

Case Study 5: **Fixture/Packaging**



The client issue

The client – a brewer – wanted to **develop a new fixture strategy** that would **improve their sales** in supermarkets.

The client wanted to understand:

- how people shopped for their brand in supermarkets
 - what the decision making process was.
- In particular they wanted to understand:
- how they could improve their presence in-store to extend usage of their brand.

The TNS approach

TNS proposed a 2-stage approach:

- **Observe** how shoppers shop the aisle and fixture, and **interview** a sample of shoppers to probe for attitudes and barriers to purchase
- **TNS Eyecam™** and qualitative interviews to understand visual cues of the fixture and brand.

The combination of in-store observation, aisle intercepts and qualitative interviews led to a detailed **understanding of shopper behaviour** in the beer aisle, together with the **explanations behind this behaviour.**

By first observing shopper behaviour, **a major problem was uncovered** – that many shoppers were turning around before they reached the fixture. Once this was established, the reasons for this behaviour could be uncovered by examining shopper attitudes and visual cues. Once the whole picture was fully understood a remedy could be proposed.

The outcome

TNS conclusions and recommendations

- The fixture had little stand out.
- As a result **nearly half of all shoppers did a u-turn in the aisle before reaching the fixture**, resulting in very low conversion rates
- The packaging of the brand was “traditional” and lacking in personality, conflicting with the “quirky” TV advertising of the brand.

Next steps

Using the shopper insights from the project:

- a new prototype for the fixture was designed and tested
- the fixture was rolled out across major supermarket chains
- over 6 months a sales uplift of +23% was recorded.

For more information please contact:

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