

WHY?

Shopping Environment

Retail Visits ↓

Online Shopping ↑

Loyalty ↓

This makes every touchpoint with a shopper that much more important.

Opportunity to improve retail experience through a **shopper-centric approach** of in-store and pre-store touchpoint concept evaluation.

TRADITIONAL MODEL

Groups Making Decisions

Manufacturer Retailer

NEW MODEL

Consumer-Centricity

Focusing on the needs of consumers and their reasons for shopping, using measurement programs and benchmarking for continual improvement.

MEASUREMENT

Program measures what works and what doesn't work for the shopper. Benchmarks based on all available shopper data, including:

- Trip missions, occasions, shopper segments
- General shopping, seasonality, confessions, snacking, other considerations

Rankings

	1	2	3	4
	Concept A	Concept B	Concept C	Concept D
Retailer 1	👍	👍	👎	👎
Retailer 2	👍	👍	👍	👎
Retailer 3	👍	👍	👍	👎
Retailer 4	👍	👍	👎	👎

WHY IT WORKS

Improves the Chances of Touchpoint Concept Success

By moving the decision to a shopper-centric approach, the **shopper experience improves and their satisfaction with the retailer increases**, meaning everyone, manufacturer, retailer, and shopper, wins.



Uncovering
Insights to
Drive Action



MarketVision Research was founded in 1983 with the charter of providing value-added marketing research solutions to clients. We have continued to grow and expand over the years to better align with our clients' business needs, and we're proud to be recognized as one of the top 50 marketing research firms in the U.S.

The foundation of MarketVision's success is our people. We are researchers. We are project managers and data analysts, graphic designers and visionaries. We are thinkers and partners, telling stories and inspiring creativity.

Our singular purpose is helping our clients succeed by providing them best-in-class marketing and consumer knowledge.

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