

# When the shopper is king

Do you know what is really going on in-store?

Do you understand how shoppers interact with your products?

Do you have the shopper insights that will help you win at retail?

For many years brand marketers have been targeting consumers outside of the store, leading them to the entrance but leaving them at the door. They have been neglecting what is probably the most important moment in the consumer's decision-making process, when the consumer moves in-store – and becomes the 'shopper'.

Manufacturers and retailers have awoken to the fact that the shopper is king!

TNS is leading the way in helping its clients outsmart the competition by understanding shopper behaviour and identifying shopper needs. The powerful combination of our global custom network, syndicated consumer panel operations (Worldpanel), and several specialist acquisitions in the retail and shopper arena allows TNS to deliver unrivalled Shopper Insights that provide the basis for collaboration between manufacturers and retailers to build brand equity, stimulate purchase or trial, improve loyalty and customer retention, and increase sales through consumer centric changes to the retail environment.

TNS provides research and insights to help its clients understand all stages of the Shopper Journey:

- pre-store
- in-store
- point of purchase



## Our expertise

With the Shopper Journey understood, TNS has the expertise to help you plan your in-store activation strategies around the key shopper touch points to deliver maximum benefit.

- **Store layout** – How can the store be arranged to best suit the needs of shoppers and optimise sales? Which categories and products should be adjacent?
- **Category layout** – How should the category be arranged? How much choice should there be? Where should each brand/product be placed?
- **Packaging** – How can packaging gain maximum stand out on shelf? What messages should be communicated on pack?
- **Promotions** – What should the promotional schedule be? How should promotions be communicated in-store?
- **In-store communications** – What type of in-store communication should be deployed and where should it be located? What messages should be communicated?



TNS has over 30 years of shopper expertise, with renowned industry thought leaders at the forefront of the business

## Our techniques

We offer a complete portfolio of traditional and specialist techniques to help you understand shopper behaviour, and can recommend the best solution for different markets.

**In-store observations** – To understand how they actually shop, shoppers need to be observed as they are often unaware of their behaviour. This can be done by direct observation or by filming.

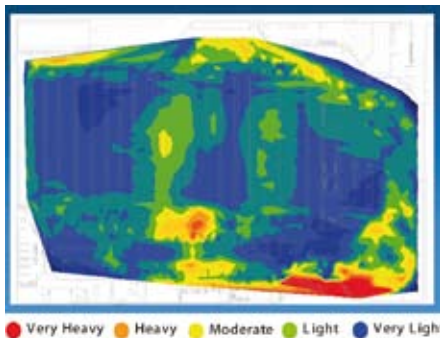
**Intercepts** – To gain an understanding of attitudes and motivations influencing the purchase decision and choice of store, shoppers can be intercepted and interviewed in-store, or at entry or exit to the store.

**Qualitative approaches** – To understand purchase barriers and influencers, shoppers can be accompanied in-store. Use of TNS EyeCam™, an easy-to-wear camera that tracks the field of vision, enables discussion of store visit footage.



TNS EyeCam™  
– an easy to wear camera that tracks the field of vision

**Pathtracker®** – To measure traffic flow around a store and the dwell density of each part of the store, we use Pathtracker. For any product category, it is possible to calculate the number of passers-by, stoppers and purchasers and the level of conversion to purchase. This pioneering tool can be applied using RFID (Radio Frequency Identification Tag), video or direct observation methods, depending on the size of the store.



Pathtracker® dwell density map shows the shopper density around the store by indicating hot and cold areas

**Eye tracking** – To track what the shopper actually sees in-store, using specialist “glasses” that measure actual eye movements and fixations, or via the TNS EyeCam™.

**Worldpanel** – To continuously track shopper purchasing behaviour around the world via our syndicated continuous panels. This is particularly relevant for understanding shopper missions, shopper repertoire and shopper response to promotions.

**Consultancy, workshops & training** – To help our clients gain a deeper understanding of shopper behaviour and research, and how the shopper can be integrated into their business plans.

## Why choose TNS?

- Over 30 years of shopper expertise, with renowned industry thought leaders at the forefront of the business
- Holistic, end-to-end shopper offering
- Advanced shopper research techniques
- Ability to leverage Worldpanel database
- Proven ability to convert insight to action

## About TNS Retail & Shopper

TNS Retail & Shopper brings together the skills and expertise of acquisitions made in 2007 – TNS Sorensen, TNS Retail Forward and TNS Magasin – with the capabilities resident in Worldpanel and our global custom network to form one of the world’s foremost shopper insights capabilities. TNS Retail & Shopper works with a number of global clients to provide shopper insights that provide competitive advantage in their key markets and regions around the world.

## About TNS

TNS is a global market insight and information group.

Our strategic goal is to be recognised as the global leader in delivering value-added information and insights that help our clients to make more effective decisions.

As industry thought leaders, our people deliver innovative thinking and excellent service to global organisations and local clients worldwide. We work in partnership with our clients, meeting their needs for high-quality information, analysis and foresight across our network of over 70 countries.

We are the world’s foremost provider of custom research and analysis, combining in-depth industry sector understanding with world-class expertise in the areas of new product development, segmentation and positioning research, brand and advertising research and stakeholder management. We are a major supplier of consumer panel, media intelligence and internet, TV and radio audience measurement services.

**TNS is the sixth sense of business.**  
[www.tnsglobal.com](http://www.tnsglobal.com)

For further information or to discuss how TNS Retail & Shopper can help your business, please get in touch with your usual TNS contact, see our website [www.tnsglobal.com](http://www.tnsglobal.com), or contact:

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