

CASE STUDY - PRE-TEST POINT-OF-SALE: IMPACT OF DIFFERENT POS MATERIAL

BUSINESS CHALLENGE

Understanding the in-store impact of different point-of-sale material.

RESULTS

The results clearly showed the positive impact of a big display. Comparing the results of the floor sticker with the large and small product display it becomes clear that a bigger display results in a stronger impact – brand impact and brand activation is significantly higher for the big product display.



Figure 1: Brand impact of different POS formats

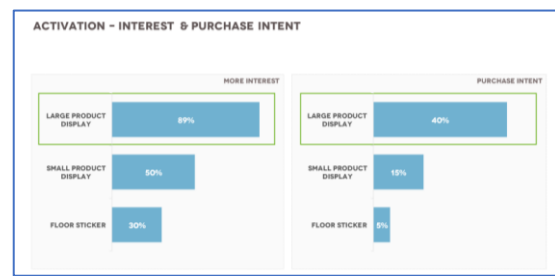


Figure 2: The large product display outperforms the other POS formats on activation

KEY TAKE OUT

Based on the outcomes of this study, our client decided to only use the big product display in all retail stores. The impact of this product display was very high – product purchase increased with 15% in the first week the display was placed in-store.