

# Ensure your product stands out on the shelf



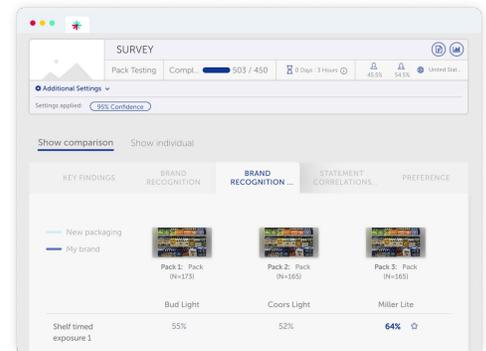
## Shelf Testing

The shelf test allows virtually the same interaction as with a real shelf. Every respondent can pick the products from the shelf, look at them in detail from all sides, including a zoom function for text and images. Depending on preference, the respondent can choose to put the product into the shopping basket or back on the shelf. Every such action is traced and recorded for the later analysis.

Toluna offers a variety of shelf testing solutions

## Agile approach

Let us help you test your product in a simulated static shelf environment. Understand how your packaging, and product stand out on shelf. Survey your precise audience - globally - and understand the impact of shelf-position for structured learning across markets. Easy-to-use web-based data visualization and analytics tools enable you to access insights in real-time. Use our platform or let us help you using monadic or sequential monadic study designs.



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## Advanced approach

Our highly customized shelf testing solutions enable you to test everything you need to win on shelf, or online. From pricing, promotion, availability and packaging we offer a fully customized shelf testing methodology and can replicate any shelf display or online environment to test true impact.

We offer an integrated approach - from consumer access, to methodology and analytics - count on us to provide you with the insights you need to stay ahead. Custom reporting allows a focus on unique situations and tailored analysis. We provide actionable stat-tested reporting designed to answer your specific questions - from share (preference and revenue) to change and possible cannibalization.

## Specifications

- ▶ Fully customizable shelf surveys.
- ▶ Timings and price dependent on specifications/requirements.
- ▶ We recommend approx. 50-60 products to be shown on a shelf. However, if needed we can fit in more products as well.
- ▶ Inputs and specifications required.
  - ▶ A planogram (graphical/textual representation of products on the shelf) depicting the size, position and count of each product.
  - ▶ We would need all product images from your end. We prefer PNG images of each product with transparent background. We need big, clear images for optimal legibility [1000 (width) x 600 (height)]. We can also work with additional image formats.
- ▶ We typically store/record the following data on the shelf & would be provided this data in the standard data file along with the other survey questions:
  - ▶ Products Clicked
  - ▶ Products Purchased
  - ▶ Total Price
  - ▶ Total Quantity
  - ▶ Product Quantity



## Customizable study designs

- ▶ Design evaluator
- ▶ Blurred shelf exercise - understand stand out
- ▶ Immediate association test
- ▶ Virtual shopping experience
- ▶ Provide consumers with a wallet and understand price trade offs



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[View demo](#)

## Advanced Solutions



[View demo](#)

### Blur Shelf

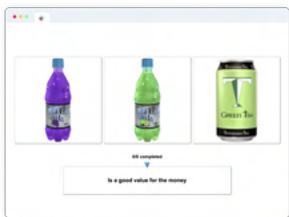
- ▶ Respondents will see a blurry shelf and will click on the products which catch their attention and that will un-blur that product.
- ▶ Data is captured for all the products clicked.



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### Virtual Shelf Findability

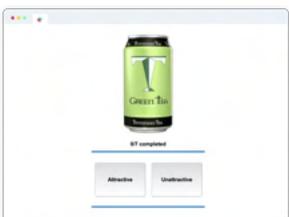
- ▶ Respondents are asked to pick out a specific product in this timed exercise.
- ▶ The time taken to find the product is recorded. We also record other actions like selected correct, incorrect and not able to find the product on the shelf.



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### Immediate Association

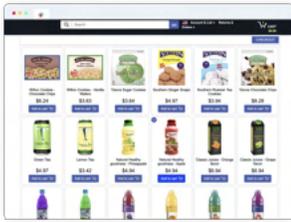
- ▶ Timed exercise to click the product that best applies to the statement.
- ▶ Product selected and the time taken to click the product is recorded.



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### Forced Exposure

- ▶ Along with the product image, respondents are shown some words or phrases people commonly use to describe a product's packaging.
- ▶ Respondents are asked to choose one of the two words which they feel best describes the appearance of the product.



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### E-com

- ▶ Virtually the same interaction as with an e-com website.
- ▶ Every respondent can click the products, look at them in detail from all sides, including a zoom function for text and images and can add them to the cart.



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### Design Evaluator Heat map

- ▶ The design evaluator tool is quite useful in cases where you need respondent inputs on the design and elements of an image layout.
- ▶ Respondents can click on any element of the image they find appealing or unappealing and can provide a reason for why.

## Discrete Choice Shelf

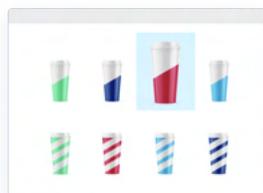
In addition to the ability to build a highly customized shelf solutions, Toluna virtual shelves are utilized in Choice-Based Conjoint type of studies, often related to consumer goods portfolio pricing strategies.

### This solutions provide several benefits:

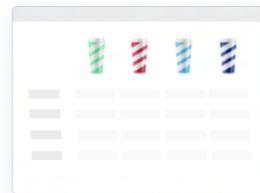
- ▶ **Understand** the impact of price or product changes on your portfolio
- ▶ **Identify** the specific pack and price configurations that offer the strongest growth opportunity
- ▶ **Determine** the impact of competitor launches or responses
- ▶ **Simulate** a vast array of potential price, pack, or promotion scenarios



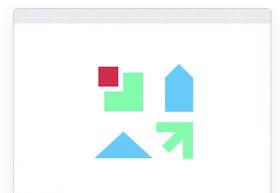
The SKU list



The Respondent Exercise



The Model & Simulator



The Output

