

## CASE STUDY - PRE-TEST POINT-OF-SALE: OPTIMIZATION POS MATERIAL

### BUSINESS CHALLENGE

Understanding the strength of the newly developed point-of-sale material to uncover potential areas of improvement to maximize in-store potential.

### RESULTS

The main outcome and area of concern was the low brand recall of the POS material. Although the material was evaluated positively, this did not lead to a strong brand recall and a high percentage of people that noticed the POS material in the store. Online eye-tracking showed us that the engagement with the POS material was low as the colors did not stand out in the store; therefore, the material and the brand were less noticed. The pre-test outcomes showed clear directions to optimize the POS material.

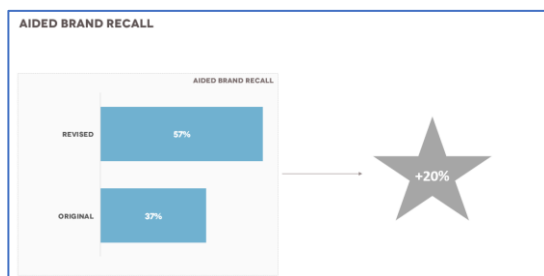


Figure 1: Brand impact (brand recall) scores before and after optimization



Figure 2: % Brand noticed before and after optimization

### KEY TAKE OUT

By creating a revised version of the POS material with more vibrant colors, this resulted in a higher brand recall and the percentage that noticed the brand improved significantly. This also resulted in an increase in brand activation metrics (interest and purchase intent).