



Inside the LAB

September 2026 . Issue 9 . Insights in Under 4 Minutes

Potty Talk

Sometimes the thing that drives the sale isn't what you're selling.

About 10 years ago, I went on one of the best client events I've ever attended. The new CMO at Kwik Trip invited on air talent and media executives to its headquarters in La Crosse, Wisconsin. The goal was to take us behind the scenes so we could really understand the brand. We ate ice cream right off the conveyor belt. We watched millions of cookies being made. And we heard directly from one of the company's founders about what had helped build the business.

With food being such a major part of Kwik Trip's success, I expected to hear about freshness, taste or convenience. Instead, he talked about bathrooms.

His point was simple: If the bathroom is dirty, customers may assume the food is dirty too. And they're a lot less likely to buy it. He believed in it so strongly that there were signs in the bathrooms with his personal cell phone number telling customers to call him if they weren't clean. They could market the food all day long. But something that had absolutely nothing to do with the taste of a sandwich could determine whether someone bought it.

Macy's recently faced a similar challenge. When Tony Spring took over as CEO in 2024, customer feedback showed that dressing rooms were messy, outdated and taking away from the shopping experience. Macy's responded by investing in the stores and improving the customer experience. The results are encouraging. In the first quarter of 2026, Macy's Inc. reported comparable sales growth of 3%.

Two completely different businesses. Two very different products. But the lesson is the same. Sometimes the thing that drives the sale isn't the thing you're selling.

It's the bathroom. The dressing room. The checkout process. The person answering the phone. The experience surrounding your product can become part of the product itself.

So here's a question worth asking:

What's the "bathroom" in your business? What's something that doesn't directly generate revenue, but could be quietly determining whether customers buy from you?

I'd love to hear your answer. Send me your story at GregAlexander@fabfourlabs.com.

ATTENTION TAKES TIME TO TURN INTO ACTION

A retailer we worked with saw revenue in the second half of a 12 week influencer campaign grow **86% over the first half**. Based on that growth, we project that continuing the campaign another 12 weeks could generate **76% more revenue than the entire original campaign**.

The first few weeks may get people's attention. The real return comes as that attention builds into action.



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 **OCT 28**

KNOW WHAT'S NEXT: 2027

YOUR MARKETING PLAYBOOK FOR THE NEW YEAR

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PRESENTED BY:

 **AM> MINNESOTA**

 **FAB FOUR LABS MARKETING**

HOSTED BY:

 **Mystic Lake CASINO • HOTEL**

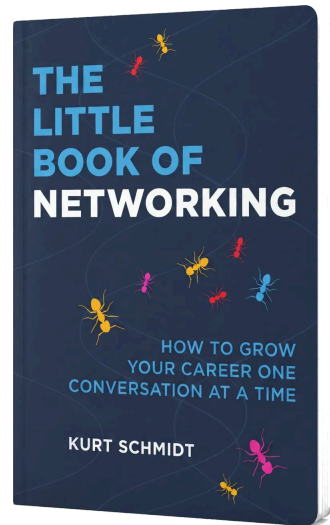
After bringing together nearly 200 marketers, business leaders and creators for a sold out Influencer Fest 2026, Fab Four Labs Marketing is going even bigger this fall.

Join us **October 28 from 8:00 - 11:30 at Mystic Lake** for *Know What's Next: 2027. Your Marketing Playbook for the New Year.*

We'll look at what's coming next and what marketers and business leaders need to know as they build their 2027 plans.

The event will feature keynote speaker **Kurt Schmidt**, followed by sessions focused on **Sports, Retail, B2B and Influencer Marketing**. You'll hear from leaders representing the Minnesota Vikings, Minnesota Wild, 3M Open, Mystic Lake, Arthur's Jewelers, Authentic, Titan Digital, Ghost Apparel and more.

Tickets go on sale this week. Influencer Fest sold out, so don't wait on this one.



If this sparked ideas and you want more stories, from the Lab, hit reply and tell me one challenge you're wrestling with. The next issue might be built around your problem.

Bring your marketing into the LAB.



Fab Four Labs Marketing

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