

imagine**studio**™

Imagine with Convenience

*From Insight to Experience:
Redefining the Convenience Channel*



Corporate Strategy 2026

WGSN AI Generated Image

Introduction

This publication looks at the trends and consumer behaviors* shaping the future of convenience retail and connects them to real-world ideas and applications across the industry. It also shares how Imagine translates those insights into thoughtful, scalable experiences for retail brands and the people they serve.



Andy House
Vice President
Imagine Studio



Suling Hsu
Director, Creative Design
Imagine Studio

Contents

06 From Transaction to Relationship: *The Path to Building Trust & Loyalty*

Overview

Need to Know & Opportunities

Key Strategies:

- Streamline your system
- Drive loyalty through diversification
- Belonging with benefits & building members-only loyalty
- Gamify loyalty
- Harness the power of co-opetition

In Action:

Fleet Farm C-Store

Bojangles

7-Eleven - Grand Central Station

24 Connected Well-Being: *Designing for Care, Joy, and Connection*

Overview

Need to Know & Opportunities

Key Strategies:

- Serve as a fourth space
- Integrate service offerings into stores
- Offer wellness-to-go
- Capitalize on the slow wellness surge
- Unleash joy
- Get playful

In Action:

Sprouts Farmers Market

7-Eleven x Laredo Taco

Jurassic World x 7-Eleven & Speedway

Beverage POP Activations

40 The Convenience Paradox: *Addressing Contradictory Consumer Demands*

Overview

Need to Know & Opportunities

Understanding the Paradox

Key Strategies:

- Meet continued need for speed
- Support the patient shopper
- Maintain a focus on value
- Provide a premium offering at value prices
- Invest in wise tech
- Refresh stores with smart layouts and navigation
- Revitalize serendipitous discovery

In Action:

Checkers

Meijer C-store

From Transaction to Relationship

The Path to Building Trust & Loyalty

Today's loyalty landscape is crowded. Consumers are overwhelmed with memberships, apps, rewards programs, and constant competition for attention. The brands creating the strongest connections are not always the ones offering the biggest rewards. They are the ones becoming part of people's routines, habits, and everyday lives.

This chapter explores how retailers can move beyond transactions to create relationships rooted in consistency, familiarity, relevance, and emotional connection.



From Transaction to Relationship

Need to Know

Ritual habit loops are structured sequences where a cue triggers a routine, which is then rewarded—mirroring the classic habit loop but with a focus on emotional and sensory enrichment. In the context of 2026-2028, these loops are being designed to help consumers manage stress, find moments of calm, and experience micro-joys (“glimmers”) throughout their day. Brands are leveraging this by embedding rituals into product use, retail experiences, and digital touchpoints, making wellness accessible and emotionally rewarding.

Consumers are seeking brands that play a meaningful role in their daily rituals and reward loyalty through more than just points or discounts. Emotional connection, ethical alignment, and participatory experiences are now central to building lasting loyalty and brand advocacy.

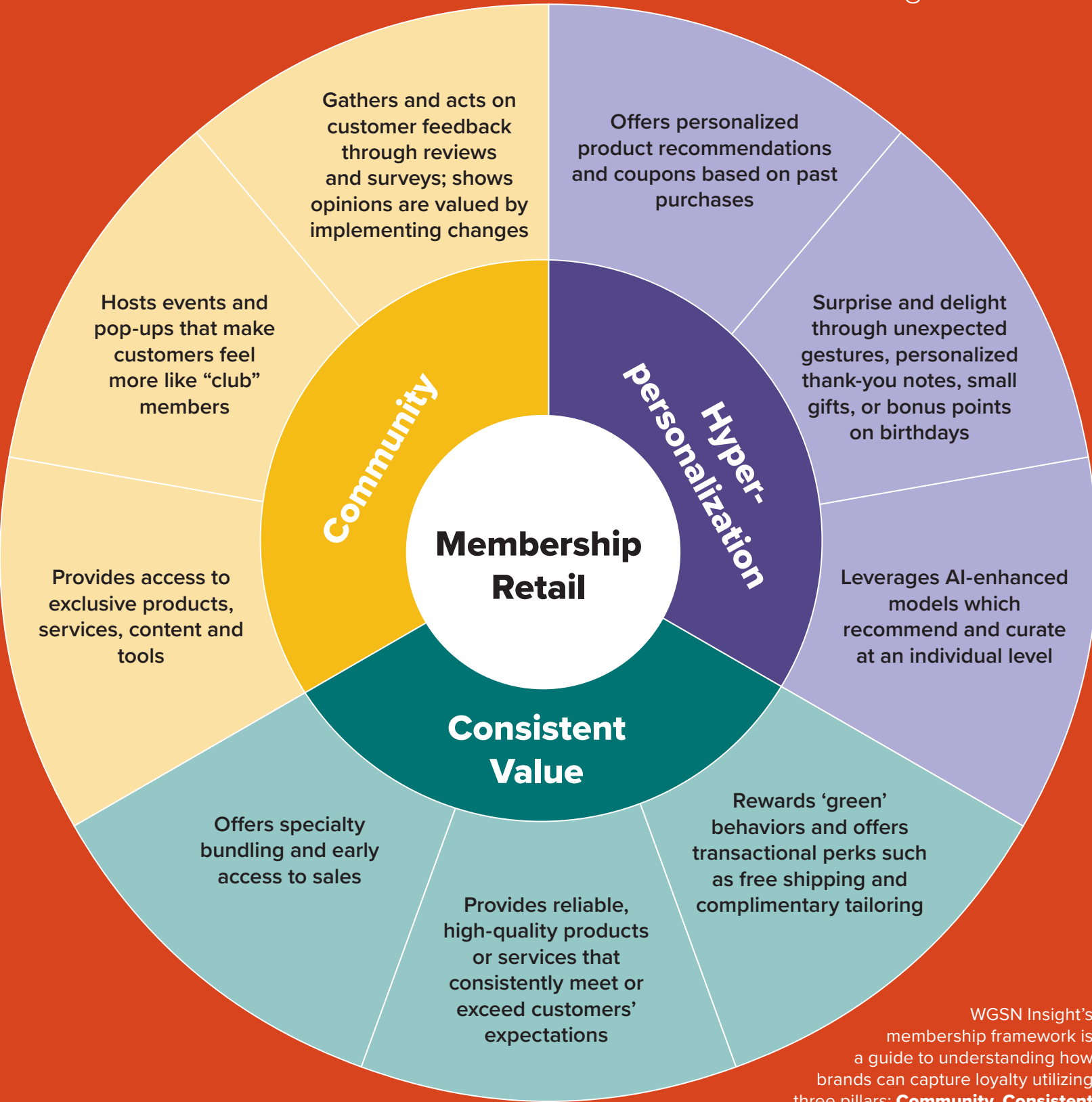
Loyalty loops are shifting from transactional rewards to emotionally driven, culturally rich experiences. Streamlined, omnichannel systems with simple, tangible rewards (instant discounts, freebies) remain essential for value-conscious consumers, but emotional bonds, exclusivity, and gamification are now key differentiators—especially for Gen Z and Millennials.

