

In-store Promotion Event Evaluation

Meal Solution Center Evaluation Case Study

The Event



It is estimated that \$300 billion of traditional advertising will migrate to in-store media and promotional events in the next few years. This sea of change makes it even more important to measure the effectiveness of in-store promotions, events and media. If you can't measure it, you can't manage it.

In-store promotions or events include a variety of promotional vehicles and executions:

- On-pack promotions
- In-store demonstrations
- Special displays
- End-caps
- Shelf talkers
- Floor graphics
- In-store media including radio, television, etc.

The Issues

A successful in-store program will achieve the following:

- 1) **Exposure** – It must first gain maximum shopper exposure. Using our patented EyeShare® metric, we will determine how much exposure your media receives and provide guidance for how to increase exposure to improve results.
- 2) **Impact** – The media must be noticed, engaging and it must communicate an effective message. Shopper interviews will determine awareness of the media and its impact on brand perception and its ability to persuade shoppers to buy.
- 3) **Purchase** – The ultimate goal is to drive purchase. Matched panel testing will determine the impact of the media on sales of the brand and the category.

Sorensen Associates has developed in-store research into a science. We will help you “crack the code” to improve performance of your product, brand or category. Please call Sorensen Associates to discuss your next research project.

A Case Study



A food manufacturer developed a new meal solution center called Dinner-on-Hand (DOH). This display featured recipes and a variety of promotional products needed to help the busy shopper make a quick and delicious meal.

Shopper traffic measurements took place within the test stores prior to the introduction of the DOH Rack display to provide a baseline series of metrics. Once the display was installed, the same series of measurements was conducted, to enable an evaluation of the impact of the display.

Measurements included determining if there were shifts in shopper traffic, any increase in sales of the promoted products (both on the DOH Rack and with their regular aisle), any long-term impact on consumer shopper behavior, and any positive effect on consumer perceptions of promoted brands and participating retailers.

Objective 1

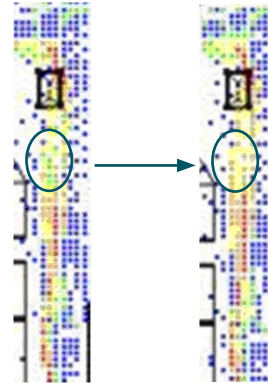
Determine the display’s ability to attract shoppers and convert store traffic to shoppers.

Design: PathTracker® in-store shopper behavior measures were conducted prior to introduction and during the introduction period.

Findings: The DOH Rack increases shopper traffic and influences shoppers to stop and shop.

	Pre-DOH	With DOH
Visits	40%	47%
Shops	22%	30%
Conversion	55%	65%

The display slightly increases traffic, shown with the increase in the yellow and red (hot spots) in the density maps shown to the right.



Objective 2

Determine whether the DOH Rack will drive immediate purchases of the promoted products during the test period.

Design: Test vs. Control and Pre vs. Post analysis of sales data (ANCOVA). PathTracker® analysis is used to assess sales from the DOH Rack versus the primary display in the regular aisle.

Findings: The DOH Rack significantly improves sales for the promoted products having a particularly positive effect on products in the regular aisle primary display.

	Increase in sales (weekly)	DOH rack sales	Regular aisle sales
PRODUCT A	310%	16%	84%
PRODUCT B	279%	25%	75%
PRODUCT C	268%	47%	53%
PRODUCT D	139%	46%	54%
Average	219%		

Objective 3

Assess the impact of the display on long-term purchase behavior.

Design: Test versus Control intercept interviews with shoppers. Test shoppers were from the display Test stores and Control shoppers were not exposed to the display. Interviews are conducted three months after the removal of the display.

Findings: The DOH Rack does not impact long-term sales of the promoted products.

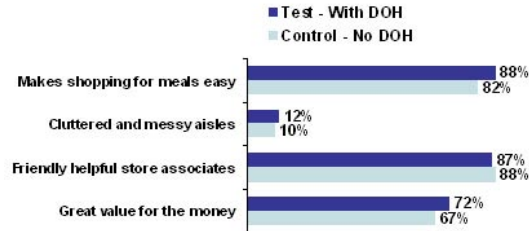
% Purchased In Past 3 Months	Control No-DOH	Test With DOH
PRODUCT A	12%	13%
PRODUCT B	8%	6%
PRODUCT C	16%	18%
PRODUCT D	6%	5%

Objective 4

Understand the impact of the display on perceptions of two promoted brands.

Design: Test versus Control intercept interviews with shoppers. Test shoppers were from the display Test stores and Control shoppers were not exposed to the display.

Findings: The display improves consumer perceptions of the brand as a provider of convenient meal solutions. It also improves the brand's value proposition.

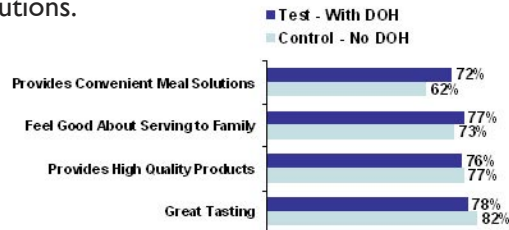


Objective 5

Determine the impact of the display on consumer perceptions of the retailer.

Design: Test versus Control intercept interviews with shoppers. Exit interviews among Test shoppers from stores where the display is located and Control shoppers were not exposed to the display.

Findings: The DOH Rack improves the retailer's image as a source for convenient meal solutions.



Objective 6

Assess consumer behavior around the display and gather shopper perceptions of the display.

Design: Shopper observations at the DOH Rack and interviews among shoppers who interact with the display.

Findings: Findings include time spent by shoppers at the display, process of consumer label reading, consumer likes/dislikes (shopper verbatim comments), conversion from consumer shopping to buying, etc.

Results also show that the most appealing elements of the display are the DOH Rack location, the recipes and a sauce product option.

