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Principal



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Director of Insights

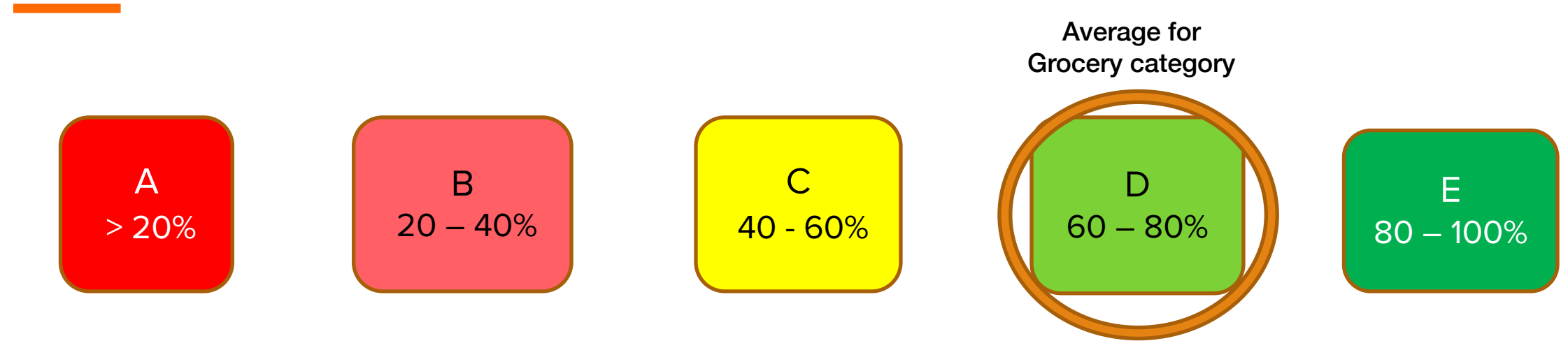
1. How the Crowdsourcing Field Agent Model works
2. Celebrating Christmas case study
3. Opportunities for working together
4. How you can use the Field Agent App and dashboard

Free Pilot Study to all attendees

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Large % of Shoppers decide what product to buy at the fixture



How well do brands understand Shopper behaviour In-store?

Not just WHAT they buy, but WHY?



Conference feedback

We help clients understand what Shoppers choose to buy and why

Total Shopper Insight across all Retail channels

- How well products are displayed in store/promotional compliance
- What has most impact at point of purchase?
- What will Shoppers buy and why?
- Are products delivering customer satisfaction?
- Online Ratings and Reviews published on retailer sites

Strategic partnerships Retailers and Brands

We facilitate a collaborative approach to stimulate category and brand growth, through in-depth Shopper understanding

Faster. Cheaper. Smarter.

Crowdsourced Model: Shoppers Download Free App and Earn Cash



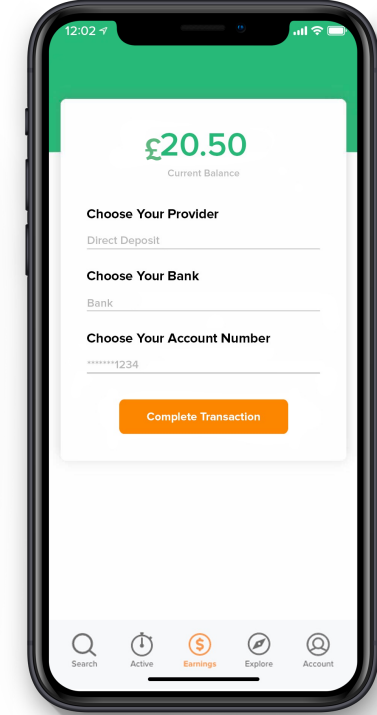
UK Coverage



Reserve Jobs



Weekly Cashout



Quality Control



GPS Marker



Time and Date Stamp



Photo and Video Verification

FIELD AGENT[®]
Retail Audits & Real-time Shopper Insight

Our Shoppers can tell you..

