

# CASE STUDY

## Apparel

### Navigation and Promotional Awareness

This apparel retailer wanted to know how signage and merchandising exposure rates are influenced by store layout, customer traffic patterns, and operations.

#### What

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##### The Data

Customers Shopping in Groups	67%
Shoppers Rating "Ease of Moving Around The Store" as "Fair" or "Poor"	20%
Average Time Viewing Signage	2.2 seconds
Shoppers Aware of Special Promotion	45%

#### So What

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Shopping this category in this store was pure convenience; it was not the primary mission in the store, nor was it a behavior of many overall customers. Shoppers had set pathways and purchase patterns in this store type and shopped very habitually.

(Promotional signage topped almost every store fixture.)

Of the 45% of shoppers who knew about the special promotion, there was some confusion as to what the promotion was.

#### What Next

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Money spent on outpost displays may be better spent improving displays where shoppers are more familiar and comfortable shopping.