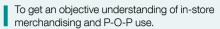


In-Store Insights Research Articles

Shopper Investigation

Objectives:

To learn about shoppers' behaviour with regard to shopping for different product categories and in different retail channels.



Methodoloav:

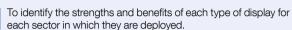
100 members of the public answer a series of questions regarding their shopping habits for a particular product category before visiting specified retail outlets and recording what they recall regarding signage display implementation.

Desk research to provide background and context for the shopper investigation activity.

Display Investigation

Objectives:

To better understand how different P-O-P display types and mechanics are used in different categories and retail sectors, and how they are used to address particular merchandising issues.



Methodology:

Integration and analysis of POPAI UK & Ireland document and image libraries (Boxfile and POPwatch).

Retail visits to establish the current use of display types.

Collation of the views and observations of POPAI members.

Display Best Practice

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Objectives:

To highlight the common themes and traits that contribute to POPAI award-winning display designs, to guide and inform the industry's future P-O-P programmes.

Methodology:

In-depth review of POPAI award-winning entries by category over the previous five years.

Analysis to identify common and recurring aspects of display design that have been highlighted by the POPAI Awards judges.

Storedits



Objectives:

To achieve an in-depth understanding of in-store activities including seasonal events, merchandising techniques and display use.

Methodology:

Store visits conducted by POPAI staff using SurveyMonkey questionnaires. Typically, 50 stores are visited for each task.

Desk research to provide background and context for the in-store research investigations.

Sector Report



Objectives:

To gain a holistic view of shoppers' journeys and behaviour in a particular retail channel, and as a result, the role P-O-P display has to play in that channel.

Methodology:

Desk research to understand the retail landscape of the channel in question and to identify shopper demographics.

Store visits to analyse the retail environment and its effect on the shopper journey.

Campaign Report



Objectives:

To review and analyse wider in-store shopper marketing activities and brand communications which transcend individual product categories or retail sectors.

Methodology:

Desk research including trade press and POPAI archives, supported by store visits to corroborate research and observe current instore implementations.

Shopper Segmentation

Objectives:

To investigate why and how specific product categories are shopped.

To compare and contrast different shopping missions for the same product category.

To understand the role P-O-P has to play within the category and to make recommendations on display best practice.

Methodology:

Desk research, including searching POPAI research articles and presentations, and review of third-party research documents and the trade press.

Application of POPAI knowledge and expertise to provide guidance in the use of display by product category and shopper mission.

Frequency

Each quarterly *In-Store Insights* publication contains a Shopper Investigation report. The other six research genres are distributed across the calendar year, often in conjunction with seasonal retail events, ensuring that each *In-Store Insights* provides a mix of research topics and styles.