What's on Display

Retail Audits AI



Promotions



Pricing



On-Shelf Availability



Display Compliance



Planogram Compliance



What they Buy and Why

Shopper Insights



Mystery Shop



Shelf Impact



Buy and why



Product Insights



Competitive Analysis



What they like and Recommend

Product Reviews



Buy & Try



Customer Feedback



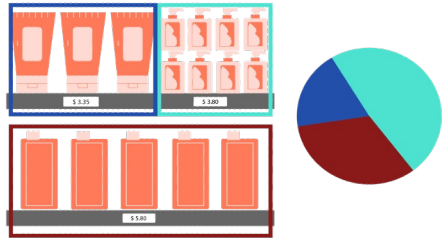
Ratings & Reviews



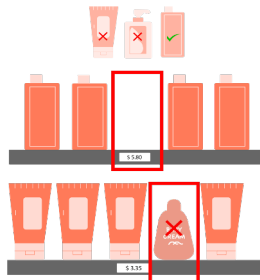
FIELD AGENT[®]

Retail Audits & Real-time Shopper Insight

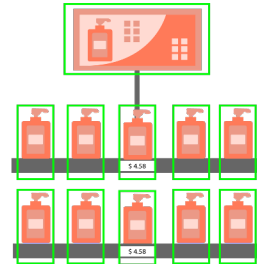
IR : Game Changer Technology for Measuring Perfect Store KPIs



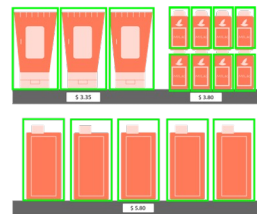
Share of Shelf - SKU, Brand, Sub-Brand, Segment and Manufacturer level



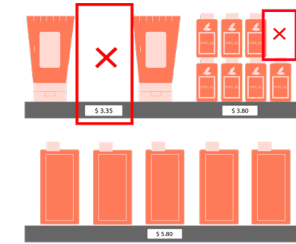
Planogram Compliance (Brand Blocks, Eye-Level, Adjacency, etc.)



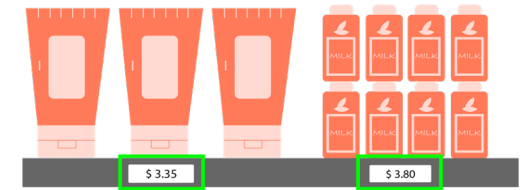
Promotion Compliance



Display Compliance (End caps, FSUs, Gondolas, etc.)



On-Shelf Availability



Price Tag Recognition

Total Shopper Insight – 3 stage programme

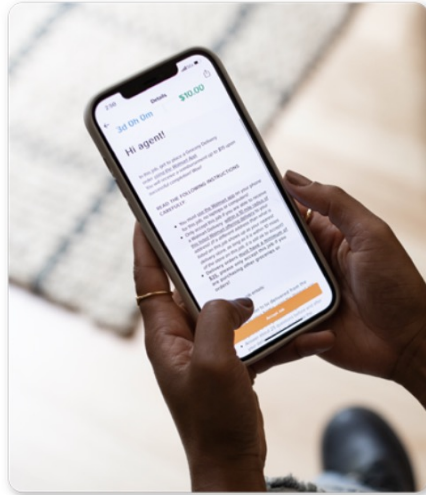


1 Establish Shoppers current **behaviour** and **attitudes** before going in store (N = 500)

2 Shopper report on experience what they would **buy** and **why?** (N = 50 per retailer)

3 Shoppers **try** products **at home** and report on experience, publish On Line reviews

Ratings and Reviews – How it Works



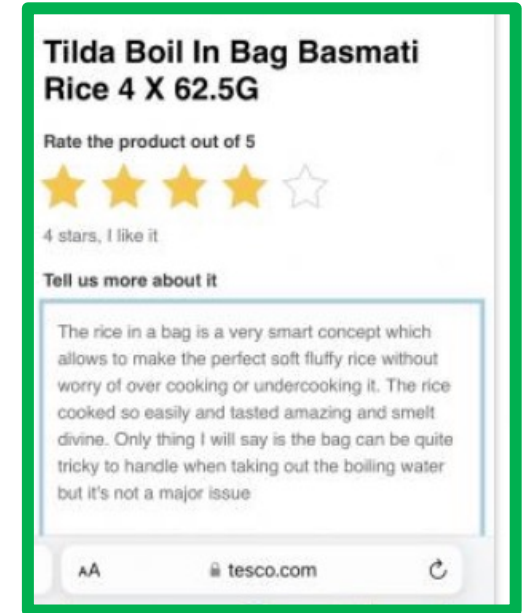
Shopper accepts job in Field Agent app



Shopper buys product in-store, reports on experience



Tries product, gives feedback and rates it



Shoppers invited to post unsponsored review on retailer site

Our Approach captures feedback in store and generates product trial
Shoppers then publish an authentic online review

FIELD AGENT®

Retail Audits & Real-time Shopper Insight

✓ How products are displayed?



✓ What shoppers buy and why?



Sharing



Gifting

200k Shoppers



Free App



Realtime Results



Faster. Cheaper. Smarter.

Creating Impact and Inspiring Shoppers at Christmas

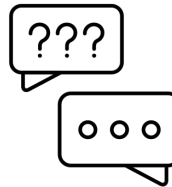


Buying Chocolate for Christmas

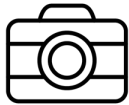
What Shoppers do Instore and Why?



