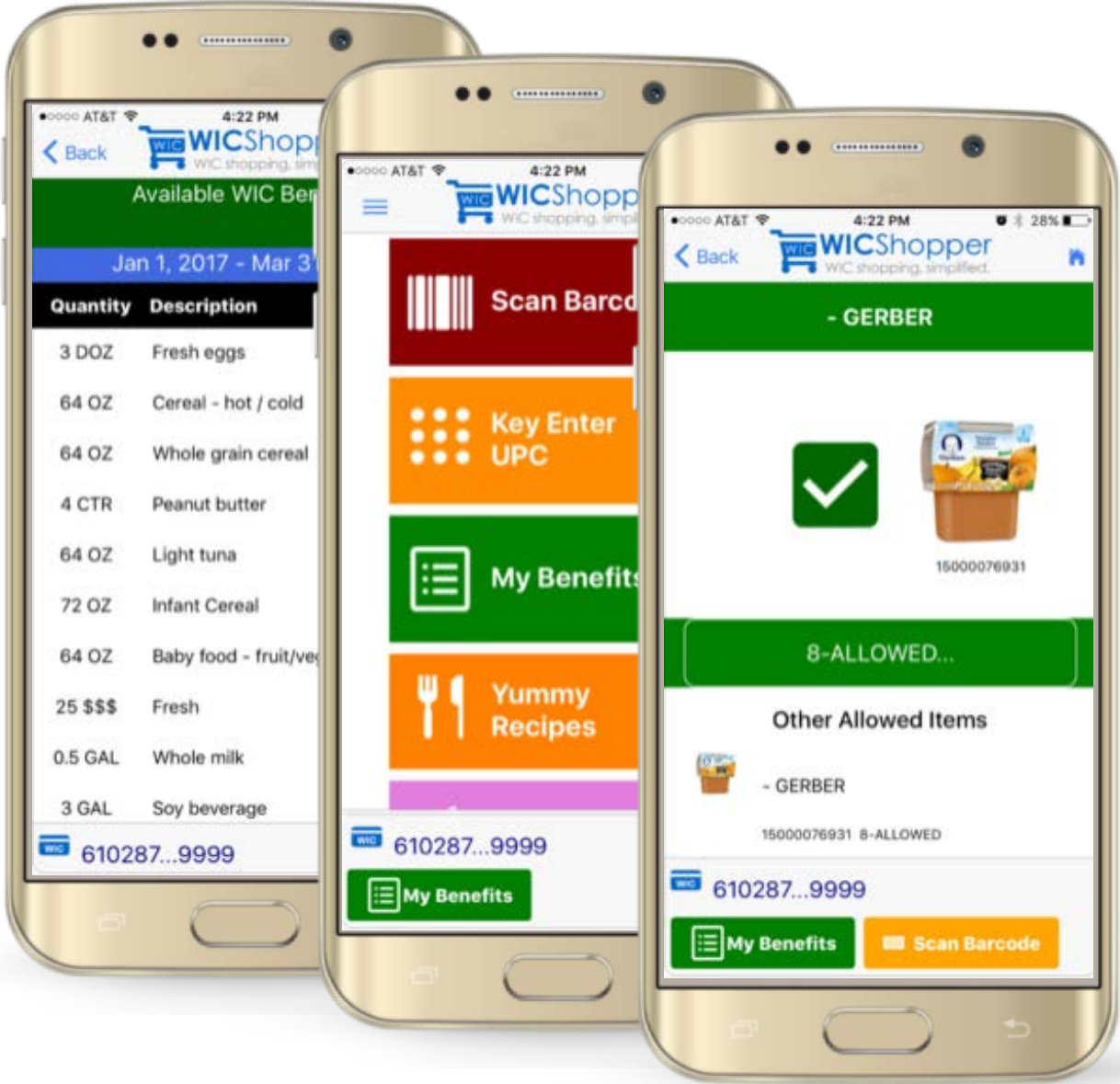


**CHECKOUT  
& PAY**

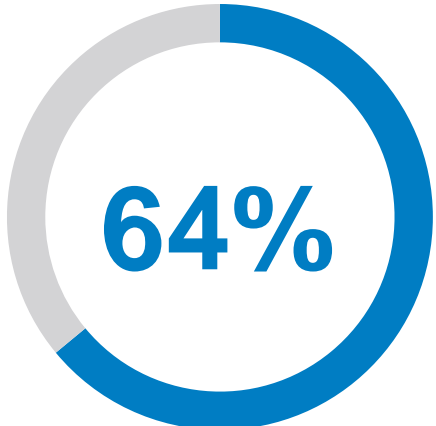


**BUY  
AGAIN**

# Digital Adoption



of internet users will go online regularly via mobile device<sup>1</sup>



of Americans earning <\$30k own a smartphone<sup>2</sup>

Sources: <sup>1</sup>eMarketer, 2016 <sup>2</sup><http://www.pewinternet.org/fact-sheet/mobile/>

