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Display Optimizer™ Findings on Top Nine Performance Attributes

Chicago, IL – April 16, 2013 - Linda Nash, VP Marketing at POP Displays and Lily Lev-Glick, Principle at Shopper Sense shared learnings from the newly released Display Optimizer™ tool at the Global Shop trade show in Chicago on April 16.

Display Optimizer™ is a breakthrough in measuring display effectiveness. It is used in the concept stage, before investments are made. Rendering are shown to a pre-selected target audience online, in monadic cells. Respondents score each concept on 9 attributes such as shoppability, engagement and attention. Resulting quantitative scores are evaluated vs. benchmarks for each attribute. Results identify the strongest concept and can be used diagnostically to strengthen concepts and increase the probability of success in-store.

Lev-Glick shared the nine key performance attributes and their relative importance to each other. She observed that trade-offs are often needed when evaluating displays and this research helps to ensure the major drivers are not sacrificed for less important attributes. Major drivers were identified as Appeal, Browse and Guides Decision.

Nash shared specific findings by display. She made connections across results to explain why displays achieved certain scores. Case studies were shared to illustrate key findings that included the role of color, information and segmentation.

Display Optimizer™ is a custom research tool that POP Displays offers to its customers. A normative database was created by testing inline aisles, category management solutions and free standing displays among 2100 consumers in monadic cells. Within each cell, 10-12 attributes were scored, thereby establishing robust benchmarks for each attribute

ABOUT POP DISPLAYS

The POP Displays tagline is “Expect more than displays”. They are differentiated by their 1) strategic, consultative approach that translates shopper and retailer insights into value-added solutions that can be affordably executed, 2) vertical integration with flexibility to move between domestic and offshore production to control cost, quality and speed to market and 3) sophisticated structure to develop and manage large, complex programs. They specialize in custom permanent and semi-permanent displays.

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