Shelf Testing

P&G ✳ **toluna**

Shelf Understanding bridges the gap between consumer behavior and retail execution, empowering companies to refine strategies and drive sales in a competitive market. **Toluna's flexible, customizable** suite of solutions – available in DIY, Assisted, or Full-Service models – allows you to optimize time, budget, and resources in a way that best fits your business needs.

Shelf Testing Options

2D Static (Front Facing)

3D Virtual (Shelf/Aisle/Store)

Key Measures (KPI)

- **Visibility & Recognition**
- **Findability**
- **Uniqueness**
- **Appeal & Modernity**
- **Brand Fit**
- **Purchase Intent**

Reporting Options & Timing

Raw Data File

Topline Report

Full PPT Report

Hybrid Reporting

2D Shelf ~ 2 – 3 Weeks

3D Front Facing Shelf ~ 3 – 4 weeks

Virtual Shelf ~ 4 – 5 weeks

Shelf & In Store Demo Links

🔗 **E-Commerce**

🔗 **3D Product View**

🔗 **Virtual Store** (press 'nn' on keyboard to begin)

🔗 **3D Virtual Shelf**

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Survey Specifications & Solutions

INPUTS REQUIRED

from P&G

- # of legs/shelves in total
- # of legs/shelves visible
- N-size per leg
- Quotas per leg
- Target audience
- IR among gen pop
- Demographic questions

FLEXIBLE SOLUTIONS

✓ Custom Templates

✓ Templated Surveys

✓ Assisted Services

✓ DIY

✓ Full Service

Market research is rarely static. Sample flexibility allows researchers to adjust their sampling strategies to accommodate these changes:
Nat Rep, Category Nat Rep, Niche Audiences.
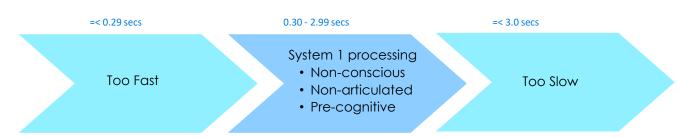
Key Features

The **DOT-technique** offers visual feedback & granular understanding of strengths and weaknesses, with actionable insights to further improve your design.

We leverage **Focus (eye) Tracking** technology to uncover the exact order and intensity with which consumers see packaging design elements, ensuring optimal visibility and impact.

Our Implicit Reaction Time test provides insight in the strength of implicit (subconscious) associations triggered by your packaging design.

=< 0.29 secs	0.30 - 2.99 secs	=< 3.0 secs
Too Fast	System 1 processing • Non-conscious • Non-articulated • Pre-cognitive	Too Slow

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