BRANDING
Asset Protection
Change Culture
Drive Results
Awareness Methodology

• Awareness and prevention are much more effective than incidents, apprehension, OSHA violations, etc.
• Learn about YOUR environment, culture and opportunities.
• Create a program brand and strong foundation for culture change.
• Use targeted tools and messaging for YOUR audience.
• Surround employees with highly engaging, creatively-themed communications.
• Communicate consistently and frequently across all locations (5 – 10 mins / mth).
• Support corporate, the field and supervisors.
Research
Periodic Awareness Posters in Stores
• Not visually engaging
• No specified messaging cadence
• SMs do not think posters are read
• Unprofessional program materials
• Passive program

Monthly Topics
• Emailed to SMs
• Safety only
• Topics often apply only to specific positions
As part of our research we spoke to associates to understand their knowledge and perceptions of the current program.
“The cameras are there so AP can watch us and report what we did wrong”

– Weis Associate
“We are not allowed to do anything because ‘corporate’ doesn’t care when people steal”

– Weis Associate
“AP only comes when we have problems or when someone is being terminated”

– Weis Associate
The truth about what retail associates really believe... (common findings)

It doesn't affect me
I know it isn't safe, but what can I do about it?
I don't have time to clean up right now

My manager doesn't care about shrink
Accidents don't really happen to me

I only think about ladder safety after a close call

It's just a box-cutter...
Friends can get my discount

We just write off damaged products anyway

The company can afford it

Associate Theft isn't a problem

It'll take more time to go and get the safety gear than it will to just clean it up now

ORC isn't big in my store
# Opportunities

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**Opportunities**

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Asset Protection Brand

- Represents both Safety and LP
- “Link” message says that success is a team effort
- “Partners in Success” helps to dispel the negativity stores have towards corporate LP
- Builds equity in Associate’s minds
- Applied to all program elements
- When Associates see logo, they recognize that it’s an AP message
Program Launch

We had a launch strategy that included a teaser poster that went to stores in advance of the program. We also had a field meeting at corporate and gave them an overview package so the field could meet with the SM and review to ensure a successful launch.
Custom Materials

We then started to create materials that were specific to Weis issues, in their environment, and that would resonate with Weis demographics.
Concept Sketches
Final Posters

*take the mean out of the machine*

*show time*

*when spills attack*

Water on our floors is a hazard waiting to strike.

Danger lurks in every puddle, especially during the holiday season. Don’t give spills a chance to sap your profit margins. Prevent accidents by keeping the floor clean and dry. Be prepared with a comprehensive plan to prevent puddles.

If you spill a spill, stay with it and have a co-worker get a mop and safety cone. Clean up every last drop to keep spills and falls from striking.

When Shoplifters Strike:

1. Contact circulation and ask to assist them.
2. Never throw away a shoplift.
3. Reapply your company's lost and found signs.

*in your store*
Accountability

Tracking and Measurement was Key

- Slow integration for reporting in beginning
- Began sending out monthly reports and making AP Link Coordinators and DMs accountable – this brought reporting compliance up to 100% every month
  - Coordinators are emailed directly each month
  - Conference call between Coordinators and DMs
  - Coordinators now have a voice and enjoy being an important part of team
Results Overall

200% increase in hotline calls in the first month of the program roll-out.
Results Safety and Risk Management

33% reduction in Workers Compensation claims

19% reduction in General Liability claims
Results Asset Protection/Loss Prevention

139% increase in associate theft resolution

258% increase in external theft cases
Mobile Gamification

- Welcome back First Lastname.
- SPIN to WIN!
- Which of the following is a cut hazard?
  - A dull knife
  - A knife in soapy water
  - Both of the above
- The correct answer was C. Both dull and soapy knives are cut hazards.
Incentives

Rewarded Associates

- Monthly participation of quiz
- Monthly participation of mobile
- Year-end grand prize for each Region
- Promotional aspect is key
Year Two
Digital Awareness Strategy
Digital Awareness Strategy

- Bring communications to life with highly engaging animations, content, and learning reinforcement exercises
- Investment of 5 – 7 minutes each month per Associate
- Participation and comprehension reporting
- Reach of over 14,000 Associates each month
- Foundational change at Weis, that has lead to many opportunities
E-Learning/E-Certification

- Dedicated Food Safety Awareness Program
- Between 4 – 7 short awareness modules, specific to each department
- System tracks Associates as they move between departments
- Certification provided to Associate and saved to HR files
Food Safety Topic Samples
Results

**FOOD SAFETY**

45% reduction in failed state inspections

**SAFETY**

- 258 WC claims better than prior year
- 59 GL claims better than prior year
- OSHA / DART well below the industry
- WC and GL $1 million better than budget and $2 million better than previous year
- Reduction in insurance premiums

**ASSET PROTECTION**

- 30% increase in case resolution from previous year
- 48% increase in shoplifting preventions
- 79% increase in operational recoveries
- Beat cash shortage budget by 2.54% and improved by 4.44% from previous year
2015 Additions

- Shoplifting Certification
- New Hire Orientation

Grazing is a serious problem, especially if lots of Associates are doing it. It takes a lot of sales to make up for product that is stolen through grazing. So in the end, everyone pays for it.
What’s Next?
Mobile Orientation

The AP Link New Hire Orientation Pilot provides Associates with on-the-floor, immersive, real-time experiences.

Using the device’s built in camera, associates interact by triggering markers at specific checkpoints. This launches enhanced 3D and CGI content placed over the live store image to illustrate the particular message in context, on location and in the Associates hands!
Questions?