

PRESS RELEASE

UNDERSTANDING HOW WINDOWS WORK

Innovative industry study to research impact of store windows on shopper behaviour

Tuesday, 14 October 2008 – Vision One Research, the UK-based retail research agency, today announced that it is to carry out an innovative new major retail study, in partnership with retail marketing trade association POPAI UK & Ireland (Point Of Purchase Advertising International), into the impact of store windows on shopper behaviour.

The 'Windows Uncovered' study by Vision One Research, which specialises in retail research and shopper psychology and behaviour, will be the first of its kind to use the latest eye-tracking technology to see windows through the shopper's eye and to shed new light on the understanding of how shoppers interact with windows. The iVision mobile eye-tracking solution from Vision One will provide pin-point accuracy to identify precisely where people look. The study will also incorporate interviews with retail experts responsible for windows, including Visual Merchandisers and Marketing Directors, to help understand what retailers themselves look to achieve through their windows.

The study will provide retailers and service providers with an in-depth understanding of how shoppers interact with shop windows. Some of the issues the research will seek to address:

- Identify what attracts shoppers' attention in shop window displays
- Establish when shoppers are more likely to look at a window
- Investigate whether or not there is an order in which shoppers look at various components of the window and fascia
- Identify whether window fixations and usage is driven by category interest or window content
- Assess whether any communication styles perform better than others (e.g. rational vs. emotional)
- Examine the size of any posters and pos and whether movement (e.g. digital) is more impactful

1of2 – MORE

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2of2

Martin Kingdon, Director General of POPAI UK & Ireland, says; "This is pioneering research that will enable us to see how shoppers interact with windows. It is a great opportunity to shape the way the industry thinks about store windows and how we can make better use of them in the future."

Tony Lewis, Director and founder of Vision One, adds; "In a recent study, 84% of shoppers claimed that they will tend to visit a store if they see something they like in the window. Most people also feel they can tell a lot about a store by looking in the window. So it is vital for retailers to make the most of their windows and this study will add a new dimension by enabling us to see the world through the eyes of the shopper."

The research is due to commence in November 2008 and POPAI are currently looking for potential partners to be involved in the project. Anyone interested should contact Tony Lewis, Director, Vision One Research on 0207 692 0702 or 07979 696372.

ENDS – 14 October 2008

For further information, please contact:

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Notes to Editors:

Further information on 'Windows Uncovered' can be found at www.visionone.co.uk/windows.htm.

For a short video demonstration, please go to www.visionone.co.uk/iVision.htm

About POPAI UK & Ireland

- POPAI is an international trade association for companies involved in P-O-P & retail communications, representing an industry worth over £1bn per annum
- POPAI is dedicated to serving over 1800 members internationally, by promoting, protecting and advancing the broader interests of P-O-P through research, education, trade forums, networking and legislative efforts. POPAI UK & Ireland currently has over 200 members.