

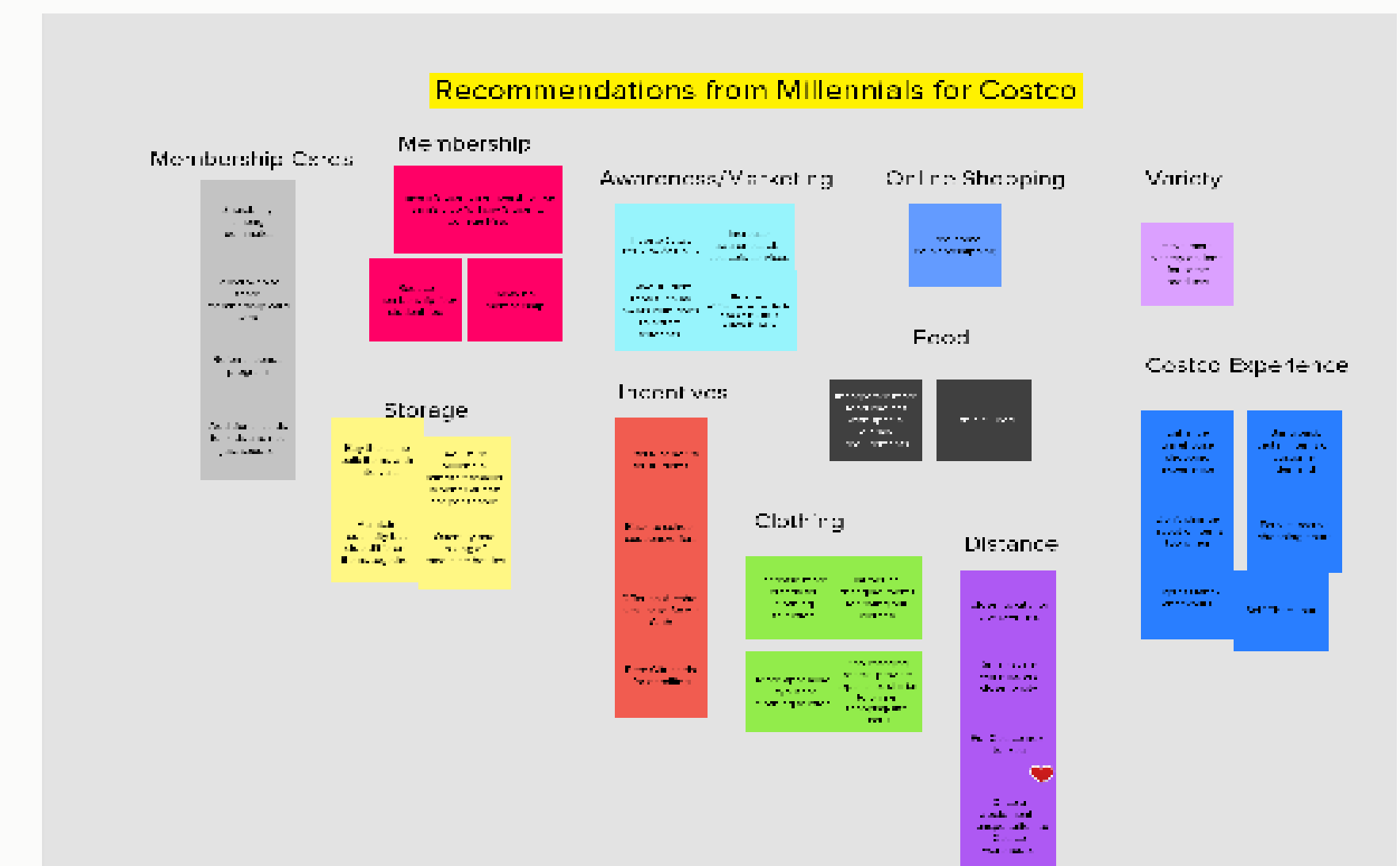
# HOW TO ATTRACT MILLENNIAL SHOPPERS AT COSTCO?

## TARGET AUDIENCE GOALS

- ♦ Shopping is more than just a transaction
- ♦ Flexible fulfillment options
- ♦ Customer service
- ♦ Online and offline presence



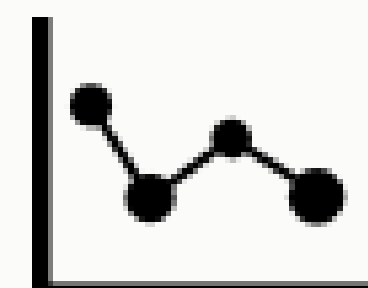
## RESEARCH PROCESS



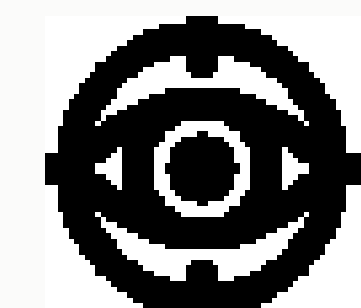
15 Interviews



5 Focus Groups



30 Surveys



3 Contextual inquiries



Ideation

## RECOMMENDATIONS

♦ Sharable Student Membership

♦ Referral programs

♦ Enhanced in-store experience

♦ Incentives

♦ Bulk storage solutions

♦ Low cost marketing techniques