

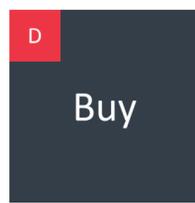
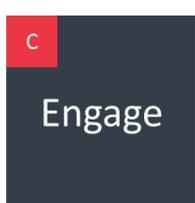
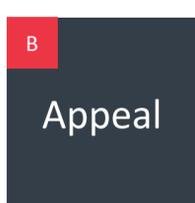
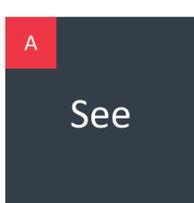


The Insights Factory!

Are you losing **sales and share** because your brand isn't as effective in-store as the competition?
 Is **your brand** suffering in-store because it isn't correctly aligned with the minds of shoppers?
 Would you like to generate **more engaging brand** relationships with consumers and shoppers?

Ultimate Path to Purchase Analysis

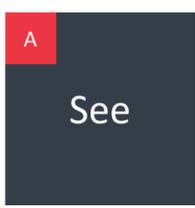
A comprehensive audit of how **your brand** is perceived by shoppers in-store. We'll provide you with a **debrief presentation** packed full of what's good, what's not so good and **how to improve** shopper perceptions of your brand



If you lack the time or budget to conduct a full shopper research project. The next best thing is *Ultimate Path to Purchase Analysis*. Plus get your insights quicker and less expensively from The Insights Factory

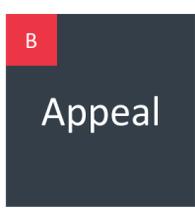
Access 30 years of shopper psychology and shopping behaviour, enhanced with key learnings from leading psychologists from around the globe. Tap into quite simply the most comprehensive database of shopper insights available.

Compare and analyse your brand across 12 different metrics. From its ability to gain attention on shelf, through pack design and category layout to price and promotion.



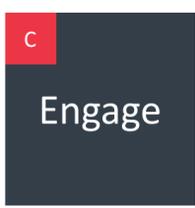
- 1** Attention
Transform your brands ability to grab the attention of passing shoppers
- 3** Engagement
Optimise psychological engagement with your brand in-store on shelf

- When to use Path to purchase optimisation**
- ✓ A quick analysis of a new pack/ brand/ merchandising plan
 - ✓ A replacement (or compliment) to the same old, same old Kantar etc.
 - ✓ Excellent precursor to full shopper project: Highlights key areas to focus on



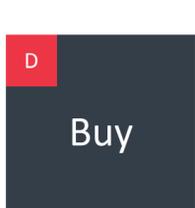
- 2** Appeal
Make your brand more appealing to more shoppers in-store
- 4** Imagery
Present shoppers with imagery that connects psychologically
- 6** Fonts
Improve your brand communication by using fonts that are more psychologically optimal

- Why use Ultimate Path to purchase**
- ✓ Improve category Management
 - ✓ Optimise packaging performance
 - ✓ Maximise the impact of POS and in-store communications



- 5** Colours
Discover what colours present your brand better than the competition
- 7** Numbers
Make your numbers count by presenting them psychologically
- 8** Prices
Transform the desire for your brand by optimising price communication

- Who should use Ultimate Path to Purchase**
- ✓ Anyone responsible for shopper facing activity
 - ✓ Anyone who wants to improve in-store
 - ✓ Anyone who thinks in-store *could* be improved



- 9** Copy
Use the words you communicate to maximise the desire for your brand
- 10** Range & Layout
Make your brand the obvious choice for more shoppers
- 11** Conversion
Improve awareness, connection and persuasion to drive sales
- 12** Promotions
Get the balance right value you offer and how shoppers perceive it

- What you get from Ultimate Path to Purchase**
- ✓ Individual analysis of your Path to Purchase
 - ✓ The why behind your brand strengths and weaknesses in-store
 - ✓ How to improve your Path to Purchase

Ultimate Path to Purchase Analysis from just £1950*



Better for **BRANDS**, better for **BUSINESSES** and better for **CONSUMERS**

You should use Ultimate Path to Purchase if

Contact us today to find out more

- ✓ You are responsible for shopper facing activity
- ✓ You want to improve in-store
- ✓ You think that your in-store activity could be improved