Video



Q & A



Photo

Waitrose



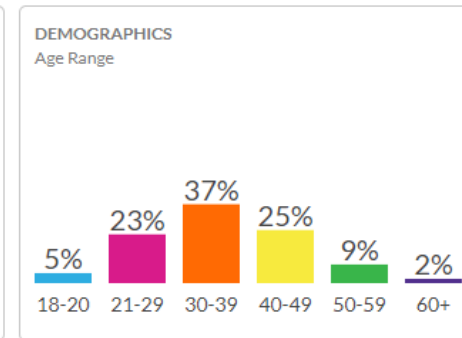
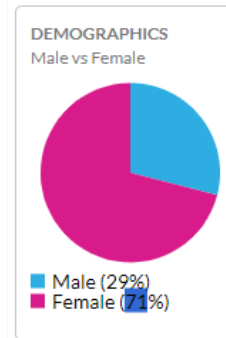
ASDA

Sainsbury's



Morrisons
Since 1899

N = 150

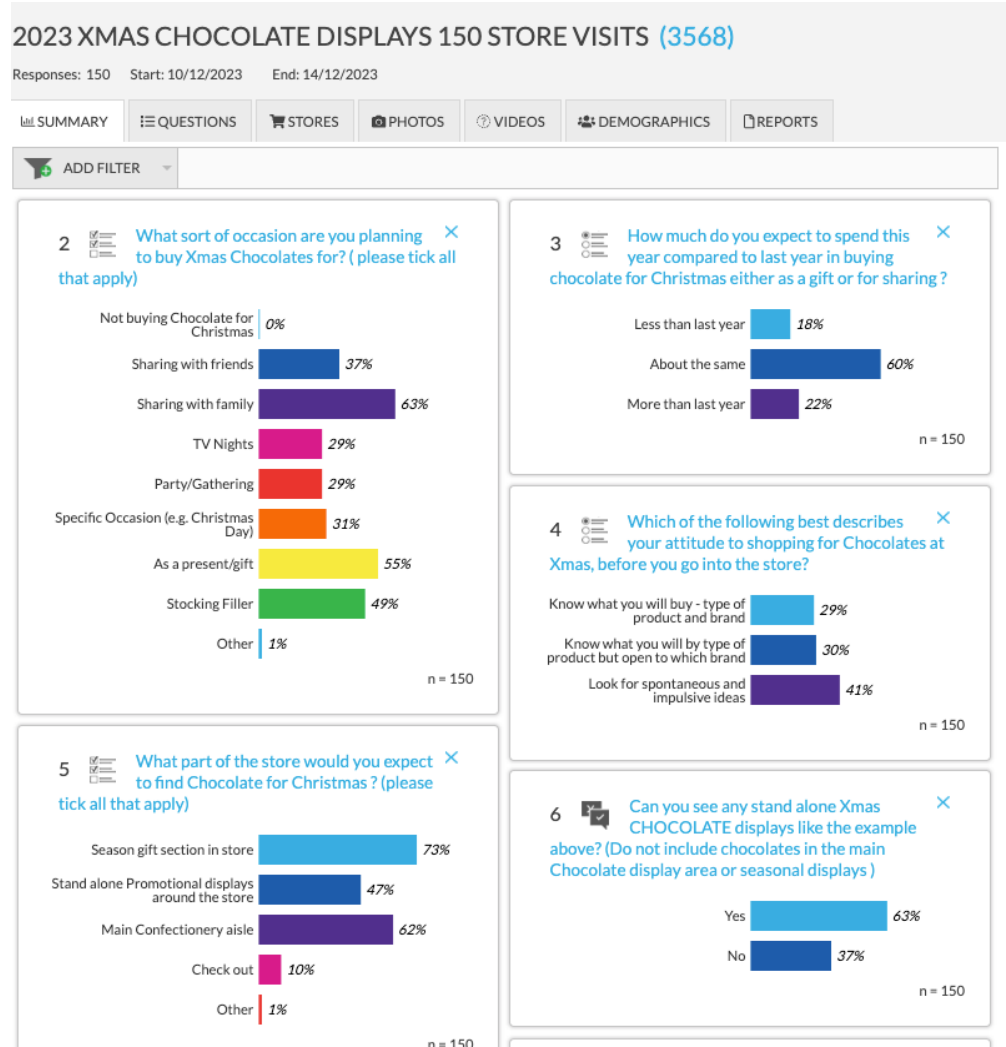


In Store

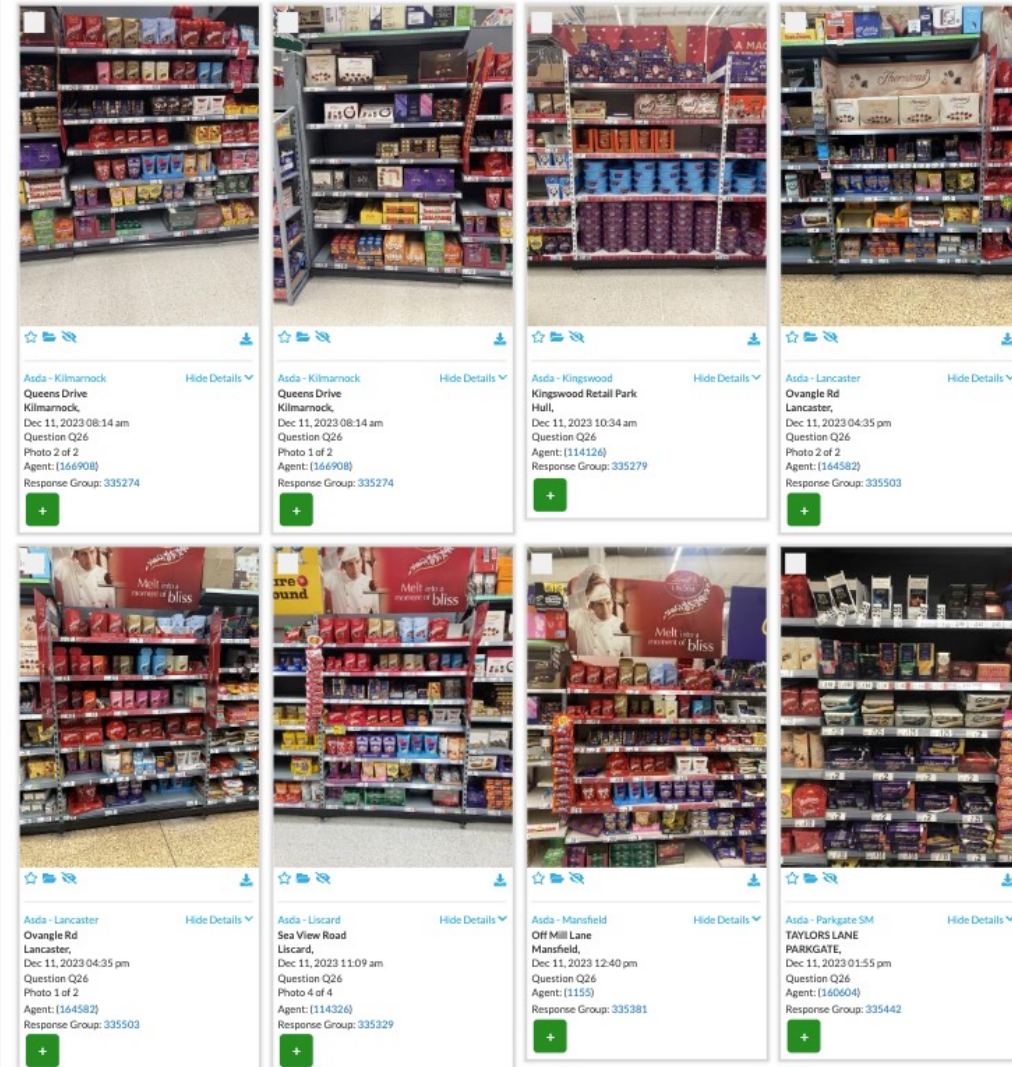
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Retail Audits & Real-time Shopper Insight

Field Agent dashboards



Impact – with time and location



Lindt packaging stands out... good promotions and emotional message “The Gift of bliss”

“Lindt chocolate as they are a great brand and have some good promotions”

ASDA



*‘My partners favourite’
“Provide the **bliss**”*

*‘I love the design would be nice on **Xmas table** and because on sale’*

Morrisons



*‘I chose this because I like the **brand** and give to my nephews for Christmas’*

Sainsbury's



*‘I like the taste of it’
“**Gives something back**”*

TESCO



‘It was bold with a heading card and was clear to be the full display’