Proof Points:



As the loyalty space gets more crowded, retailers will need to get creative to keep consumers engaged. In 2024, 90% of US consumers belonged to at least one customer loyalty program, and held an average of 19 memberships each, with only 9.3 of those memberships being active. Brands that reward engagement and action – as well as spending – will thrive.

Successful retailers in the membership and loyalty arena will be those that move beyond traditional pay-for-play schemes, and instead recognize a foundational principle: you must first build a relationship. Any time you’re able, as a retailer, to create a relationship with a customer in an environment you can control (such as a loyalty program), it not only fosters advocacy and retention but also enables one-to-one communication and better personalization. Research shows customers who have an emotional relationship with a brand spend 306% more over their lifetime than those who don’t. These relationships aren’t only good for business, they enable a brand to tailor products, services and tools based on real-time feedback directly from its most loyal customer base.



WGSN Insight’s membership framework is a guide to understanding how brands can capture loyalty utilizing three pillars: **Community, Consistent Value and Hyper-personalization** to align with shoppers’ shifting values and expectations.

From Transaction to Relationship

Opportunities

In a highly competitive market, fostering loyalty through incentives that transcend transactions will help win over a new generation of emotionally-driven consumers. At the same time, mass brands must cater to budget-conscious shoppers by offering straightforward, tangible rewards that provide instant satisfaction.

The rising cost of acquiring new customers will fuel more brands to focus their growth strategy on retaining loyal customers amid the cost of living crisis. According to November 2023 research by SimplicityDX, customer acquisition costs soared by 222% over the prior eight years, resulting in brands losing an estimated \$29 for every order. Due to this, brands must expand their approach to loyalty to include new and innovative tactics that drive engagement, such as gamification and ring-fenced access to products and services.

- Deloitte's 2024 Retail Outlook highlights strengthening loyalty programs as the top growth opportunity for retailers, with data indicating that 77% of US consumers will spend more money with brands to whose loyalty program they belong.
- Value propositions need to be more than transactional to engage customers, as more than 80% of executives recognize that their programs are similar to other schemes.
- Loyalty programs that offer simple points and rewards systems are the number one way to keep global customers coming back.
- Exclusive paid membership programs are becoming increasingly sought after. Since 2021, participation in paid loyalty programs has tripled, rising from 17% to 53% in 2023.
- Hyper-individualized offers will be vital to converting Gen Z. According to a US study, 85% of Gen Z indicate they are interested in receiving personalized offers from merchants.

Key Strategies

Streamline Your System: Offer tangible rewards and a simplified omnichannel strategy to appeal to value-conscious consumers who prioritize convenience and cash incentives.

Drive Loyalty Through Diversification: Build an emotional bond between your brand and your customer by creating cultural and local experiences.

Belonging With Benefits & Building Members-Only Loyalty: Loyal customers want to be recognized and rewarded with exclusive access to new products, limited-edition drops, services and events.

Gamify loyalty: The phasing out of third-party cookies means brands must find new ways of tracking consumers' online behavior, adopting new technologies and strategies that enable them to gather data effectively.

Harness the power of co-opetition: Cross-category collaborations allow brands to pool resources and share costs while maximizing their reach and boosting reward potential.



From Transaction to Relationship

Imagine In Action Designing Everyday Rituals

Key Strategies Implemented:

- 1. Streamline Your System**
 - 2. Belonging with Benefits & Building Members-Only Loyalty**
- The most effective loyalty systems often feel invisible. They are built into people’s routines through small, repeatable moments of value that become habits over time.

Strategic Implication

Retailers have an opportunity to strengthen retention by creating recurring touchpoints tied to seasonal behaviors, daily rituals, and simple reward systems that feel easy and worthwhile.

Imagine in Action

Fleet Farm came to us with fragmented strategies and a need for modernization. Through top-down engagement, Imagine Studio delivered a scalable, repeatable go-to-market plan that blends proven methods with innovation. This included revamping C-store design, formalizing the promotion calendar, and redesigning exterior branding. Backed by subject matter experts, this team-driven approach positions Fleet Farm for long-term success and highlights our SME capabilities.

Key Takeaway

Loyalty is often built through consistency rather than complexity. Small moments of value, repeated over time, can become powerful drivers of emotional connection and long-term retention.



From Transaction to Relationship

Imagine In Action Designing Everyday Rituals

Objectives:

Connect Retail to C-Store: Creating a unified retail environment where customers see the C-Store as a seamless extension of the main store, rather than a separate, secondary offering.

Tell the Value Story: The focus shifts to overall value, highlighting convenience, product selection/unique offerings, as well as quality for the price.

Build Loyalty: Transform repeat visits into genuine loyalty by understanding what customers value most. Enhance storytelling through reward programs and premium products through brand partnerships.

Loyalty is often built through consistency rather than complexity.



To bridge a connection between the main store and the convenience store, we brought two of the most loved and recognizable brand elements of the C-store—coffee and popcorn—to the main store.



New seasonal promotional campaigns shifted alongside customers' lifestyles throughout the year. Summer campaigns emphasized frozen beverages, cold drinks, and road-trip snacks, while winter promotions focused on coffee, breakfast, and comfort-driven meal occasions. Free offerings like popcorn helped drive customers at the pump into the store, leading to bigger baskets beyond fuel.

A beverage punch-card program rewards repeat visits through an approachable, everyday loyalty program that customers could easily build into their routines.



From Transaction to Relationship

Imagine In Action Scaling Identity Across Regions

Key Strategy Implemented:
Drive Loyalty Through Diversification

As brands expand into new markets, consumers still want experiences that feel personal, recognizable, and connected to local culture.

