



# ACTIVITY EVALUATION

We'll use the UK's largest shopper dataset to make sure your next trade activity is a runaway success.



Learn how consumers react to product changes, campaigns and in-store activity, by isolating the differences between customer behaviour and attitudes before and after these events.

- See how campaigns and activities influence brand perception
- Calculate how changes affect consumer attitudes and behaviours
- Isolate the impact, using shopper and store control groups

## ALWAYS KNOW YOUR RETURN ON INVESTMENT

Whether you're investing in a brand campaign, product development or range update, you want to be confident of success.

Our research services summarise how successful your activity is — in terms of hard sales and consumer perceptions. We'll also drill into the detail, so you can see which elements moved the needle most.

Get the answers to questions like:

- 1 Is your branding **getting noticed** by the right consumers?
- 2 Did your activity encourage trial or **repeat purchase**?
- 3 What in-store changes have the **greatest impact**?
- 4 When are consumers **most receptive** to your message?
- 5 Did your event create a **halo effect** for your brand?



# HOW WE PERFORM ACTIVITY EVALUATION RESEARCH

Activity evaluation research can deliver valuable insights in many different situations, so our approach is always tailored for each client.

However, every project is founded on the data we hold about the shopping habits of over 17 million UK consumers. We slice and dice this information to find research subjects — such as regular customers or occasional buyers.

## NATIONALLY-REPRESENTATIVE CONSUMERS

With the UK's largest continuous panel\* and over five million contactable consumers to call on, our research subjects are representative of the entire UK, in every way.



## ACCURATE TARGETING

Our sampling is based on hard data about how people shop and what they buy — not just what they tell us.



## A CONNECTED VIEW

The ability to reach so many consumers means that we can talk to people who buy even the smallest brands. Then we can connect what they tell us to what they actually do, giving you a complete consumer view.



We determine what return you can expect from proposed activity. Ideally, we do research before and after, to quantify the difference it has made to consumer behaviour and sentiment.

We use a variety of methods to evaluate campaign performance, including:

- Online surveys
- Face-to-face interviews
- Telephone surveys
- In the moment surveys

Our work in...

## NEW PACKAGING

A big name brand launched a repackaged range of its products in 2013. The new packaging was less bulky, making the product more convenient to carry and reducing its environmental impact.

With both the old and new packaging available simultaneously, the brand asked us to evaluate the success of its launch.

## THE QUESTIONS:

1. How are consumers **switching from the old-style packaging?**
2. What did consumers think of the **new range?**

## THE OBJECTIVES:

1. Get a feel for the **long-term prospects** of these new products.
2. Understand **what messages could be effective** in ongoing campaigns.



## WHAT WE DID:

Part way through launch activity, we surveyed people who bought competing products to ask whether they'd buy this new range. The findings suggested many people were considering it.

Using behavioural data from our shopping habits database, we were also able to confirm that — after six months — people who had tried these products tended to repeat their purchases at a frequency similar to people who buy the old-style packaging.

Consumers also told us that the most attractive thing about these products was convenience, rather the environmental benefits.



## THE RESULTS:

Although the new range of products initially showed low penetration, our findings suggested many consumers had the intention of trying them, demonstrating future potential.

And with compelling data on how consumers perceive the different benefits, a clear lead message about convenience has emerged for future campaigns.

\*When compared to Kantar Worldpanel, Nielsen Homescan, Kantar TGI and Nectar Canvass

**Let's talk** Contact your dunnhumby consultant for deeper insight into the impact of your activities.