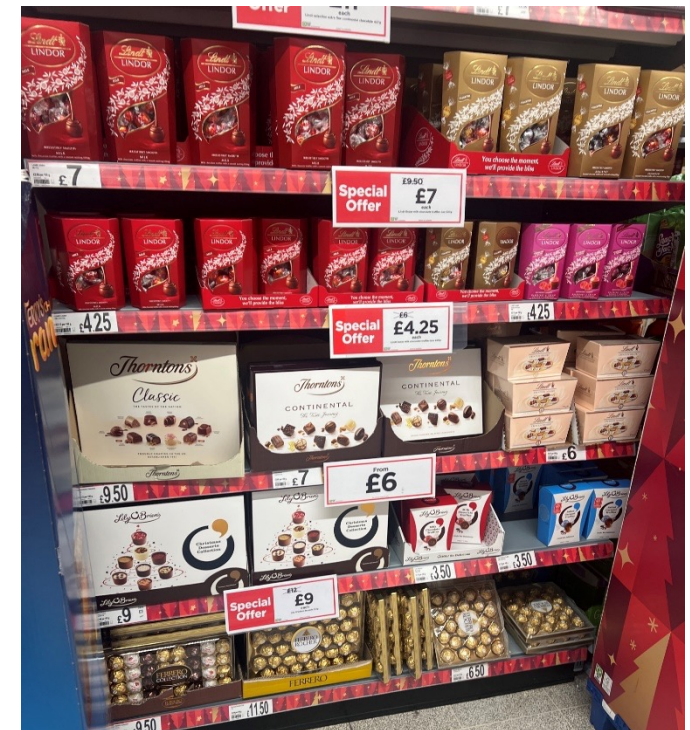
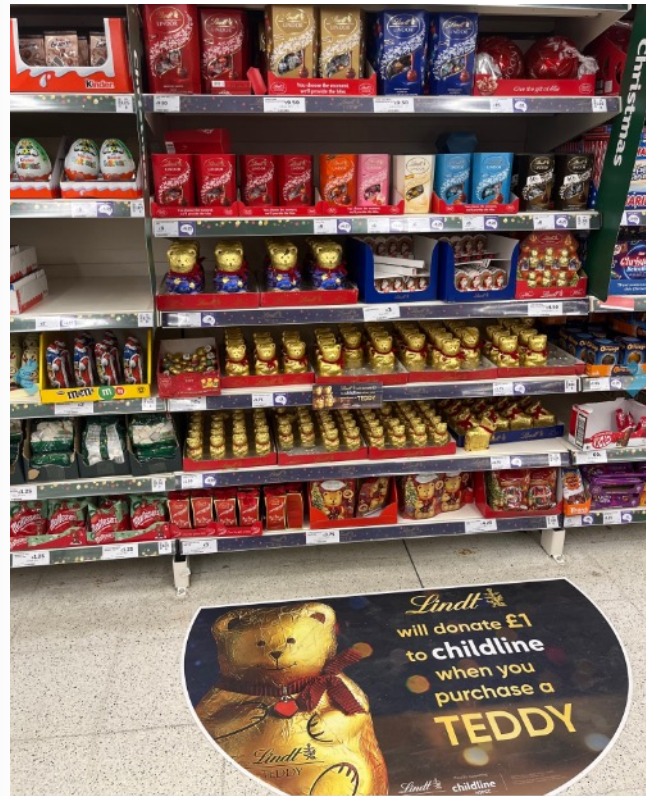
WAITROSE & PARTNERS



*My favourite
‘**Looks special**’*

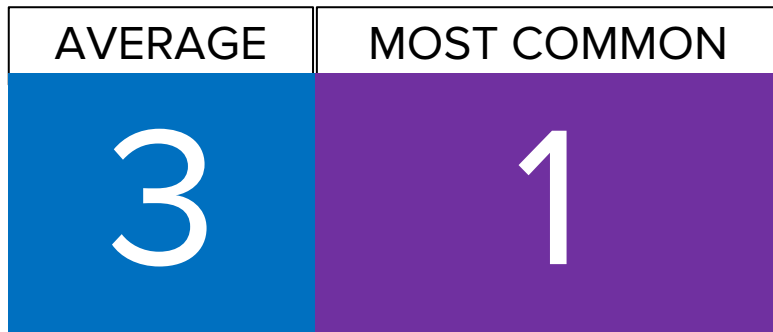
Seasonal Gifting Aisle

Brand blocking, Banners, Shelf strips, Floor signage, Finns Promotional offers create impact

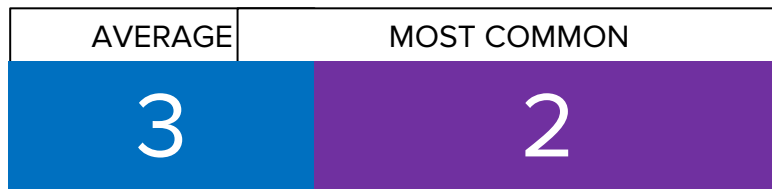


On average, people noticed 3 bays of Xmas chocolate in the main aisle. Lindt and Ferrero Rocher having the greatest impact on the main aisle

