

# Retail

## Shopper insights to guide manufacturers and retailers

Knowledge Networks, a GfK company, deeply understands the priorities and preferences of retailers, thanks to our extensive work with some of the nation's largest grocery and big-box chains, combined with our shopper insights expertise. We bring this unique perspective to our work for packaged goods (CPG) companies that want to make their products and categories more appealing to key retailers and their customers – as well as to our engagements with store chains.

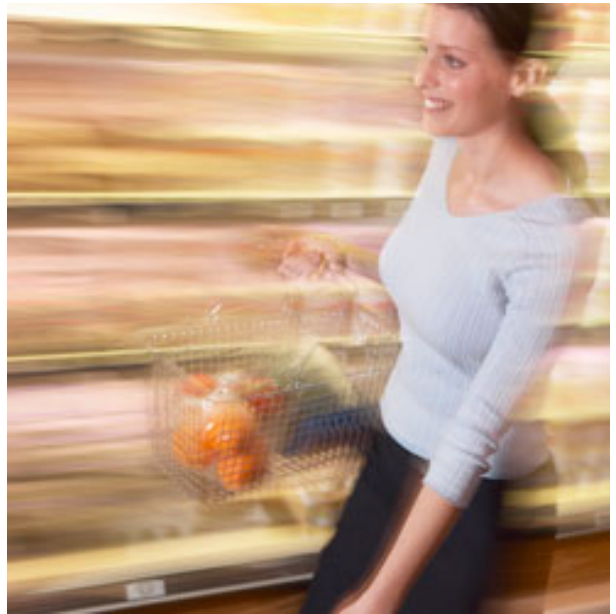
Knowledge Networks can help CPG or OTC brand teams

- identify how well products and categories perform among a retailer's core shopper groups, and how to improve that performance
- determine the best category product assortment for a given retailer
- establish whether in-store promotional efforts – shelf talkers, on-screen video, etc. – work well in a specific retailer's environment
- determine the effects of retailer co-op advertising on shopper purchasing and perceptions
- test new products and alternate in-store marketing for established brands via controlled store tests (CST 360)

And for major retailers, KN brings substantial expertise in

- impacting perceptions across the store:
  - price, value, quality, shopping experience, satisfaction
  - strengthening the emotional connections with shoppers
- increasing share of select categories and occasions
- establishing optimal product assortments
- conducting shopper segmentations that reveal how to target/grow key segments
- increasing basket sizes (much of our research has a trip-type component)
- establishing the effects and value of private label offerings

In conducting this range of work, Knowledge Networks leverages several important and unusual assets:



- **KnowledgePanel®** — the only probability selected internet panel that is representative of the total U.S. population
- **National Shopper Lab (NSL)** — one of the largest research-ready frequent shopper databases in the industry
- **KnowledgePanel Latino<sup>SM</sup>** — which allows you to survey the full spectrum of U.S. Latinos online
- **Cada Cabeza<sup>SM</sup>** — Spanish-dominant opt-in online panel created by research experts who truly understand the cultural nuances of this population
- An unmatched **Advanced Analytics** team whose work adds depth and clarity to your data, showing more clearly which choices consumers are likely to make
- **CST360°** – we bring the most comprehensive CST solution to the marketplace; we can look at the results from a store perspective (POS data, through our partnership with IRI), diagnose with shopper card (**NSL**) data, and conduct in-store interviews to get into consumers' heads.

### For more information, contact:

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