



CASE STUDY



HOW A LARGE RETAILER OPTIMISED ITS IN-STORE COMMUNICATION WITH POMELO'S SHOPPER INSIGHTS

Pomelo offers a turnkey solution for Marketing directors and Communication teams to optimise in-store communication and marketing strategies. We work with some of the largest companies in the world - including 6 of the Forbes top 100 brands worldwide. Here's how a large retailer used Pomelo's shopper insights to optimise its content, format and placement strategy for communication.



THE GOAL

Pick the right strategy for In-Store communication

For many FMCG manufacturers and retailers ensuring that communication strategy in-store is the most impactful – while containing costs of production and deployment – can be a daunting task.

But it's a real need for marketing and merchandising teams today. If shoppers do not see your products, if they are not aware of your brand or if they don't understand your offer, they will not get to your products and buy them.

Retailers and manufacturers both invest large sums into developing, producing and deploying communication in-store but need to learn more about what supports, what contents and what placements work, and how to develop a cost-effective strategy that targets the right audience.

Here's how two large retailers in Europe used Pomelo's In-Store shopper insights to do just that:

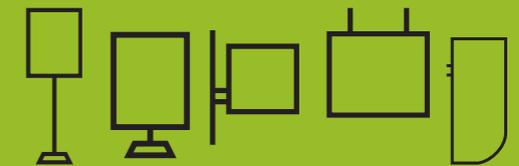
TOP COMMUNICATION QUESTIONS

WHERE



Should your messages be closer to the product or where traffic is? In which categories are shoppers more attentive to them? How do people integrate your communication in their search process?

HOW



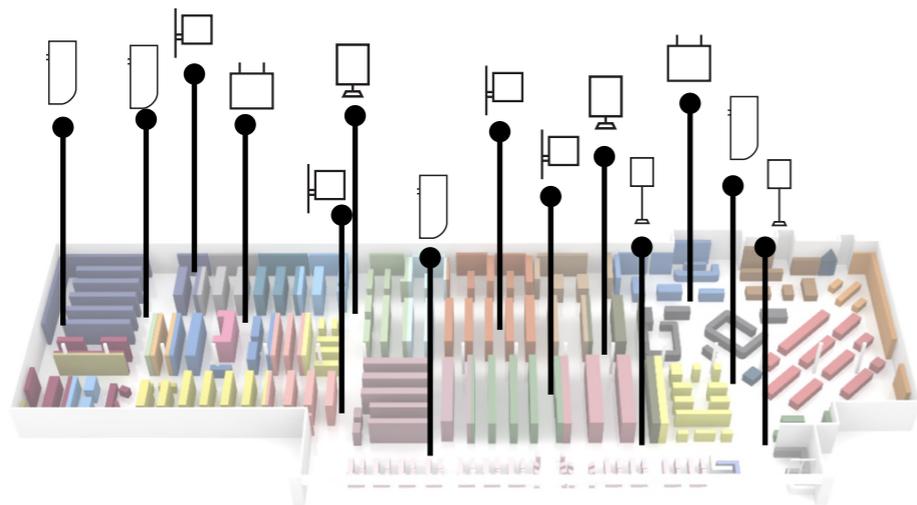
What format is best suited for the message? Are larger signs worth the space (and material) investment? Do floor or ceiling placements work at all? How close to the products should I be?

WHAT

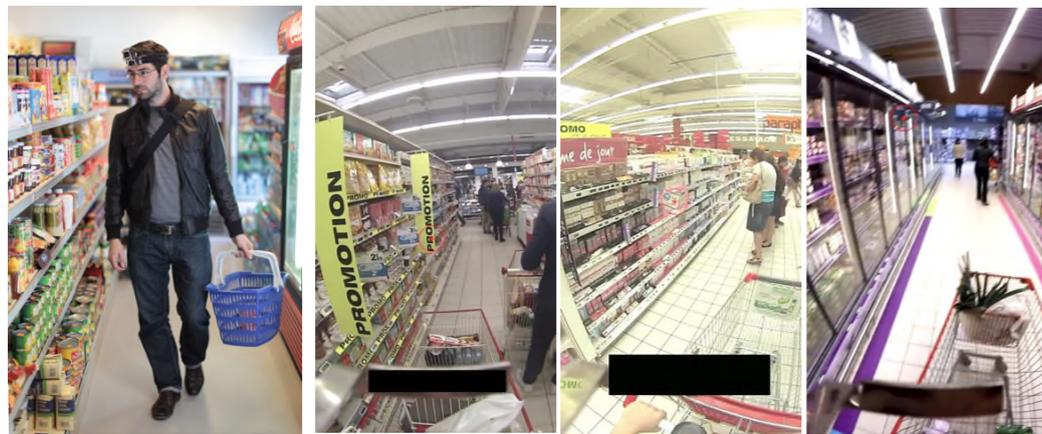


How minimal should the communication in-store be? Did you put too much or too little information? How important are visuals vs text? Can you afford having only a partial message? How visible should your brand be?

