



Game changing Display Optimizer™ Introduced

27 February 2012

POP Displays announced a breakthrough in measuring display effectiveness. A quantitative tool to test and optimize in-store merchandising is now available.

How it works

Display Optimizer™ is used in the concept stage, before investments are made. For example, if three concepts are developed, each concept is shown to a pre-selected target audience as renderings, online, in monadic cells. Respondents will score each concept on 10-12 attributes such as shoppability, engagement, attention and purchase interest. Resulting quantitative scores are evaluated vs. benchmarks for each attribute. Results will identify the strongest concept and can be used diagnostically to strengthen concepts **and increase the probability of success in-store.**

Game-changing tool

Imagine being able to predict, and better yet, enhance the effectiveness of merchandising solutions before investing in an in-store test or full production. And each time it's used, it builds a better understanding of which attributes are most influential and least influential. Display Optimizer™ will unlock the insights needed to create stronger, more effective solutions. TV, digital, and packaging has always been tested, but in-store was always a subjective judgment call or 'gut feel'. And in-store has grown exponentially in importance in recent years.

How it was developed

Display Optimizer™ is a custom research tool that POP Displays offers to its customers. A normative database was created by testing about 50 inline aisles, category management solutions and free standing displays in monadic cells. Within each cell, 10-12 attributes were scored, thereby establishing robust benchmarks for each attribute

Spend more effectively

Rather than relying on subjective evaluations or gut feelings, the Display Optimizer™ provides credible, quantified performance metrics. A small spend up-front can drive greater results later or prevent a costly mistake.



Wide range of applications

Display Optimizer™ enhances the effectiveness of Shopper Marketing programs. It builds on shopper insights by unlocking insights related to displays. It can be used for category solutions, aisle re-inventions or any type of on-shelf or off-shelf merchandising