# Digital Savings



Access to Digital Savings



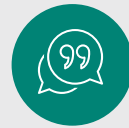
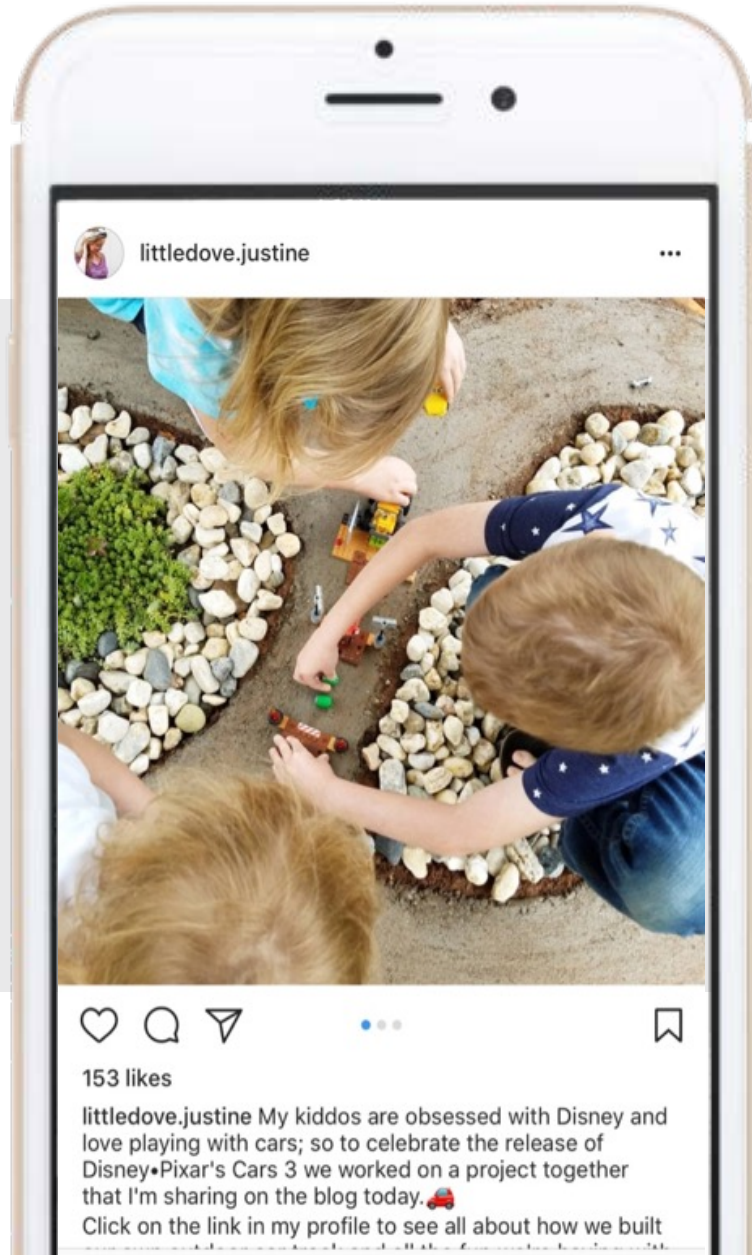
Increased Value



