



Ipsos **Shopper Lab**

Tested categories (2015-2016)
Business Cases

Shopper Lab is key when measuring visibility and its influence on pick up

TRADE MARKETING ISSUES

CATEGORY STUDY



UNDERSTAND how consumers decode the planogram or what happens if products are moved from one position to another

IN-STORE ACTIVATION



IDENTIFY the most potential in-store activation (shelf materials, stoppers, crowners, stan-alone display, multiple positioning, ...)

CONSUMER MARKETING ISSUES

PACKAGING



MEASURE the shelf impact of a new pack

NEW PD/ RELAUNCH



MEASURE the shelf performance and trial appeal of a new product / size / range vs current

Categories tested in Behavioural Shopper Lab

TRADE MARKETING ISSUES

CATEGORY STUDY



Quantitative research:

CHOCO SNACK

ICED TEA

BEERS

FRESH PASTA

FRESH SAUCES

Qualitative research:

BEERS

IN-STORE ACTIVATION



Quantitative research:

PETCARE

Qualitative research:

PETCARE

CONSUMER MARKETING ISSUES

PACKAGING



Quantitative research:

YOGURT

AMBIENT SAUCE

PERSONAL CARE

DESSERT

Qualitative research:

CIGARETTES

SLICED AND PACKAGED HAM

NEW PD/ RELAUNCH



Quantitative research:

CHOCO SNACK

YOGURT

CANDIES

COFFEE

INSTANT COFFEE

CONFECTIONARY



Business case: in-store activation

CLIENT NEED

Test and **identify** the **most effective mix of in-store activations** in order to push retailer adoption.

RESEARCH DESIGN

3 cells, monadic evaluation:
1 control cell: current shelf
2 test cells: 2 different and multiple POS activations

RESEARCH KPI

FOR EACH SCENARIO
Category growth
Brand share growth
Conversion rate of each touch point

RESULTS

Measuring category and brand growth was essential to understand the effectiveness of the POS activations, thus giving key indications to fine tune the most potential route.

Considering the conversion rate of each touchpoint we recommended the best mix of activations

CLIENT'S QUOTE:

«I was pleased with the delivery of the ShopperLab results which completely met our expectation. They will be a key asset for us in order to drive both our in store strategy and our customers' engagement»



Business case: new shelf

Client need

Identify the **impact** for fresh filled pasta and fresh sauces **of barriers** added to the refrigerator

Understand the best shelf layout:
vertical vs. horizontal

Research design

3 cells, monadic evaluation:

1 control cell: current scenario (open shelf, vertical layout)

2 test cells: test cell 1 (closed, vertical layout) and test cell 2 (closed, horizontal layout)

Research KPI

FOR EACH SCENARIO

Category growth

Brand share growth

Brand Impact

Time to purchase

RESULTS

Declared level is, sometimes, incomplete or misleading:

9 shoppers out of 10 stated they had no problem neither in **browsing** nor in **picking up** the products from a **closed refrigerator**.

Thanks to a study focused on behaviours and visual impact, we understood and measured the impact of barriers. Moreover, we gave recommendations about a potential alternative shelf display

CLIENT'S QUOTE:

«Only the behavioral research through Shopper Lab could have answered our queries. We have now elements to discuss the issue with Retailers and, above all, propose a new solution»