THE SET-UP

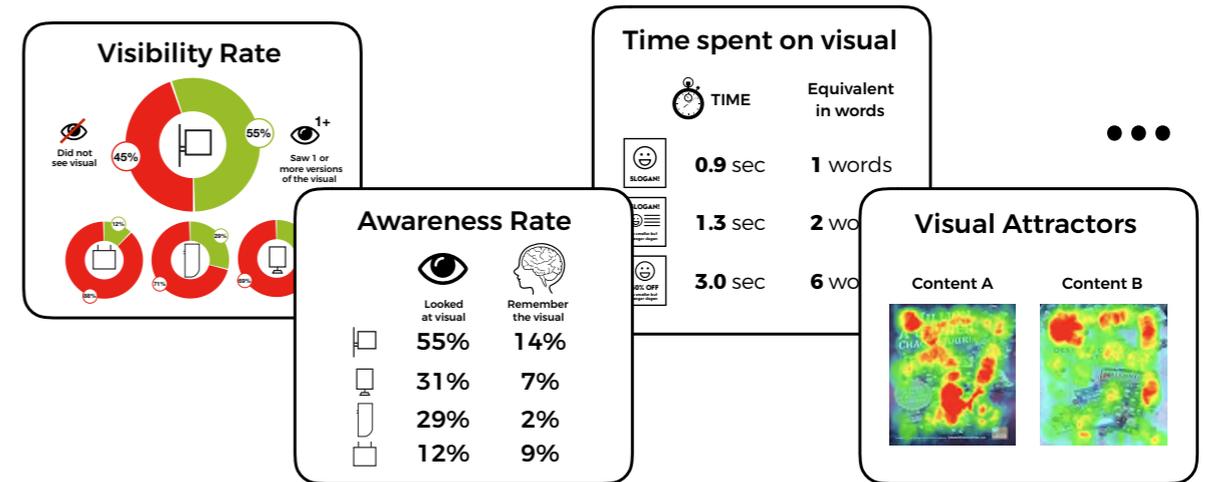


Place and move Communication in 5 hypermarkets, with up to 100 messages per store tested

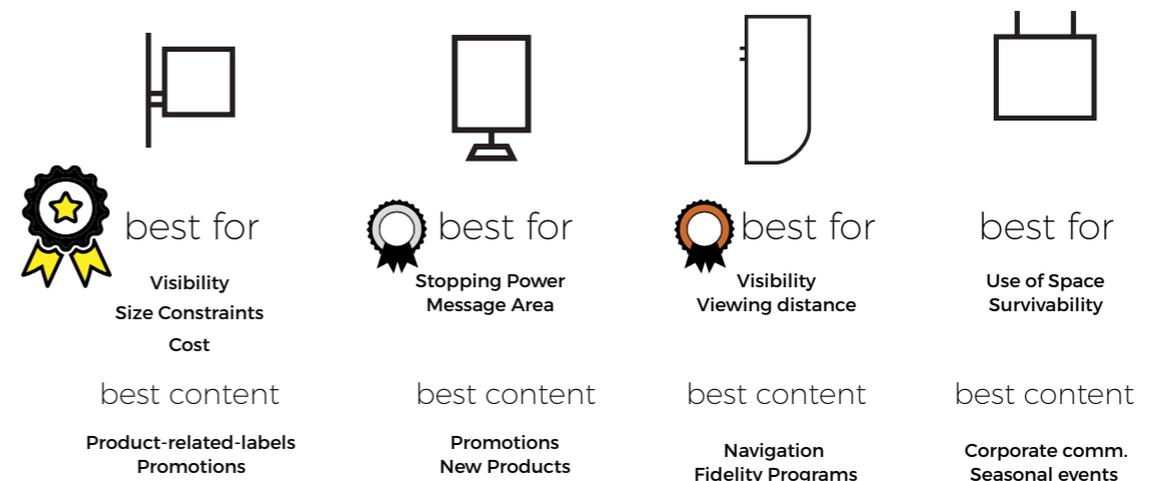


Recruit shoppers at store/shelf entrance and use our portable eye-tracking technology to track how hundreds of participants look and interact with in-store communication, and if they remember it.

THE MEASUREMENTS



Measure the encounters with messages, the visual exploration, the awareness and active memory and impact on purchase for all the messages and signs



Build a systematic ranking of which supports are more visible, which messages are more clearly remembered and understood, and which placements are the most appropriate for different communication objectives

THE RESULTS

Pick the right strategy for In-Store communication

Instead of guessing what communication formats, contents and placements should be used, CMI project leader Ralph and Marketing researcher Violaine can look through the study report to see how to re-frame their communication and what does and does not work and make informed decisions that are supported by facts.

There's real power in knowing what message contents, formats and placements perform the best. When you can see which devices are having the most impact across the store - and which may be performing much higher on a specific location - you can get a better idea of what your shoppers are attentive to.

Ready to get some answer to your communication challenges? Give us a call today!

"Pomelo? For me the best partner in order to test in-store communication. Convincing technical set up and client-oriented recommendations."

- RALPH WENZL

PROJEKTLEITER CUSTOMER & MARKET INTELLIGENCE
MIGROS

"We used Pomelo for an analysis project on In-Store communication. Their capacity to understand the needs, the restrictions and the client's constraints make them a very responsive and professional company. It was very nice to work with them. Thanks!"

- VIOLAINE SETIEY

MARKETING STUDIES CARREFOUR