Strategic Implication
Retailers need flexible brand systems that maintain consistency while leaving room for regional storytelling, cultural relevance, and emotional familiarity.

Imagine in Action
Imagine partnered with Bojangles to translate some of the brand’s most iconic food stories into a scalable environmental graphics program. The system was designed to adapt across franchise locations, university stores, and destination-based experiences.

Key Takeaway
Strong brands create trust through consistency, but connection happens when people feel reflected in the experience itself.



From Transaction to Relationship

Imagine In Action
Scaling Identity Across Regions



Signature offerings like the signature sauces, all-day hand-breaded chicken, breakfast sandwiches, and fresh steeped tea became part of a layered visual language woven throughout the restaurant experience.



A community wall and localized graphics root the store in its neighborhood, helping customers feel seen while strengthening brand affinity and emotional connection.

From Transaction to Relationship

Imagine In Action Scaling Identity Across Regions

Key Strategies Implemented:

- 1. Harness the Power of Co-Opetition
- 2. Drive Loyalty Through Diversification

In Las Vegas, the graphics evolved again to reflect the energy of Formula 1 culture while still feeling unmistakably Bojangles.

Community wall and photo-op moment: A graphic feature wall that celebrates Bojangles’ history while channeling the adrenaline of Formula 1 brought both brands together through a playful spirit of co-opetition.

A social photo-op featuring the Bojangles mascot transforms an otherwise unused cove into a playful, high-energy brand moment worth stopping for—and sharing.

Gamified moments: Co-branded interactive touchpoints anchored by a race-style clock with subtle slot-machine cues, capturing the energy of Las Vegas through a gamified, Bojangles-forward experience.



From Transaction to Relationship

Imagine In Action Designing for Local Identity

Key Strategy Implemented: Drive Loyalty Through Diversification

Consumers increasingly connect with spaces that feel rooted in the culture and character of the communities around them.

Strategic Implication

Retailers have an opportunity to create stronger emotional resonance by integrating local references, visual language, and cultural context into the customer experience.

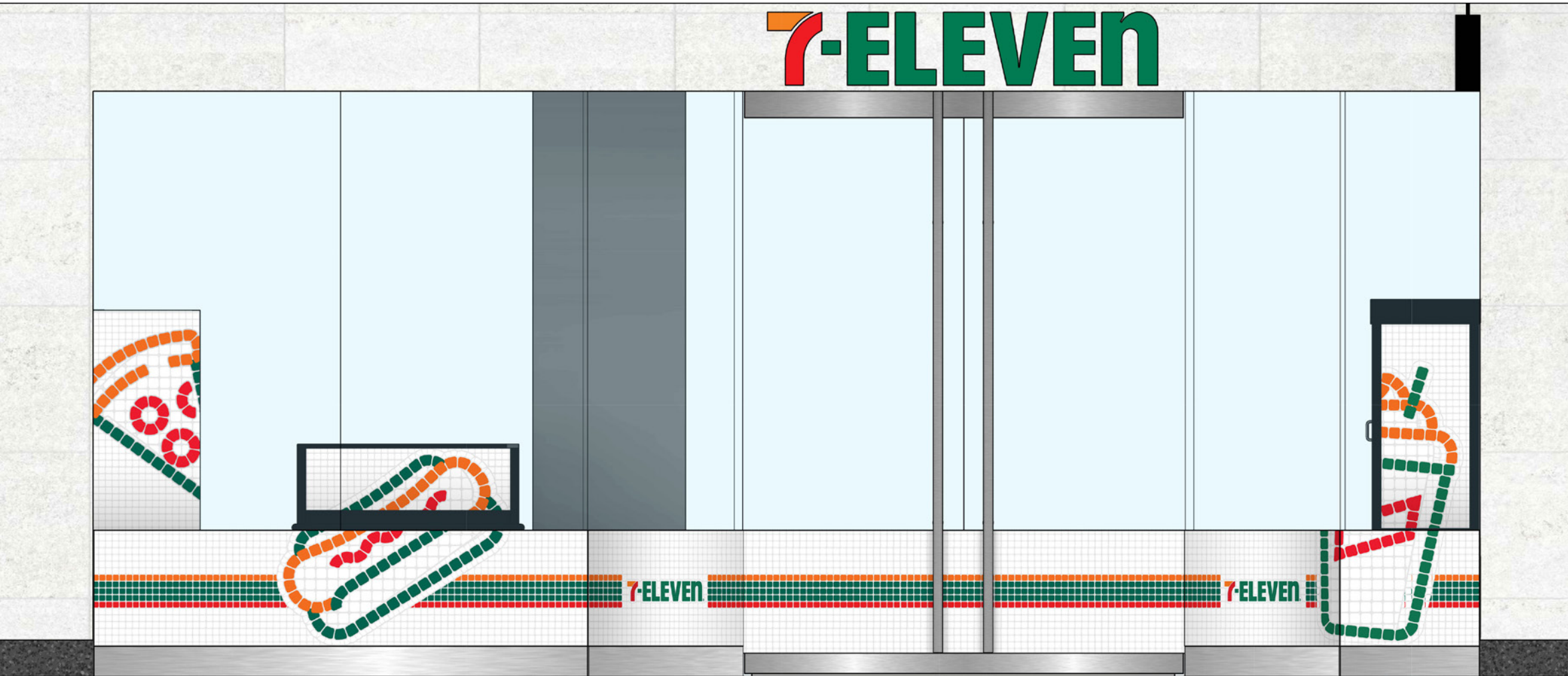
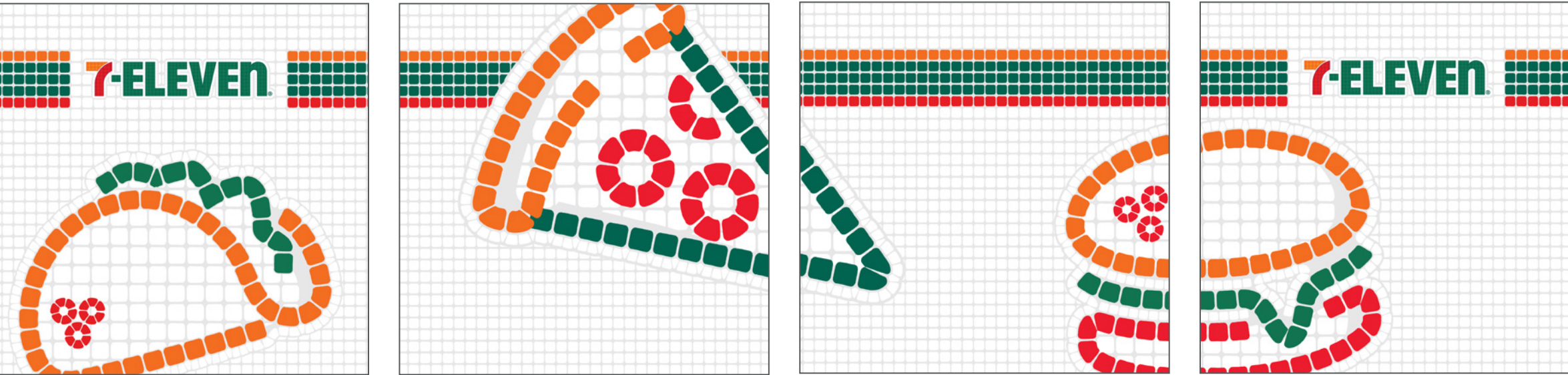
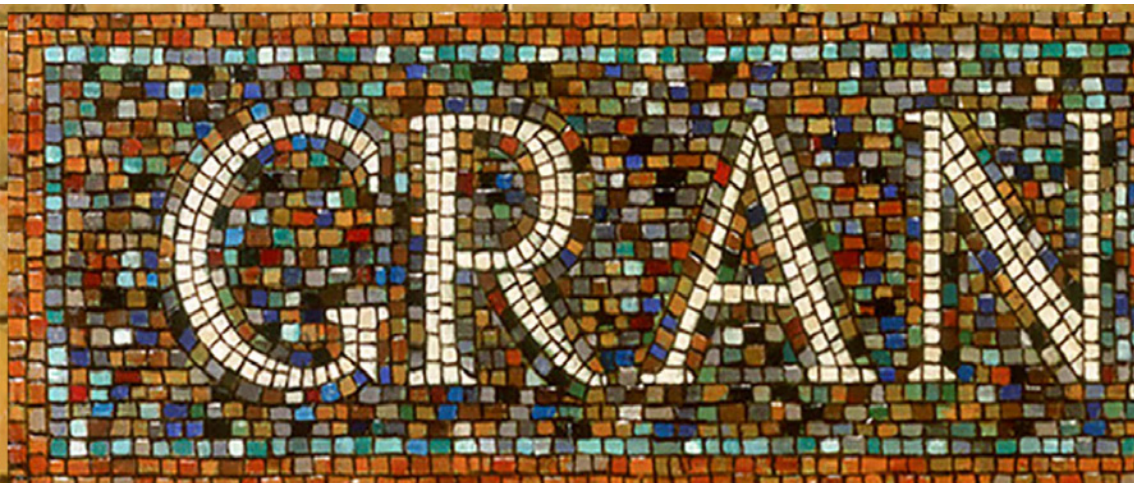
Imagine in Action