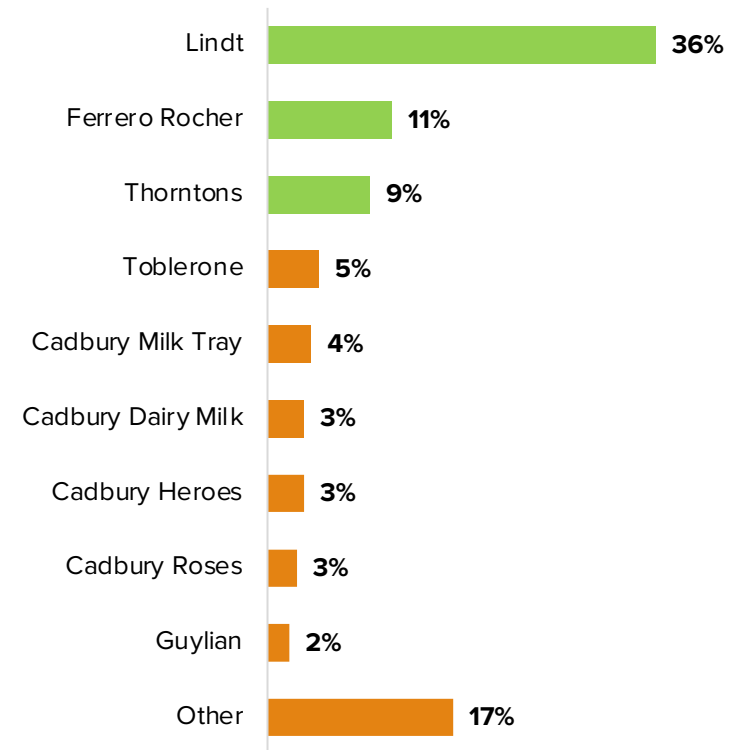
How many bays of XMAS chocolate did you notice in the Main confectionary Aisle ?



ASDA

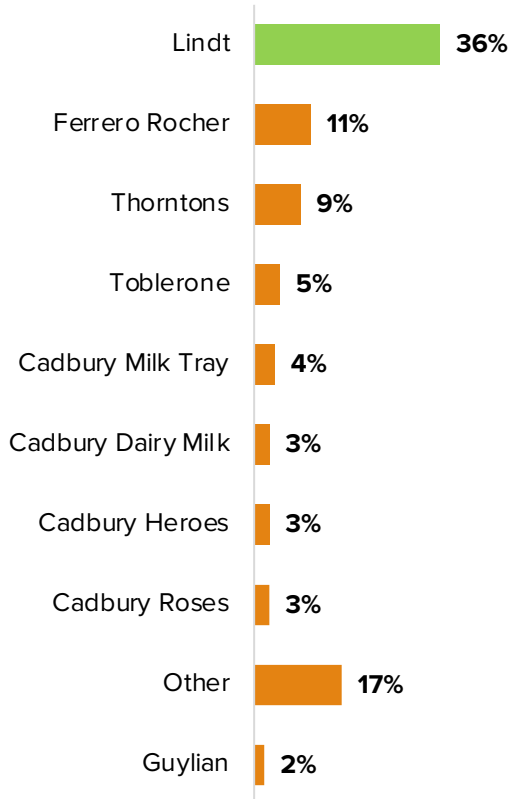


Which of the following brands have the greatest impact on shelf?