Brand and retail engagement



# Social Media



Leverage social engagement



Research and recommendations



Education and Influence

# Digital Commerce



Conversion and engagement



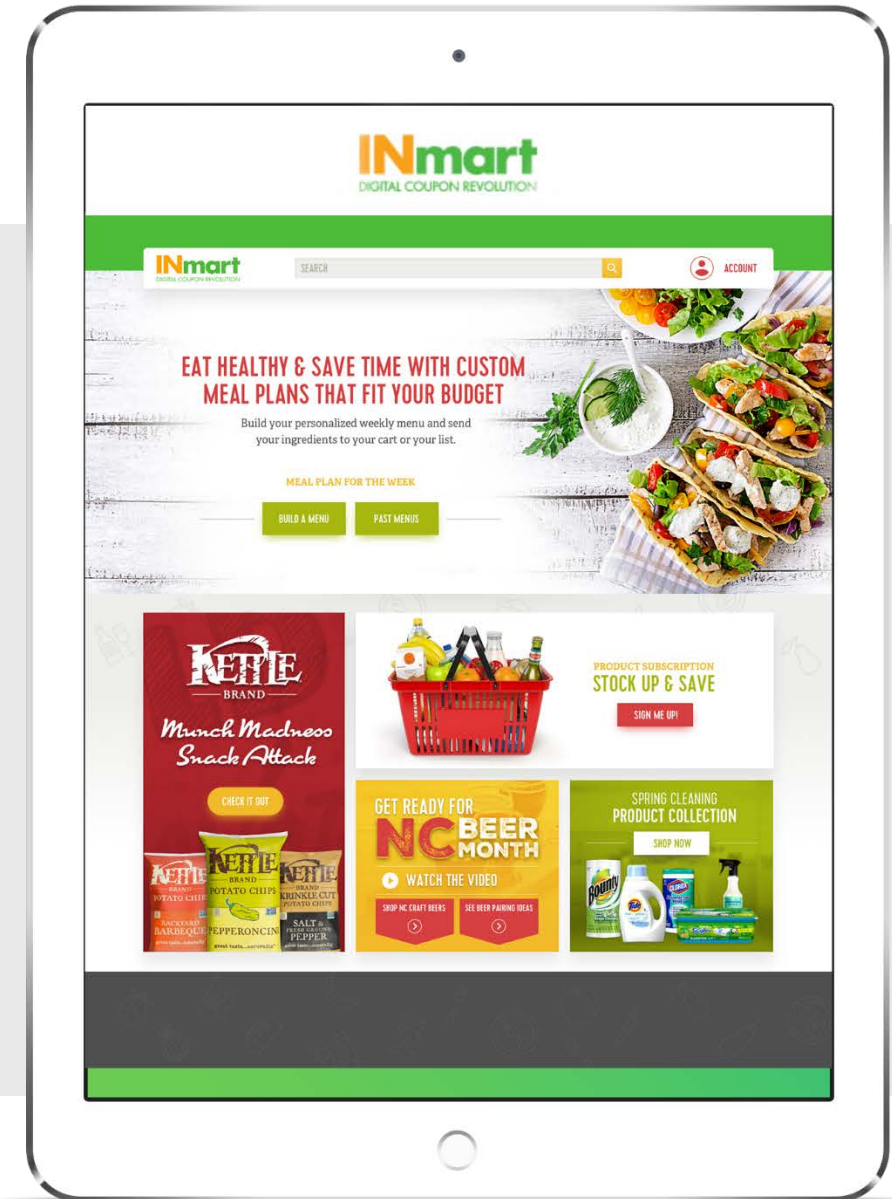
Convenience for moms



Omni-commerce



Relevant content



# In-Store Communications



Events and Programs



Information at shelf



Targeted messages

```
27113110166
Organic Infant Formula 3.00-B
27113110166
      Organic Infant Formula      27.49 B
0495480
1 @ 1.66
27113110166
Organic Infant Formula 3.00-B
27113110166
      BV MILK 2% GAL      2.99 B
07980199504
1 @ 2.99
27100160299
SC XLOG REWARDS DISCOUNT      2.99-B
27100160299

ACCOUNT NUMBER      *****XXXX
**** TAX      1.29
      BAL      40.54
      FS BAL DUE      39.25
Swiped
* * * PURCHASE * * * PURCHASE * * *
PIN Verified
VF      EBT-WIC      39.25
      FS CHG      .00 CHG      .00

SAVINGS
      Regular Coupons      .00
      WIC Coupons      13.07
TODAY'S SAVINGS TOTAL:      13.07
      162.24

Don't forget to check out our new WIC
Shelves in aisle 1!
```







# Thank You



Diana Medina



diana.medina@inmar.com

---

[www.inmar.com](http://www.inmar.com)

[www.linkedin.com/company/inmar](http://www.linkedin.com/company/inmar)



@InmarInc