For a Grand Central Station activation, Imagine transformed a 7-Eleven storefront using subway-inspired tile graphics that celebrated the visual language of New York City. Familiar 7-Eleven products like hot dogs, beverages, and snacks were reimagined through mural-style tiled artwork inspired by transit stations and neighborhood iconography. The experience felt playful, recognizable, and deeply connected to its surroundings.

Key Takeaway

Localization helps large-scale brands feel more human, familiar, and emotionally connected to the people they serve.

Grand Central Station NY (Inspiration)



Connected Well-being

Designing for Care, Joy, & Connection

Convenience today is about more than speed. Consumers are increasingly looking for experiences that feel fresh, uplifting, sensory, and emotionally engaging. Retail environments now have the opportunity to create moments of comfort, discovery, delight, and human connection throughout everyday life.

This chapter explores how retailers can design experiences rooted in hospitality, well-being, playfulness, and emotional engagement.



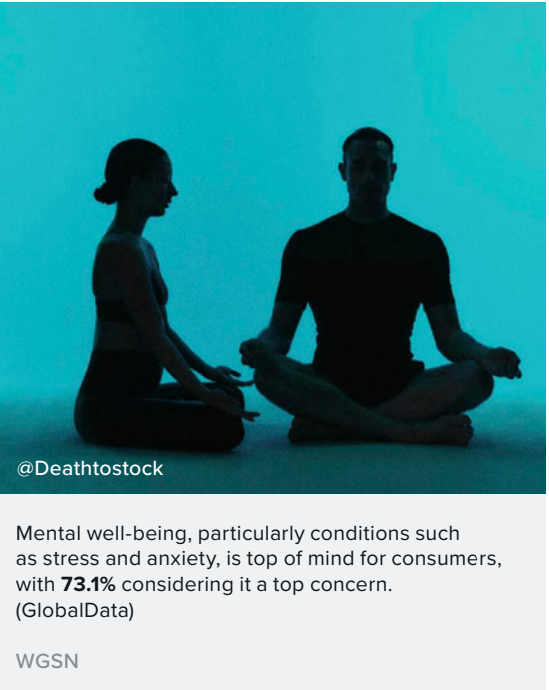
Connected Well-being

Need to Know

Consumers are doubling down on their wellness spending, even amid recession fears, creating new opportunities for retailers to show up in non-traditional health spaces and focus on convenience, cutting-edge technology and community as self-care.

Additionally, as more consumers prioritize joy and play, there is a white-space opportunity for wellness brands to adopt a less serious tone and lean into humor and silliness for a more relatable approach to health.

Proof Points:



Opportunities

There is a shift in attitudes towards wellness, which is projected to be a \$9tn economy by 2028 (Global Wellness Institute). This is especially true among health-conscious Gen Z and Millennials, who are feeling burned out from keeping up with the cycle of wellness trends and are eager for a different approach. 89% of 13 to 39-year-olds in the US say they want the definition of wellness to change (YPulse).

As budgets tighten and categories previously resistant to inflation experience a decline, health and wellness has become a critical area for retailers to invest in, with global health and well-being spending rising 16% in January 2025 (VML). As consumers move away from “hardcore” wellness, the industry is ripe for innovation, particularly in physical retail environments, as the mental and physical benefits of in-person experiences lend well to establishing a deeper connection with shoppers. Retailers must recognize the importance of small, meaningful moments that can fit into consumers’ daily lives, whether through hosting weekly run meets or by positioning food offerings as beneficial treats. To succeed in this increasingly crowded market, winning brands will drive traffic to stores by delivering differentiated value propositions and broadening in-store engagement. This includes experiential services that are less driven by retail itself, and more by their wider value.

