

CASE STUDY - PRE-TEST POINT-OF-SALE: CHOOSING THE BEST POS MATERIAL

BUSINESS CHALLENGE

Finding the best POS material out of a selection of three different versions. The best POS material needs to have a strong brand impact and activation power to ensure it results in purchase.

RESULTS

All three POS displays were evaluated similarly – all were evaluated strongly on metrics like brand recall and brand fit. However, the first POS display had a promotional element incorporated, which led to a significantly higher score on brand interest and purchase intent and was the only one that was capable to increase activation of the target.

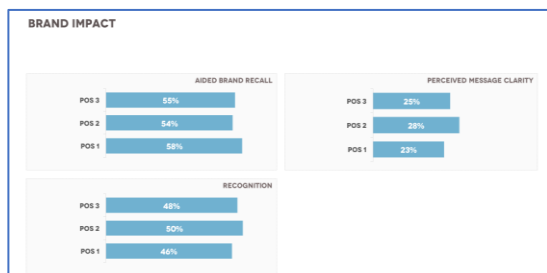


Figure 1: Brand impact scores for all POS material



Figure 2: POS material 1 outperforms the others on activation

KEY TAKE OUT

By testing three POS displays monadically the client was able to make a clear choice on which one was best able to activate the target audience. The POS display that included a promotional element has the strongest potential to not only create awareness for the brand, but also to stimulate the target audience to purchase the product. Therefore, the client used this POS display in all selected stores and saw a direct increase in purchases in the week it was placed (+5% one week after placement).