

# CASE STUDY

## Supermarket Category B

### Get Me Outta Here!

This household CPG manufacturer wanted to learn who its shopper is and how its products are shopped at the shelf.

#### What

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##### Store Info

Overall Time in Supermarket: 24 Minutes

Actual Time Spent Shopping: 15 Minutes

Trend: More Frequent Visits, Buy Fewer Items Per Visit

##### Category Info:

24 Minutes

15 Minutes

##### Category Info:

Time Spent Shopping Shelf

22 Seconds at Shelf

Conversion Ratio

93%

Client's Brand Had Low Client Shopper Share

#### So What

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These were mission shoppers, shopping quickly with low involvement (Grab & Go). Shoppers were price-sensitive and the client's brand lost share to lower-priced store brands.

Shoppers were irritated because of difficulty distinguishing between brand and product type. They knew what they wanted but couldn't quickly identify it at the shelf.

#### What Next

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These mission shoppers want a clearer approach. This was not a "fun" product to shop. After focusing on brand color and name, eliminate extraneous package information or relegate some to package sides, back, or bottom. Rethink the overall packaging to distinguish from similar looking generic brands. Make this an easier item to shop.