It’s time to start redefining wellness as something more inclusive, playful, sociable and ultimately less serious, offering an antidote to toxic wellness culture and burnout. Help this cohort to find the funny, seek out glimmers, celebrate small victories, and embrace progress rather than perfection.

Key Strategies

Serve as a fourth space: As consumers continue to channel their spending towards experiences, they will seek spaces that bridge the gap between health and togetherness.

Integrate service offerings into stores: Invest in the creation of health and wellness-related services designed to support shopper needs while generating additional revenue.

Offer wellness-to-go: Tap into the growing food-to-go market, creating fun but functional food and beverage offerings that appeal to health-conscious consumers.

Capitalize on the slow wellness surge: Connect with consumers who continue to spend big on wellness travel through adaptable and restorative experiences.

Unleash joy: Adopt joy as a wellness strategy. Let loose and embrace all things bright and cheerful to help consumers shake off their stressors.

Get playful: Utilize the power of play to bring people together, gamify fitness goals and create space for socializing. Aim for progress over perfection, making fitness fun and accessible for all.

Connected Well-being

Imagine In Action Wellness in Motion

Key Strategy Implemented:
Offer Wellness-to-Go

Consumers want convenience that still feels intentional. Grab-and-Go no longer means sacrificing freshness, atmosphere, or quality.

Strategic Implication
Retailers have an opportunity to create stronger emotional resonance by integrating local references, visual language, and cultural context into the customer experience.

Imagine in Action
Imagine partnered with Sprouts Farmers Market to reimagine the Grab-and-Go department through the lens of freshness, abundance, and sensory experience. Inspired by open-air markets, the environment used layered materiality, tilework, merchandising, and visual storytelling to create a space that felt vibrant, elevated, and highly functional.

The experience was designed around principles like “all senses fired,” encouraging moments of discovery through smell, texture, taste, color, and movement.

Key Takeaway
Convenience becomes more meaningful when it engages people emotionally and sensorially rather than simply helping them move faster.



Connected Well-being

Imagine In Action Speed Without Sacrificing Experience

Key Strategy Implemented:
Meet Continued Need for Speed

(Meet Continued Need for Speed strategy is from Chapter 3, but included here, in Chapter 2 since Sprouts bridges both chapters)
Shoppers increasingly expect fast retail experiences that still feel thoughtful, fresh, and premium.

Strategic Implication

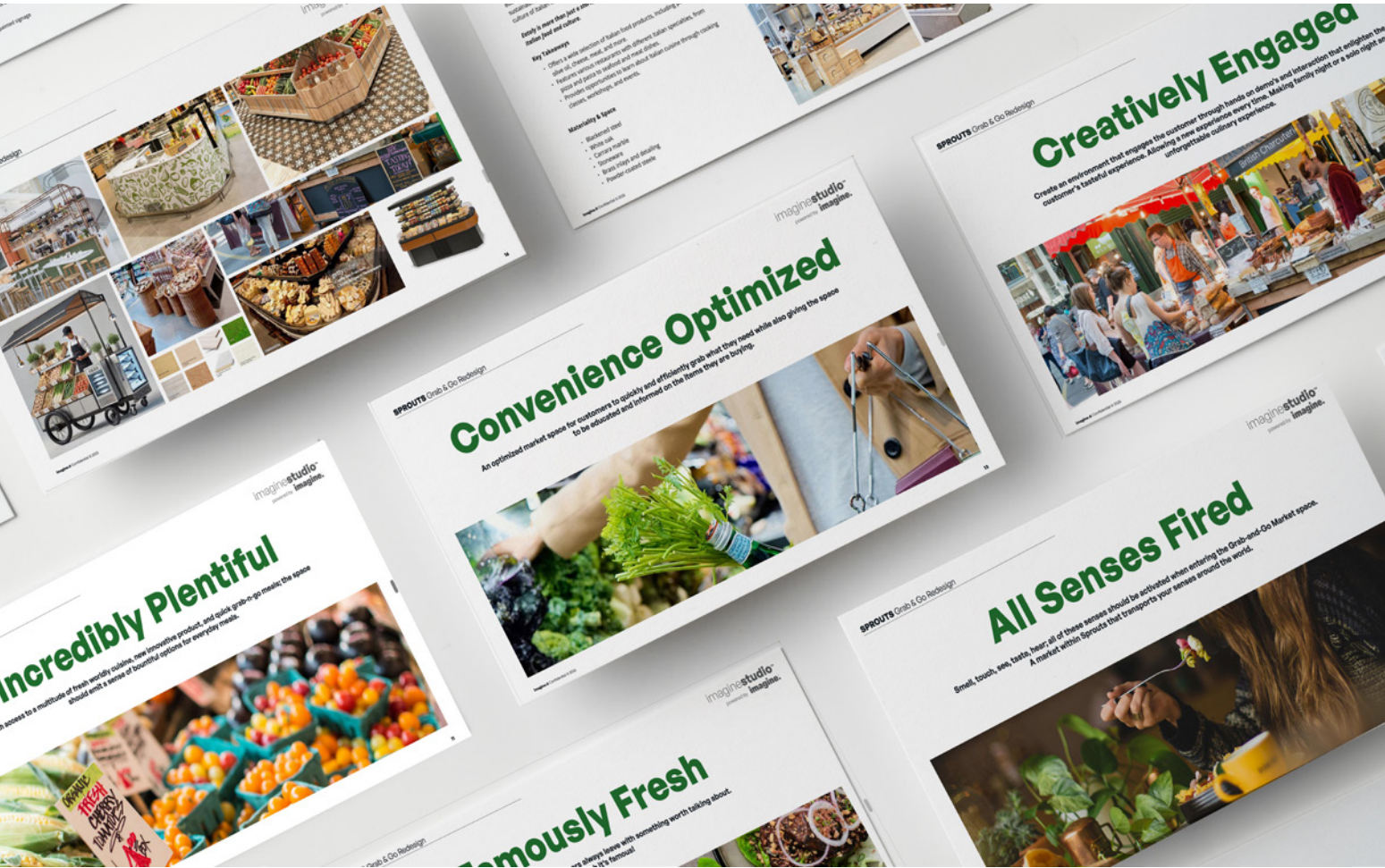
Retailers must create environments that support efficiency and rapid decision-making without losing atmosphere, discovery, or emotional engagement.

