



We illuminate your understanding of shoppers.

Providing deep insight into the hearts, minds and wallets of shoppers through understanding the shopper journey.

Behind every shopping experience is a story.

Stories. Store aisles are teeming with them. They are ever present — describing how shoppers respond to economic times, brand loyalty, critical touchpoints and influences, evolving trends, and the rise of alternative shopping channels. They tell of the nuances of what is wanted versus what is needed, and they are as innumerable as they are varied.

Our shopper insights division, ShopperEyes® is dedicated to bringing out these stories by getting to the hearts, minds and wallets of your shopper. We understand that there are several constituencies for shopper solutions, so we focus on the relationship among the shopper, category and retail environment.

JOURNEY TO SHOPPER CENTRICITY

In order to understand the shopper experience and journey, you need to understand it from a 360-degree perspective; our job is to help you answer the tough questions at each stage of your shopper’s journey.

OUR SHOPPEREYES® 360-DEGREE FRAMEWORK

Insights At Each Step Along The Journey



Context
In-home Dynamics
Mindset, Needs & Motivation

Pre-planning
Influences
Touch points
List Making
Planned vs. Unplanned
Consideration Set

Shopping
Store Choice
Shopper Path
Store Optimization
Delighters & Barriers

Point-of-Purchase
Shelf Presence
Purchase Drivers
Line/Product
Optimization
Promotions, POS, Signage

Post-Purchase
Satisfaction
Loyalty & Retention
Sharing

Our expertise and breadth of experience ensure the journey to shopper centricity leads to your business solutions:



Shopper Marketing Programs

Point-of-Sale Communication

Shelf Designs and Adjacencies

Store/Category Reinvention

Shopper- and Occasion-Based Targeting

P2P Framework and Planning

And, our flexible and customizable suite of research solutions is well-suited to meet your specific business needs. Following are some examples of our methods and approaches.

SHOPPER INSIGHTS

Observation

- Aisle Behavior
- Shopping Patterns
- Pantry Check
- Closet Exploration
- Bathroom Tour
- Store/Mall Tour
- Spy Cameras

Qualitative

- Shopping Journey
- Shopper Intercepts
- Journals/Diaries
- Photo/Video Diaries
- Shop-alongs
- Mobile Devices
- Short-term Communities

Quantitative

- Segmentation
- Comm. Test
- Package Design
- Shelf Set Assessment
- Shopper Profiling
- Shopper Intercepts
- Point-of-Purchase
- Decision Trees



Terrie Wendricks, Vice President – Shopper Insights

Terrie is an insights and strategy professional whose career spans over 25 years working for Hillshire Brands Co., Sara Lee, Kraft Foods, HJ Heinz and The BASES Group. Her experience covers a wide span of categories, channels, and retail formats.

Her passion is leveraging consumer, marketplace, and shopper understanding to build brand strategy and communication, innovation, shopper marketing, and category leadership programs.

Terrie is a recipient of two Advertising Research Foundation Ogilvy Awards and the Path to Purchase Institute's Who's Who in Shopper Insights. In addition, she was responsible for driving significant increases in category captaincy and Kantar PowerRankings on providing retailers most actionable shopper insights when at both Kraft and Sara Lee.

Terrie is responsible for our ShopperEyes® Division which leverages traditional and non-traditional methodologies to create solutions for both CPG manufacturers and retailers to the challenges of today's rapidly changing retail marketplace.

To view our Shopper Insights Emerge Smarter Webinars, go to crresearch.com.

For more information about ShopperEyes® or C+R Research, contact Terrie Wendricks, at terriew@crresearch.com or call (312) 828-9200.



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