

Company					
<b>Website</b>	Homepage features left-to-right carousel promotional tiles with page scrolling for top-level section tiles, blog posts, articles and recipes, find a store; deals, product search; add to shopping list; site is generally slow, perhaps updating (1/14).	Homepage is well-organized, with left-to-right carousel promotional tiles and easy navigation to how it works, our story, personalized plans, recipes and community features; tools for tracking progress; low-carb education.	Homepage is well-organized and uses masonry to adjust to screen size; features coupons and local sales, recipes and customer service; order meals and catering, gift cards and grocery delivery (instacart) online; foundation info.	Homepage features fixed category tiles with plenty of promotional and social content; full ecommerce site, with recipes, about us, a bog and store locator; emphasis on history, family and employee-owned stories.	Basic website with homepage carousel promotional tiles; features about us, wellness resources, specials and store blog; lots of unpolished content, emphasizing the local message; heavy events calendar.
<b>Loyalty Program</b>	{N}power; basic registration without any feature/benefit info upfront; digital coupons, personalized offers and structured points program with quarterly expiration schedule.	Starts with Free Quick-Start Kit with focus on personalized plans for achieving health and weight goals; support community once registered.	Whole Foods Market Rewards (tested in 3 markets in 2014, rolled out nationally in 2016); program changed to "Digital Coupons" to browse/redeem special offers while shopping.	Coupons but no obvious loyalty program.	Weekly specials but no obvious loyalty program.
<b>Email</b>	Health Hotline Newsletter.	Generic newsletter signup.	Special offers, recipes email.	Generic newsletter signup.	Articles, recipes and specials.
<b>Mobile</b>	Fully-responsive site; lots of below-the-fold, long-form content; multi-layered navigation; slow performance.	Fully-responsive site; easy to navigate.	Fully-responsive site; easy to navigate; homepage is heavy with beautiful product and recipe images.	Fully-responsive site; lots of below-the-fold content and secondary navigation; could be streamlined for usability.	Fully-responsive site; lots of below-the-fold and event content; clumsy mobile navigation; slow performance.
<b>Retail</b>	142 stores in 19 states.	Authorized retailers (drug and grocery) and ecommerce.	473 stores throughout UK, US and Canada; Amazon.com.	Authorized retailers (big box and grocery) and ecommerce.	1 store at 2649 Commercial St. SE, Salem, OR.
<b>Customer Experience</b>	Beautiful, clean store display; nutritional resources; supplements grouped by section; beauty (nutrition) area; grab-and-go promotional space.	Point of sale and promotional items in retailers (where allowed).	Beautiful, high-energy stores; well-lit displays; plenty of food and nutritional info in addition to promotional items; voted top places for singles to meet.	Point of sale and promotional items in retailers (where allowed).	Google Map of the store as well as a video tour; in-store experience is bright, hand-drawn and approachable; not overly-commercial; dated.
<b>Social</b>	79,612 likes on Facebook; active on Twitter, Instagram, YouTube (old content).	712,884 likes on Facebook; active on Twitter, Instagram, YouTube.	4.2M likes on Facebook; active on Twitter, Instagram, YouTube, Google+.	728,408 likes on Facebook; active on Twitter, Instagram, YouTube, Google+ (old).	9,957 likes on Facebook; active on Twitter, Instagram (employees), Google+ (old).
<b>Brand Message</b>	Five founding principles: nutrition education, highest quality products, affordable pricing, commitment to our community and employees.	"Making eating right a part of everyday life through our advocacy, education, innovation and products."	"America's Healthiest Grocery Store™"; finest natural and organic foods, strictest quality standards, and commitment to sustainability; <a href="#">8 core values</a> .	"For over three decades, Bob has been committed to providing people everywhere with the best quality foods available."	"Salem's only locally-owned, full-service, all-natural and organic grocery store."
<b>Public Relations</b>	Press releases, recall notices, media kit and investor news.	Press releases and news clips, organized by year.	Press releases, news, image and video library, resources.	N/A.	N/A; department-specific blogs.
<b>Events</b>	Active calendar of nutritional and other events by store.	No events calendar on the site.	Store events calendar, currently empty?	Schedule of <a href="#">cooking classes</a> at the Whole Grain Store.	Events calendar for in-store health and wellness activities.
<b>Content</b>	Thoughtful, factual content; brand personality is unclear; consider "snackable" content in addition to long-form copy.	A good balance of fact-based and approachable content; thorough library/science section with FAQs.	Very little product information available; more about lifestyle, recipes, trends, community; approachable tone.	Humble and approachable; tone is personable, reflective of Bob and Charlee who started milling back in the 60s.	Lighthearted and friendly; syndicated health and wellness content; "buy local" push; sustainability message.
<b>Imagery</b>	Beautiful product imagery; consider lifestyle images to break up long-form text.	Heavy focus on lifestyle, with beautiful product and recipes photos; infographics.	Beautiful recipe photography with very little lifestyle and product imagery.	Mix of current and historic imagery for storyline; clean and simple product imagery.	Purposely a bit rough; lots of employee and in-store shots; user-generated content.