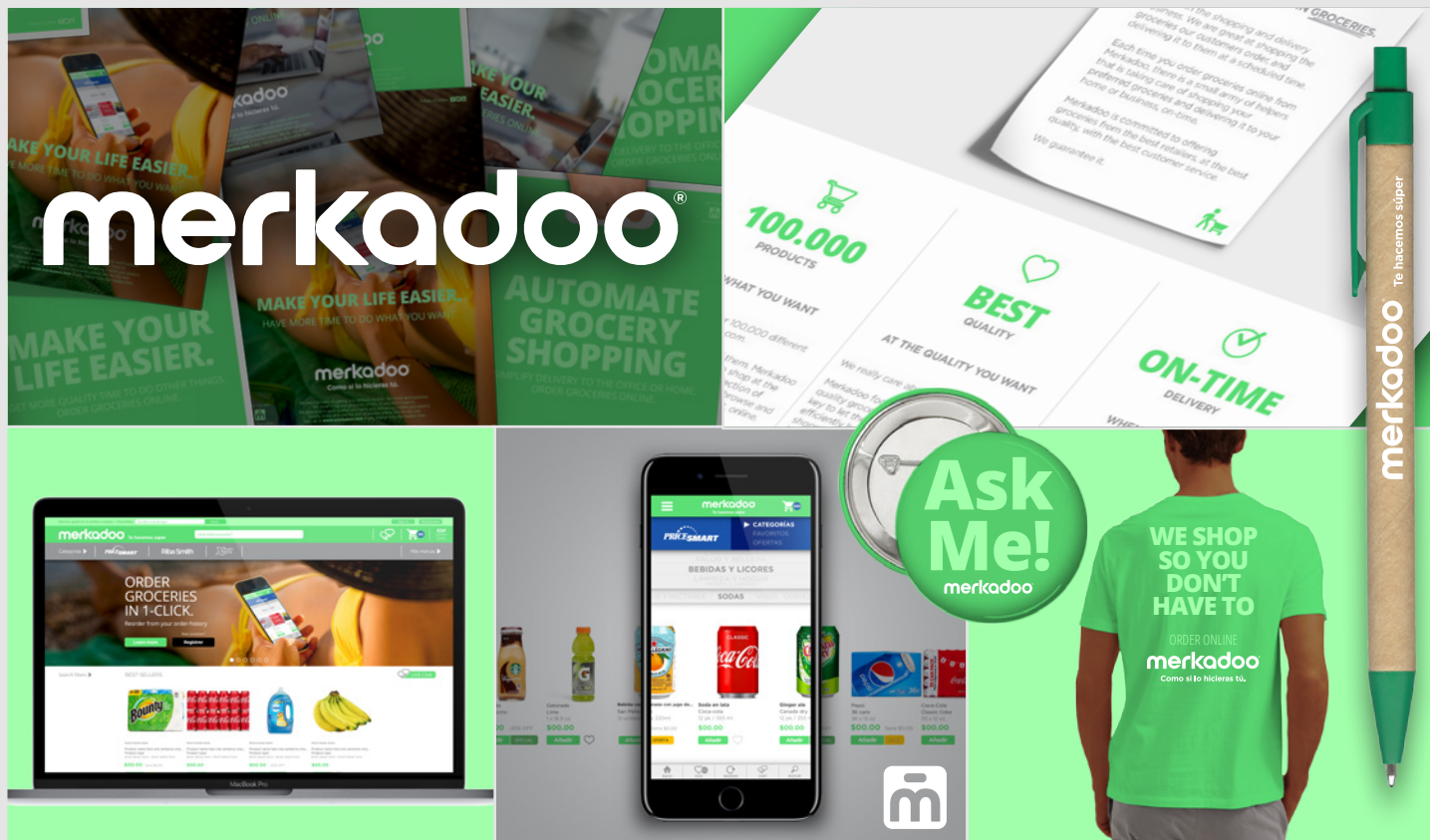


# Merkadoo – Grocery shopping & delivery

Eliminating the need to go grocery shopping by providing a new service from a trusted specialist



## Background

Merkadoo is a grocery shopping and delivery service with strategic alliances to big-box grocery chains. In two years, Merkadoo has proven successful by growing organically without massive backing by simply delivering the best groceries at the right time.



## Services completed

- 1 Mission & Vision
- ✓ Strategy & Positioning
- ✓ Naming & Nomenclatures
- ✓ Branding & Identity
- 5 Marketing & Messaging
- ✓ Product & Packaging Design
- ✓ Retail Space & Online Appearance Design

## Challenge

Merkadoo operates in times with aggressive funding for micro pick-up-and-delivery services, and see the need to stand out with a visually different identity and also communicate what makes our services uniquely different than the rest.

Merkadoo has past its proof-of-concept phase and is in the final stage of completing its business structure in preparation for regional expansion. It is of vital importance to strengthen the competitive edge and to package Merkadoo as a brand with a disruptive appearance and memorable marketing and messaging to maintain its relevance to the existing niche market and successfully target the larger mass-market.

*“Cultéva was a game changer for us. During our time together, we learned more about our business and about our position in the market. We felt like someone put new glasses on our eyes.”*

–Ilan Shatz, Founder and CEO, Merkadoo

## Solution

Culteva designed a new brand platform that gave Merkadoo a vibrant, fresh and modern appearance with a new UI for both the ecom site and app, new social media, print media, videos, sales tools and marketing approach.

To begin with, the name was adjusted from Merk'doo to Merkadoo, and a new logo and visual identity was designed. The following phase focused on defining customer profiles, brand strategy, messaging, tactics, UI for app and ecom-site, and a companywide tagline.

Lastly, the essential ingredient throughout the brand platform for this digital service provider was to introduce a unique strategy. The customer experience was dissected, analyzed and the new real-life insight shaped a longterm customer loyalty solution to evoke curiosity, inspire engagement, and build a personal bond. +M (MoreMerkadoo) became the loyalty program that lies at the heart of the Merkadoo brand to provide customer experience excellence. The new look and feel was extended into a collection of membership packages, automated email responses, goodie-bag inserts and more.