



# SHOPPER PULSE

**Syndicated Accompanied Shop Research**



INSIGHT TO EXECUTION

# Purpose of Service

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Enhance business performance by ensuring that your target shopper is at the heart of your brand and category plans and activations.



## Benefits

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1. Bring your target shopper behaviour to life, experience their purchasing journey through their eyes.
2. Provide a shopper insight driven starting point for planning commercial and marketing initiatives.
3. Helps refine execution of in-market activity by getting shopper perspective and ensuring the activity will *Stop, Engage and Land* the sale.
4. Optimise ROI on research and planning spend through availing of a low-cost approach to receive expert insight into your target shoppers.



## End Deliverables

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1. Expert analysis, interpretation and debriefing by V360° experienced shopper behaviourologists.
2. Insightful and illustrative soft copy report, and vox-pops.
3. Bespoke findings also included in report and presentation if add-on selected.



## Service Explained

Accompanied shops and in-depth interviews with **15 different shopper types** across at least **25 different retail stores**, covering **3 core shopping missions** and **key retail channels**.



## Bespoke Exploration

Clients can avail of an additional service to the above where they book time on the shopper pulse accompanied shops to explore bespoke areas specifically relevant to their own business, categories or brands.

## Shopper Pulse will help V360° clients understand:

1. Upcoming shopper perspectives and trends.
2. Different perceptions and behaviours to macro categories.
3. Shopper perspectives on the big in-store activities such as brand/retailer campaigns and category development initiatives.
4. Channel/store choice and influencing factors.
5. Triggers and barriers along shopping journey.
6. Intended usage and occasions for main products purchased.



# Who we will shop with

Shopping Mission	Demographic	Gender	Social Class	Location	Store Visited
Trolley Mission	Pre Family Sub 30	Female	ABC1	City Centre	Medium to large supermarket 7-13 categories across all macro categories
	Young Family Sub 40	Female	C1C2D	Suburbs	
	Older Family 40+	Female	ABC1	Rural	
	Older No Kids 40+	Male	C1C2D	Suburbs	
	Empty Nester 55+	Female	ABC1	Suburbs	
Basket/ Top-Up Mission	Pre Family Sub 30	Male	ABC1	Suburbs	Small to medium supermarket 4-7 categories, across all macro categories
	Young Family Sub 40	Female	C1C2D	Rural	
	Older Family 40+	Male	C1C2D	Suburbs	
	Older No Kids 40+	Female	C1C2D	Rural	
	Empty Nester 55+	Male	C1C2D	City Centre	
On-the-Go Mission	Regular Driver/Traveller	Male	ABC1	Main Commuter Route	Convenience / forecourt 4-7 categories across all macro categories
	Office-based Worker	Female	ABC1	City Centre/Ind Estate	
	Manual Worker	Male	C1C2D	Near Worksite	
	Student	Female	ABC1	Near Uni/College	
	Sporty/Activity based	Male	C1C2	Near Gym	

# Service Options

Service Options	Details	One Trip	2 trips within next 12 months	3 trips within next 12 months	4 trips within next 12 months
1. CORE REPORT AND PRESENTATION	Bundle Price	€4,500	€6,750	€7,875	€9,000
	Price per trip for: Core Report Presentation	€4,500	€3,375	€2,625	€2,250
	As above plus Bespoke Report	€6,500	€9,750	€11,375	€13,000
2. CORE AND BESPOKE	Price per trip for: Core and Bespoke Reports Presentation	€6,500	€4,875	€3,792	€3,250

**Next trip in field from 27th August until 10th September. The last date to book this is Friday 23rd August.**

## Notes:

1. To avail of the bundle discount above, a contract must be signed for a year.
2. The above fees include a soft copy of report and a debrief presentation by a V360° director.
3. If client avails of bespoke service, the time allocated per bespoke brief to exploring the specific areas is 20 minutes per accompanied shop across all 15 shopper types. If more time is needed for exploration the additional costs will be outlined and agreed with client prior to fieldwork.
4. If presentation needs to be presented more than once to other teams/stakeholders by V360° each additional presentation is charged at € 240 ex VAT.
5. Above fees exclude any taxes, consultant travel and accommodation expenses if presentation is outside Leinster.
6. Fees are based on presentation taking place at client offices/facilities.
7. Invoice is issued 3 weeks prior to first field date and to be paid within 30 days.
8. Cancellation is 50% of relevant fee if notified 3 weeks prior to 1st day in field, and 100% if notified within 3 weeks of 1st field date.
9. Date of presentation(s) to be agreed at mutually convenient time(s) for client and consultant.





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