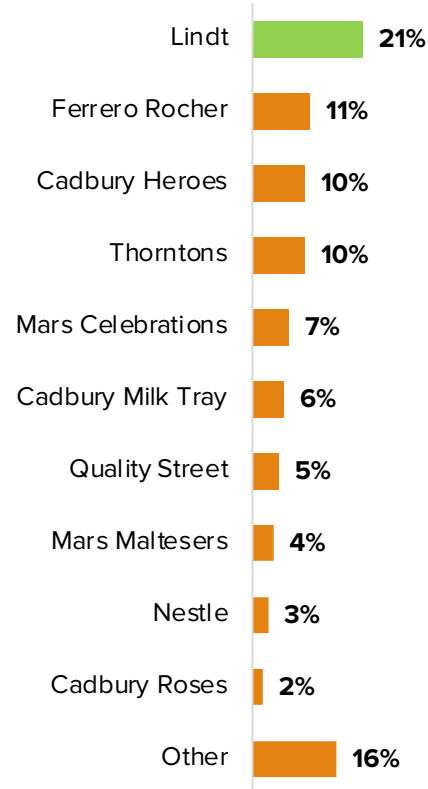


Lindt dominates, followed by Ferrero – Impact and likelihood to buy

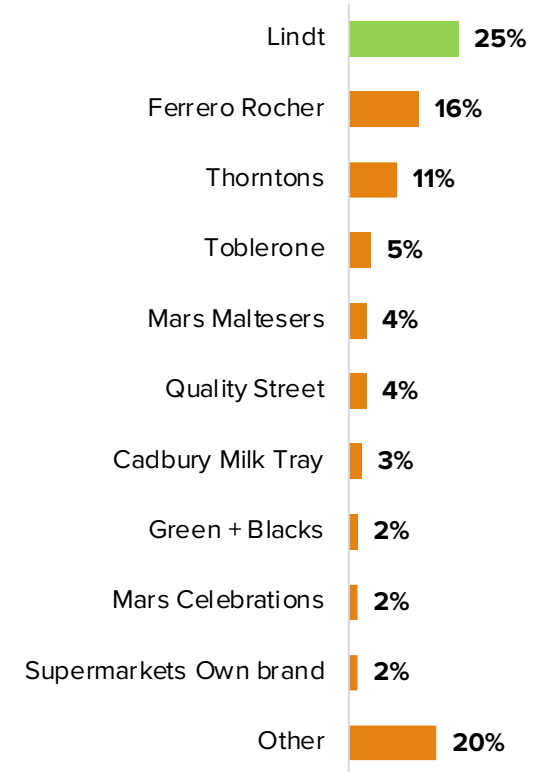
Greatest impact on shelf



Choose to buy for sharing with FAMILY and FRIENDS

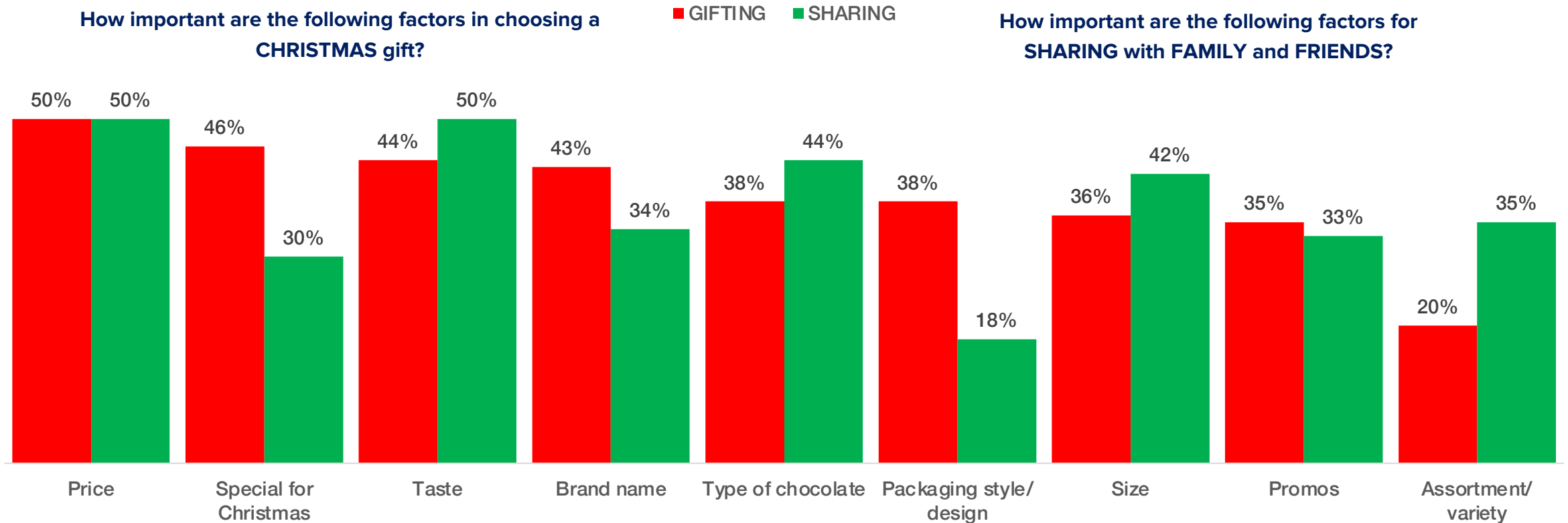


Choose to buy for as a GIFT



N=150

Price and Taste are top purchase drivers for both occasions
 “Special for Xmas” and “Packaging” is more important for Gifting
 Assortment and Variety for Sharing



GIFTING

Seasonal Aisle

Lindt is the most “Special for Christmas” The ‘cute’ bear stands out and Lindt gives a perception of luxury

Now we'd like you to choose an Xmas Chocolate as a GIFT

ASDA



‘Because it **sums up the spirit of Christmas**.
Extra special to give as a gift’

Morrisons



‘it's a little bigger and has a **selection of different flavours**, some of which may be new to them’

Sainsbury's



‘Lindt luxury selection which I would buy as a present **because of the quality brand and reduced price**’

TESCO



‘Lindt bear because it **looks classy and nice for a gift**.’

co op



‘Lindt is **seen as expensive and luxurious** so makes a great gift especially when it's on offer.’

