



IN-STORE MEDIA EVALUATION

What impact has your in-store media had? Find the best way to make an impression on consumers as they shop.

Getting noticed among the hundreds of products in a store aisle can be a challenge. Our groundbreaking smartphone-based research finds out what consumers are thinking and feeling when they see your in-store branding.

- **Capture consumer opinions in the moment, in store**
- **Find out which media best connects with target consumers**
- **Discover how to get noticed in a busy retail environment**

GET A HANDLE ON YOUR IN-STORE MEDIA

Because consumers are bombarded with messages as they shop, it's often hard for them to remember what they actually saw. Although your branding might have influenced them, they can fail to recall this when later asked.

This makes it hard to understand how your in-store media is performing. Your messages live or die in the moment — yet you can only ask consumers what they think once that moment has passed. Until now, that is.

Our mobile app changes everything. We'll give you a solid understanding of your performance in store, so you can improve and optimise it in line with your business objectives.

Our mobile app allows us to conduct in-the-moment research and answer questions like:

- 1 Do consumers **take notice** of your in-store media?
- 2 What messages make shoppers **stop and pick up your product?**
- 3 Does your **brand stand out** at crucial moments?
- 4 **How do consumers feel** when they see your in-store media?
- 5 Are in-store campaigns **supporting broader activity** effectively?



HOW OUR MOBILE APP DELIVERS MEDIA EVALUATION

Consumers are increasingly taking surveys via smart phones. Our mobile app gathers peoples' thoughts while they're in store, so that we can learn what they think, feel and do when they see your branding.

The app offers significant advantages over other research methods:

Context

Using a mobile app lets us reach people in the moment.

Speed

We can deploy surveys quickly and collate results sooner.

Cost

App surveys are usually cheaper than other options.

Scalability

This approach works with both large and small projects.

Other research companies can offer similar mobile apps. But we're the only provider that can combine it with the UK's largest shopper dataset, ensuring we select highly-relevant people for each research project.

Because our data is based on actual shopping behaviour, we know what these people buy. The app tells us what they're thinking - and the combination of the two is unbeatable.

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.



Our work on...

CHANGING POINT OF SALE

A major retailer had decided to change the design of its in-store point of sale (POS) materials. We investigated what impact the new designs were having.

THE QUESTIONS:

1. Were the new POS materials **improving brand recall**?
2. Were consumers who saw the new POS **more likely to purchase**?

THE OBJECTIVES:

1. Validate the **design and positioning** of the new materials.
2. Understand **what role POS** plays in a typical shopping journey.



WHAT WE DID:

We used several methods to research the impact of these POS materials on customers. The mobile app was used to direct people to the POS materials in store, before asking questions about the changes, brand recall and their intention to purchase.

We also performed interviews with shoppers, both as they continued their journeys round the store, and as they left.

Combining the results from these activities enabled us to identify some common themes.



THE RESULTS:

We demonstrated that the new POS materials were delivering significantly increased brand recognition (up to 82% from 68%). The findings also suggested that people who saw the POS were more likely to purchase.

Importantly, the retailer discovered that 81% of consumers expect to see a price discount alongside POS, so discount messaging will be an important consideration in future POS designs.

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