

Maximising Retail Impact:

Understanding POP, Shopper Behaviour & Industry Evolution

As POPAI marks 30 years of industry leadership, we embark on a groundbreaking study into the power of in-store marketing to influence shopper decisions. This research will deliver game-changing insights to drive greater investment in shopper engagement, uncovering the impact of POP, POS effectiveness, retail media, digital innovation, experiential retail, and cutting-edge display strategies.

The research will:

- Review the history of POPAI and the industry's evolution.
- Understand how POP strategies influence shopper behaviour.
- Evaluate the impact of in-store displays in converting browsers into buyers.
- Identify key factors that drive client investment in POP.
- Investigate impulse purchasing and how it relates to sectors and display strategies.
- Assess the relationship between in-store, online, and social for brands and shoppers.
- Align our findings with existing industry research to provide comprehensive insights.

Subject to additional funding, we will deepen the research to:

- Measure the number of display items engaged with during a typical store journey.
- Understand the impact of POP on purchase decisions.

Research Publication

The findings will be compiled into a comprehensive report and distributed as follows:

- Full report available free to all POPAI members.
- Summary report for non-members, wider industry professionals and trade press.
- Presentation of key insights at an exclusive POPAI event.

The Shopper Experience Effectiveness Study

Join Us in Shaping the Future of Retail

Sponsorship Opportunity

Becoming a sponsor of this research provides a unique opportunity to position your brand as a leader in the retail display industry while demonstrating your commitment to advancing shopper engagement strategies. The project will commence in March 2025, with the report findings to be launched in September 2025.

Key Benefits of Sponsorship:

- Gain recognition for supporting industry-leading research.
- Showcase your leadership in driving innovation within the retail experience sector.
- Highlight the value of POP in influencing client spending decisions.
- Enhance your brand's visibility and reputation through positive PR.
- Enjoy exclusive access to the full, detailed report one month before its general release.

Brand Exposure:

As a sponsor, your company logo will be prominently featured in:

- The final full report distributed to all POPAI members.
- The summary report shared publicly, including with trade press.
- All social media campaigns promoting the research, with a tag to your company page.
- All email marketing campaigns to POPAI members and non-members, with a link to your website.
- A dedicated research project page on the POPAI website, with a link to your website.
- Presentation slides at POPAI events where research findings are shared.

Sponsorship Investment

POPAI is looking for two sponsors to join our lead partner, **arken p-o-p**, in this pivotal project, co-funded by ourselves. This is a unique opportunity to support innovative research that will reinforce the value of in-store marketing in a rapidly evolving retail landscape. The cost of each sponsorship is £10,000.