Imagine in Action

As part of the Sprouts Farmers Market Grab-and-Go redesign, Imagine focused on creating a customer journey that balanced speed with atmosphere. Navigation was simplified, merchandising was organized for quick decision-making, and the environment still maintained a strong sense of freshness, abundance, and market-style discovery.

Key Takeaway

The future of convenience is not about removing experience. It is about making high-quality experiences feel effortless.



Grounded in strategy, the Sprouts Grab-and-Go design was built on clear, brand-aligned principles, centering freshness, abundance, and sensory engagement to deliver on the project’s objectives.

Connected Well-being

Imagine In Action Bringing Hospitality into Convenience

Key Strategy Implemented:
Integrate Service Offerings Into Stores

Food has become one of the strongest emotional drivers in convenience retail. Consumers increasingly expect convenience stores to offer experiences that feel fresh, authentic, and thoughtfully prepared rather than purely functional.

Strategic Implication
Convenience retailers have an opportunity to build trust and emotional connection through visible craftsmanship, fresh preparation, and food experiences rooted in care and authenticity.

Imagine in Action
Through the expansion of Laredo Taco Company within 7-Eleven stores, the food offering evolved into a much more central part of the customer experience. Fresh tortillas rolled in-store, expanded taco offerings, and visible preparation methods created a stronger sense of authenticity and hospitality inside the convenience environment.

Rather than treating food-service as an add-on, the experience positioned fresh food as a destination in itself.

Key Takeaway
When convenience retail feels crafted, fresh, and human, it creates a deeper emotional connection and elevates the entire store experience.



Retail as Entertainment

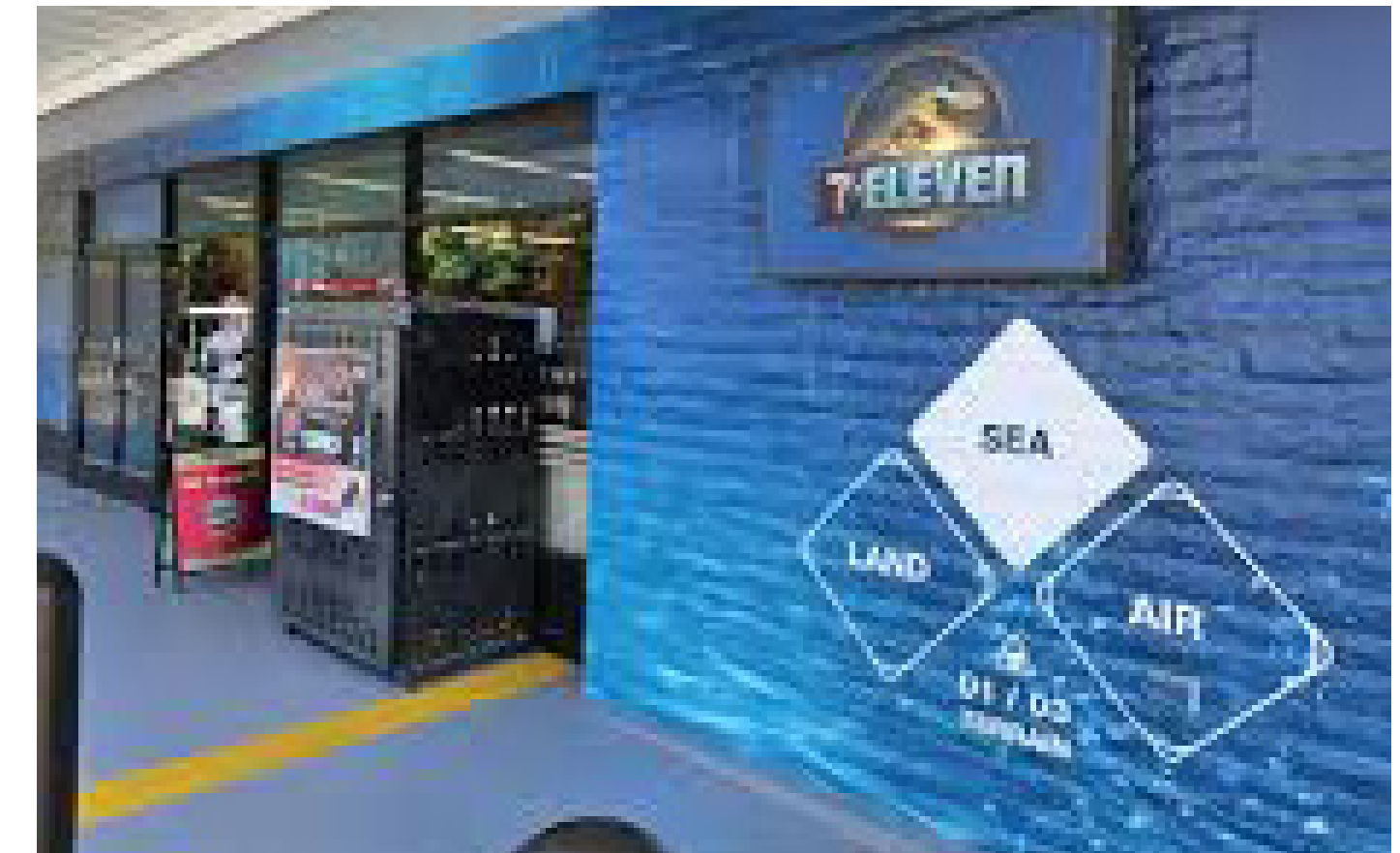
Consumers are increasingly drawn to experiences that surprise them and break up the routine of everyday life.

Retail spaces can become much more memorable when brands lean into storytelling, spectacle, and immersive moments that people want to share and talk about.

To celebrate the release of Jurassic World, Imagine partnered with 7-Eleven & Speedway to transform a store into a larger-than-life experience. Massive environmental wraps covered the exterior while a giant dinosaur installation appeared to burst directly from the building itself.

What could have been a simple promotional campaign instead became a destination experience that drew people in through surprise, scale, and playfulness.

Retail experiences that create emotion, delight, and cultural participation build stronger and longer-lasting consumer connections.



Connected Well-being

Imagine In Action
Retail as Entertainment



Connected Well-being

Imagine In Action Designing Escapism

Key Strategies Implemented:

- 1. Unleash Joy
- 2. Get Playful

Consumers are increasingly drawn to experiences that offer emotional escape, aspiration, and lifestyle connection, even within small retail moments.

