

Harris Interactive® Virtual Shelf

The True to Life Online Shopping Experience

Harris Interactive Virtual Shelf provides you with the keen insights necessary to use packaging, point-of-sale displays, and merchandising to create uniquely cohesive marketing plans for today's challenging retail environment.

How Virtual Shelf Can Help

Virtual Shelf captures critical indicators of shopping behavior at the brand level to help you maximize sales by making informed decisions on:

- Where to place the packages on shelf (e.g. addressing issues related to brand blocking)
- Optimizing design of current, new, or variant packages to have the strongest positive impact
- Creating the ideal content and design for point-of-sale displays
- Using price cuts and promotions

Virtual Shelf is also a powerful solution when you need to compare merchandising strategies:

- Which strategies foster higher brand and category purchasing?
- Which strategies enable shoppers to find products more easily?
- Which strategies increase purchase efficiency (less time spent per product purchased)?
- Which strategies promote greater levels of brand loyalty per occasion?

In addition, Virtual Shelf provides a natural setting for concept testing ranging from the



evaluation of a concept in its competitive environment at the point-of-sale to conjoint-analysis for feature and price optimization.

The Virtual Shelf Experience

Virtual Shelf combines the power of virtual reality and the Internet to offer your customers a survey experience that is realistic, engaging, and friendly – eliciting more thorough and accurate feedback. Consumers browse a shelf display that simulates their shopping experience. They are able to move up-and-down and side-to-side along the shelf; step forward for a closer view or to pick up an item; and finally make a purchase or put the item back on the shelf.

Pairing this technology with our comprehensive Consumer Goods and Retail sector knowledge and in-depth marketing consultative expertise produces unmatched insight.

Virtual Shelf tracks a respondent's behavior from the beginning to the end of a shopping

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task, providing you with a digital record of the moments that comprised their experience.

- Which products did respondents recall (standout) and which new products did they notice?
- How accurate and fast were they when looking for a particular item?
- What items did they look at and then reject?
- What items did they purchase? What sizes, flavors, and prices?
- In what order did they look at items during the shopping experience?

The flexibility of Virtual Shelf allows you to incorporate questions about attitudes and perceptions into the simulation, providing additional insight into consumer behavior.

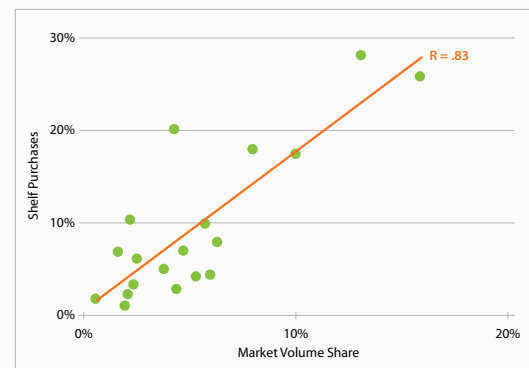
Virtual Shelf Technology Outperforms Physical Shelf Tests in Central Locations

Testing alternative strategies online can help you reduce risk, save time, and enhance experimentation with complex variations that would be difficult to explore cost-effectively with an in-store test.

- Better representation of the target population - not limited to respondents who live near the test centers
- Effortlessly assesses the complete range of behavioral information (time at shelf, products considered, consideration duration, products purchased, purchase order, etc.)
- More reliable - provides the same experience to all respondents without the risk of mistakes due to inconsistent set up of products and shelves across test locations
- Faster and less expensive

Validated Approach

Harris Interactive has conducted extensive research to validate our approach. The chart below illustrates that the choices respondents make in Virtual Shelf closely align with actual market shares for the products.



Contact Us

For more information on the Harris Interactive Virtual Shelf or other custom research services, please contact us at **877.919.4765** or info@harrisinteractive.com.

AHEAD OF WHAT'S NEXT.

877.919.4765 info@harrisinteractive.com www.harrisinteractive.com

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