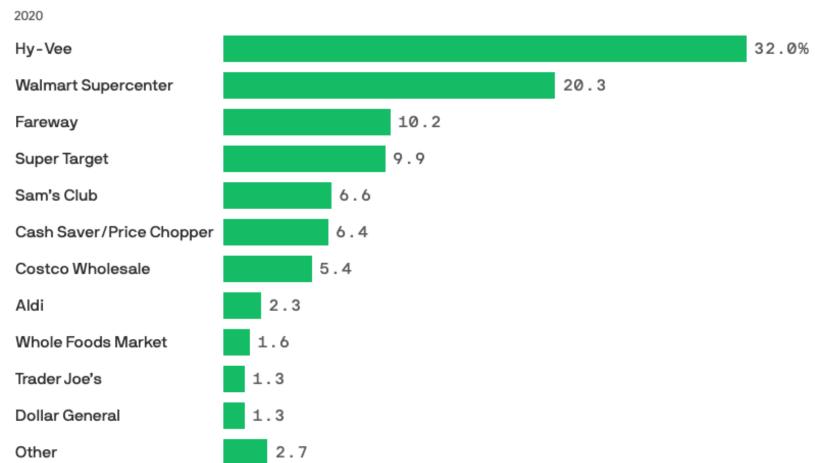
Memorability Vs. Speed Of Comprehension

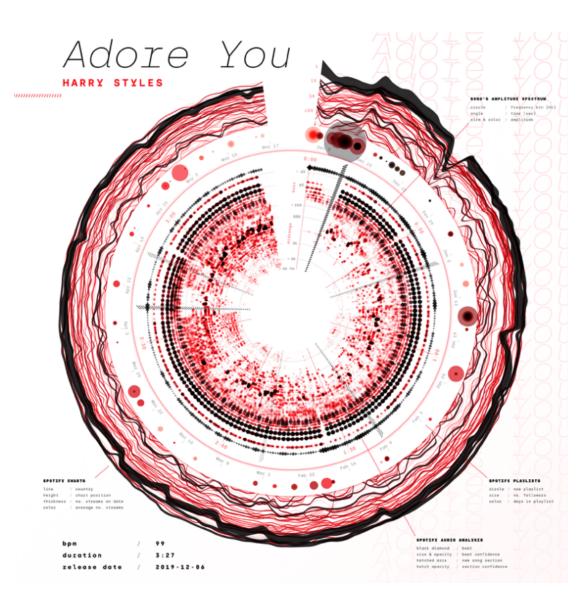






Des Moines area grocery stores by market share



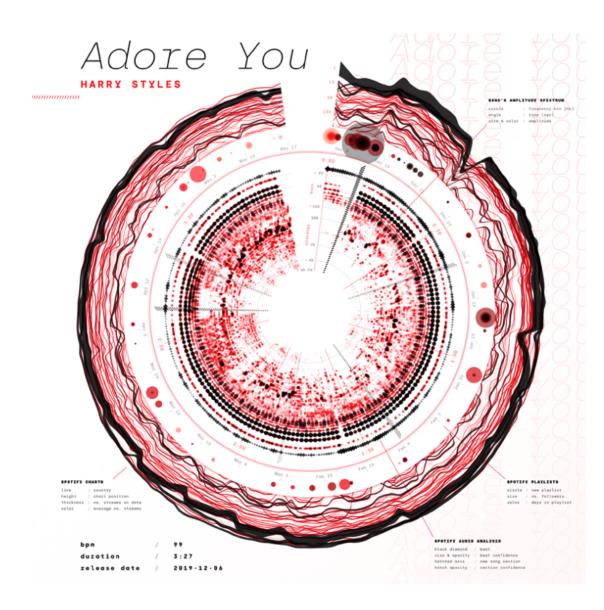


Familiar

Novel



Des Moines area grocery stores by market share 2020 Hy-Vee 32.0% Walmart Supercenter 20.3 Fareway 10.2 Super Target 9.9 Sam's Club 6.6 Cash Saver/Price Chopper 6.4 Aldi 2.3 Whole Foods Market 1.6 Trader Joe's 1.3 Dollar General 1.3



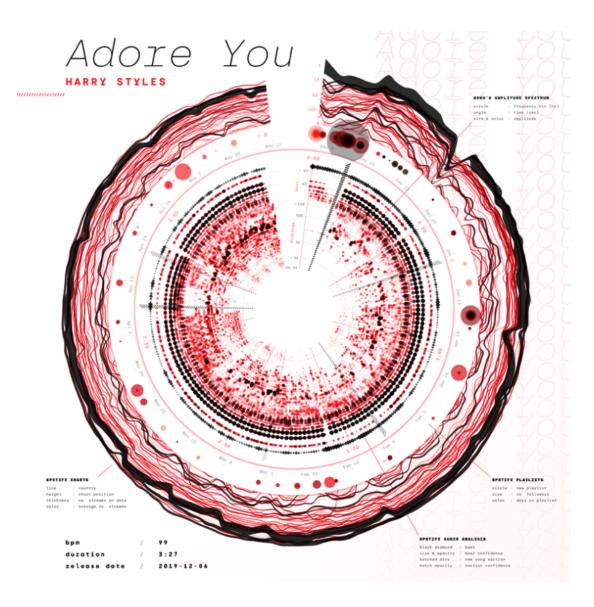
Familiar

Novel

Quick to read, clear



Des Moines area grocery stores by market share 2020 Hy-Vee 32.0% Walmart Supercenter 20.3 Fareway 10.2 Super Target 9.9 Sam's Club 6.6 Cash Saver/Price Chopper 6.4 Costco Wholesale 5.4 Aldi 2.3 Whole Foods Market 1.6 Trader Joe's 1.3 Dollar General 1.3



Familiar

Novel

Quick to read, clear

Memorable, wow factor