Strategic Implication

POP and merchandising environments can become immersive storytelling tools rather than purely promotional displays.

Imagine in Action

Imagine developed a series of branded POP activations for adult beverage brands across grocery and retail environments. From beach-inspired lounge settings to tiki-themed experiences, the displays transformed standard merchandising into playful, transporive brand moments.

Key Takeaway

The most memorable retail experiences are often the ones that momentarily break routine and make people feel something unexpected.



The Convenience Paradox

Addressing contradictory consumer demands

Consumers want things faster than ever before, but they also want experiences that feel elevated, intuitive, and worth their time. They want premium quality at accessible prices, quick decisions without confusion, and efficiency without sacrificing discovery.

This chapter explores how retailers can balance speed, clarity, value, and experience within increasingly complex shopping environments.



The Convenience Paradox

Need to Know Understanding the Paradox:

Winning in convenience now means mastering these paradoxes—offering speed and patience, digital and human, wide-ranging access and curated simplicity. The brands that succeed will be those that can flex between these modes, personalizing the journey for each customer and ensuring that convenience never comes at the cost of emotional connection or brand trust.

WGSN

FAST & SLOW

While immediacy and rapid delivery remain dominant drivers (90% of REWE Pick&Go shoppers rate checkout-free as significantly faster), there is a growing cohort of “patient shoppers” who value slower, more considered experiences. Retailers like Amazon and Waitrose now offer both rapid and “no-rush” delivery options, rewarding those who choose slower timelines with perks or social experiences. In-store, the coexistence of self-checkout and traditional, human-manned checkouts caters to both speed-seekers and those craving social interaction or a sense of community. This duality is essential as some consumers want to “get in and out,” while others value the human touch and personal engagement of the shopping experience.

TECH-FORWARD & EMOTIONALLY CONNECTED

The integration of AI, AR, and spatial computing is transforming retail into seamless, hyper-personalized journeys. However, as digital fatigue rises, consumers are also seeking tactile, real-world experiences and authentic human connection. The most successful strategies allow customers to opt in or out of tech layers, blending invisible wayfinding and digital enhancements with calming, sensory-rich environments and opportunities for genuine interaction with staff or community members.

SHOP EVERYWHERE, NOT OVERLOAD

Omnichannel is evolving into “omnichannel optionality,” where consumers expect to shop across physical, digital, and social platforms—but on their own terms. The challenge is to provide access everywhere (in-store, online, social, mobile) while curating the experience to avoid endless choice, decision fatigue, or algorithmic overload. This means designing clear, intuitive store layouts, simplifying digital journeys, and giving customers control over how much tech or personalization they want to engage with.

FRICTIONLESS YET REASSURING

As retail becomes more automated and checkout-free, there is a risk of losing the emotional assurance that comes from human service. The paradox is that the more seamless and invisible the tech, the more important it is to build in moments of emotional comfort, trust, and community—whether through staff training, social spaces, or initiatives like “Happy to Chat” badges for those seeking connection.

SERENDIPITY & PREDICTABILITY

As consumers become desensitized to viral recommendations, finding moments of genuine serendipity in the shopping journey will be critical for brands.

Opportunities

Addressing the paradoxes in convenience retail—balancing fast and slow, tech-forward and emotionally connected, and omnichannel access without overload—opens up significant opportunities for brands to differentiate, build loyalty, and future-proof their strategies for 2026 and beyond. The key is to design experiences that flex to diverse consumer needs, blending efficiency with empathy and digital with human touch.

Fast & Slow

Offer both rapid and leisurely experiences. Incentivize slower delivery with rewards or environmental benefits, while maintaining rapid fulfilment for those who need it.

Tech-Forward & Emotionally Connected

Use technology to enhance, not replace, human connection. Embed opt-in/opt-out digital layers, transparent AI, and wise tech that builds trust and supports emotional needs.

Shop Everywhere, Not Overload

Curate omnichannel journeys with clear navigation, modular layouts, and customer control over tech engagement. Reduce decision fatigue with simplified store plans and digital wayfinding.

Frictionless Yet Reassuring

Combine automation with sanctuary spaces, social infrastructure, and opportunities for community connection. Design calm, low-distraction environments and offer both self-service and human support.

Serendipity & Predictability

Engineer moments of surprise and discovery alongside reliable, efficient service. Use exclusive drops, localized experiences, and community tastemaker strategies.

Key Strategies

Meet continued need for speed: Retailers are leveraging high-tech fulfillment, quick-commerce partnerships, and enhanced loyalty programs to meet consumer demands for rapid convenience and quality.

Support the patient shopper: Support the patient shopper by incentivizing slower delivery through monetary rewards and sustainability messaging, while maintaining human-centric in-store experiences and traditional service options to foster community connection.

Maintain a focus on value: To combat declining loyalty and high inflation, retailers must adopt a value-focused strategy, including competitive pricing, increased private label investment, and price matching to retain cost-conscious consumers shifting toward discount channels.

Provide a premium offering at value prices: To appeal to a broad spectrum of shoppers, retailers are bridging the gap between value and luxury by investing in high-quality private labels, designer collaborations, and elevated essentials that provide premium-tier “dupes” at accessible price points.

Invest in wise tech: To thrive, brands must combine human-centric AI and individualized engagement with immersive, community-driven digital spaces that prioritize trust and authentic connection over traditional scrolling environments.

Refresh stores with smart layouts and navigation: Modern physical retail should feature agile, intuitive, and omnichannel-aligned environments with clear sight lines, modularity, and decentralized checkouts to create a fluid customer journey.

Revitalize serendipitous discovery: To combat algorithm fatigue and revive the joy of discovery, brands should position themselves as local community tastemakers by engineering “meet-cute” physical spaces and offering exclusive “IYKYK” (“If you know, you know”) experiences that encourage consumers to stop scrolling and start wandering.

The Convenience Paradox

Imagine in Action Designing Recognition at Speed

Key Strategies Implemented:

1. Meet Continued Need for Speed

2. Refresh Stores with Smart Layouts and Navigation

In fast-moving retail and QSR environments, familiarity and recognition play a major role in customer decision-making. Refreshed architecture, drive-thru experience, ordering zones, brand hierarchy, and environmental cues all help customers move faster and understand the experience more intuitively.

