



# Ipsos MarketQuest

The Markets and Brand Specialists

Ipsos Marketing

## marketquest\* shopper

Growing brands through activation at the point of purchase and along the path to purchase

The Ipsos **MarketQuest\*Shopper** suite of solutions provide the tools to enable both Retailers and Manufacturers to come together to meet the needs of the Shopper. We call this the **Triple Win**.

Given that 100% of all purchases are made at Retail (whether physical stores or on-line) we have the opportunity to influence these sales.

Our philosophy starts with the Shopper who is on a personal journey to meet his or her needs and aspirations. Along this journey, we need to ensure that they are enabled to buy what they want. This involves understanding how they shop, where, when and how they are influenced both before the store and at the store.

Our offer is based around the business needs of our clients and focuses on three keys areas of optimisation: for the retailer, the category and the brand. MarketQuest\*shopper solutions are designed to benefit all three areas, using our Shopper funnel and the Sudoku workshop process.

We use unique KPIs (the Shopper effect index) and the Planned Finders/Deciders matrix to provide a clear roadmap for shopper marketing.





## Ipsos MarketQuest

The Markets and Brand Specialists

### MarketQuest\*Shopper – a suite of solutions to grow your brand at point of purchase

Five steps to success: Get more people to shop in store or on line, increase opportunity to see the category, convert browsers into buyers, increase frequency of shopping and spend per shopper, and upsell to more premium offer.



Ipsos MarketQuest\*Shopper offers a modular suite of research solutions with targeted business impact.



#### RETAILER SALES OPTIMIZATION: Helping retailers to win trips, build Share of Wallet and maximize basket size.

- *Shopper Count* measures footfall using advanced technology in store
- *Channel Behaviour and Attitude* studies enable specific channel strategies to be executed
- *Retailer Perceptor* measures the strengths and weaknesses of different Retailers as perceived by shoppers

#### CATEGORY SALES OPTIMIZATION: Increasing sales of a specific category by creating engagement, improving shop-ability and offering the right offer of products.

Censydiam Perceptor offers two brand growth modules, which can be used separately or in combination, according to your business questions:

- *Buy Life* advanced qualitative suite incorporates traditional methods such as accompanied shops with neuroscience and eye tracking to measure the sub conscious behavior that shoppers are unaware of
- *Engage Lite* – uses technology to analyse paths around store without interrupting the shopper
- *Adjacencies* adds the shoppers point of view as to how categories should be laid out in store
- *Decision Tree* uncovers the way people shop categories through analyzing their substitutions at shelf and then modeling the outputs
- *Efficient assortment* optimises the range that meets the needs of specific retailers/channels

#### BRAND SALES OPTIMIZATION: Maximizing sales of specific brands by leveraging the path-to-purchase, offering the right SKU's and optimizing a brand's shopper marketing mix.

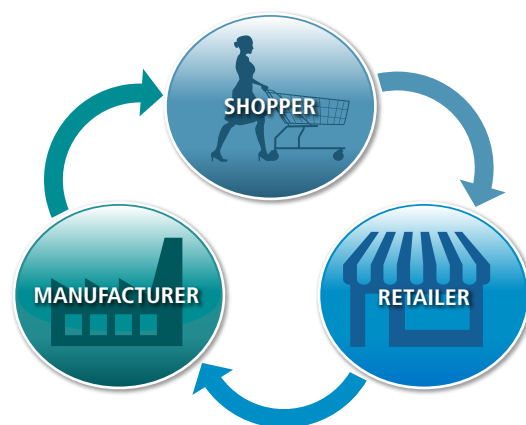
- *Merchandising Optimizer (Price, Promo, Pack, etc)* – Getting the right offer in front of shoppers
- *Brand Activation Tests* – establishing which POS materials are most effective
- *Retail Execution Measurement* audits the in store execution of brands – how displayed, POS materials, what is sold where and how.

#### UNDERSTANDING PATH TO PURCHASE: Obtain a foundational understanding of the purchase decision journey. Helps clients to set priorities when, where and how to engage with shoppers.

- *Pathfinder (qual)* – uncovering the influences along the path to purchase
- *Connections* – linking the final Brand purchased with the influencers throughout the shopper journey

#### ACTIVATION: Translate shopper insights into actions

- *Sudoku* – Combines the shopper funnel with the shopper insights to create a specific 9 part action plan in a workshop to provide the Triple Win





## Ipsos MarketQuest

The Markets and Brand Specialists

### About Ipsos MarketQuest

Ipsos MarketQuest is the Ipsos Marketing practice aiming at understanding consumers, shoppers and markets to drive business growth.

Our experts help their clients identify business opportunities, define the best positioning for their brands, allocate their Marketing investments and develop winning strategies at the point of sale.

Ipsos is the only global agency with a dedicated practice in this area, under-pinned by a powerful and validated philosophy centered on people and human motivations. Our solutions are based on simplified metrics and always linked to business outcomes, through an extensive usage of activation sessions and simulations.

Ipsos Marketing is a specialization of Ipsos, a global market research company which delivers insightful expertise across six specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management. With offices in 84 countries, Ipsos has the resources to conduct research wherever in the world our clients do business. In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the world's third largest market research company.

In 2012, Ipsos generated global revenues of €1.789 billion, Marketing research contributing to more than 50% of Ipsos revenues.

Visit [www.ipsosmarketing.com](http://www.ipsosmarketing.com) to learn more