Strategic Implication

Retailers need strong, recognizable environments that create instant clarity while maintaining consistency across locations and executions.

Imagine in Action

Imagine partnered with Checkers Restaurants to refresh the exterior architecture while preserving the bold, recognizable character of the brand. From early sketches through final execution, the project remained focused on maintaining strong visual recognition and operational consistency across the customer experience.

Key Takeaway

Familiarity creates confidence, especially in fast-paced retail environments where customers are making rapid decisions.



The Convenience Paradox

Imagine in Action
Designing Recognition at Speed



Before



After: RESULTS

21.8%
increase in net sales

17.7% increase in
traffic compared with
pre-remodel performance

New Daytona market
is also experiencing
comparable results

The Convenience Paradox

Imagine in Action
Designing Recognition at Speed



The Convenience Paradox

Imagine in Action Where Fresh Meets Fast

Key Strategies Implemented:

1. Meet the Continued Need for Speed
2. Refresh Stores with Smart Layouts and Navigation
3. Revitalize Serendipitous Discovery

Convenience retail is evolving from a purely transactional model to an experience-driven one, combining speed with fresh food, discovery, and everyday lifestyle needs in a compact format.

Strategic Implication

Retailers must create intuitive environments that support multiple shopping missions at once while balancing efficiency, freshness, and moments of engagement throughout the customer journey.

Imagine in Action

Imagine partnered with Meijer to create a **fresh-first** convenience concept that delivers the ease of a quick stop with the quality and credibilty of a larger retail experience. From open kitchen food theater, prepared meals, bakery offerings, and Grab-and-Go favorites to fresh flowers, gifting moments, greeting cards and celebratory beverages, the environment was designed to support everyday needs in one highly convenient food-forward destination.

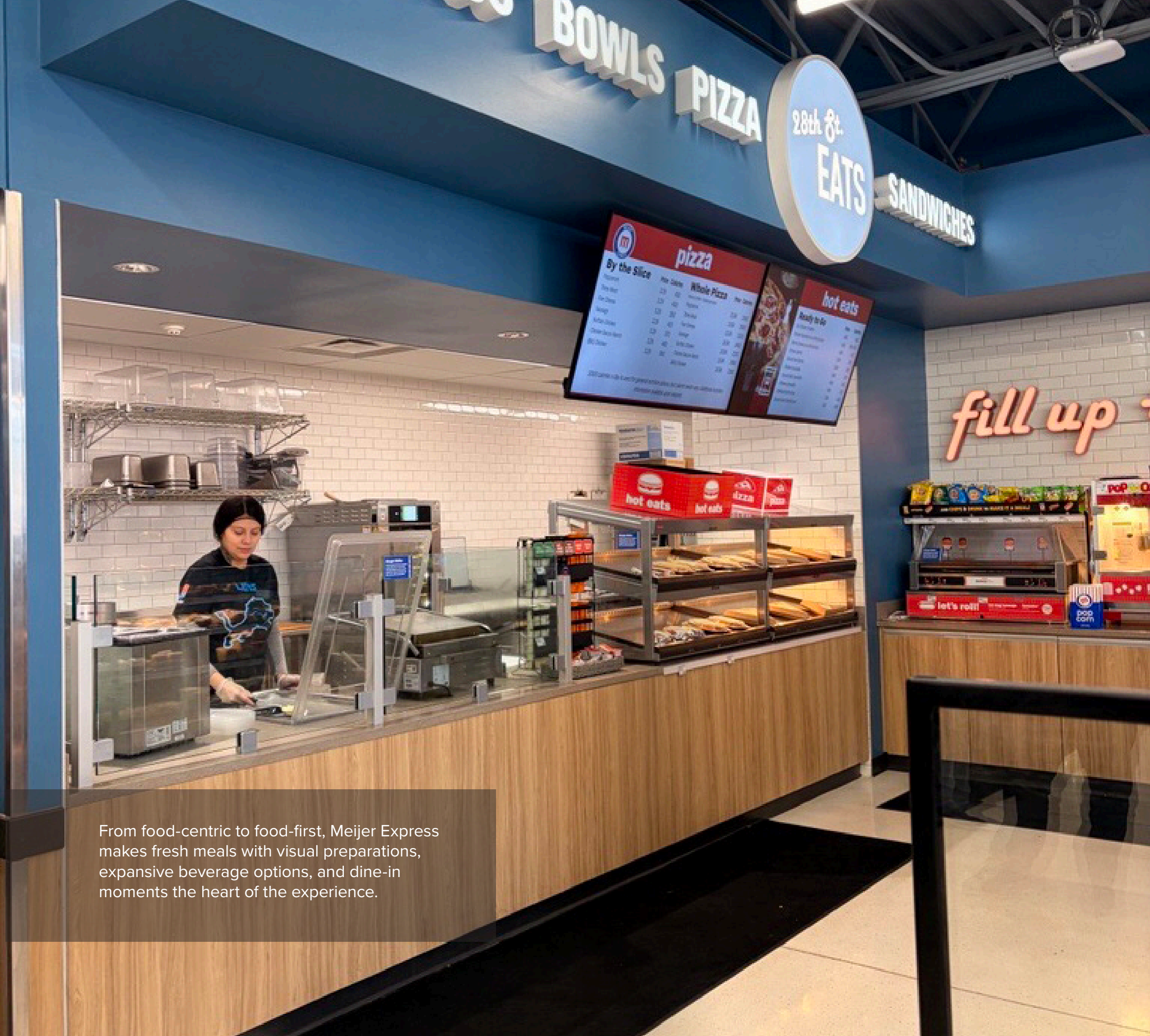
Key Takeaway

Modern convenience succeeds when retailers combine operational speed with freshness, discovery, and customer experiences that make a quick store more memorable.



The Convenience Paradox

Imagine in Action
Where Fresh Meets Fast



From food-centric to food-first, Meijer Express makes fresh meals with visual preparations, expansive beverage options, and dine-in moments the heart of the experience.



The Convenience Paradox

Imagine in Action
Where Fresh Meets Fast



Fresh-cut flowers displayed in rustic crates introduce an unexpected moment of freshness and discovery, elevating the store experience while supporting everyday gifting and impulse-driven occasions.



imagine**studio**™



Imagine.® Confidential ©2026

The information in these materials, including related supplemental information, is the confidential, proprietary property of The Imagine Group and its affiliates. Any unauthorized use, reproduction, or disclosure to any third party is strictly prohibited.