WAITROSE & PARTNERS



‘Look **luxurious - Lindt Swiss luxury selection**.’

GIFTING

Seasonal Aisle

Ferrero looks “Posh” and bold packaging creates impact

Now we'd like you to choose an Xmas Chocolate as a GIFT

ASDA



*'This chocolate is **good quality** and looks expensive so great as a gift'*

Morrisons



*'**Nice design** and looks like a good gift for Christmas'*

Sainsbury's



*'As it is a large, shiny chocolate that looks appealing and **probably tastes nice** because of the premium price of £4.50'*

TESCO



*I choose because it is on **offer** and looks like a nice gift with a **nice box***

CO-OP



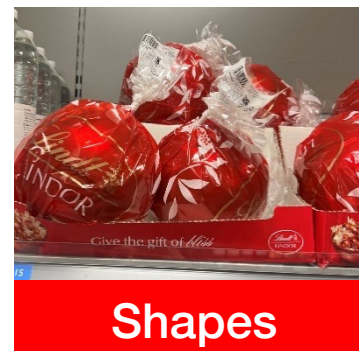
*'It's **already gift wrapped**'*

WAITROSE & PARTNERS



*'It really stands out and **looks posh for a present**. although might be hard to wrap!!'*

Lindt dominance is based on presence on shelf, impact, appealing packaging and signage, looks premium and **has special (emotional) Christmas appeal**



Fererro has distinctive premium packaging, Brand blocking, looks Premium, Promotional offers but **lacks special (emotional) Christmas appeal**

Brand Blocking



Distinctive packaging



Promotional offers



Shapes

But Lacks

Gift of Bliss

Christmas Characters

Charity donation

Video Summary [LINK](#)



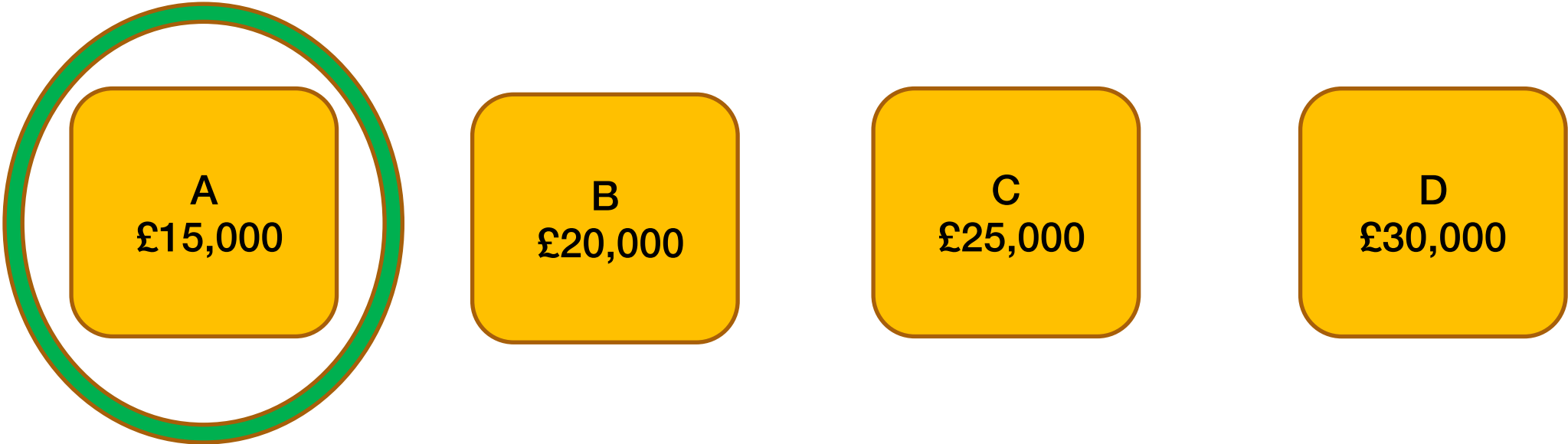
What shoppers like about the display

What shoppers would choose to buy as a gift or for sharing with friends and family, and why

What do you think this study would cost ?

150 Shopper Visits with 30 Questions, Photos and Videos

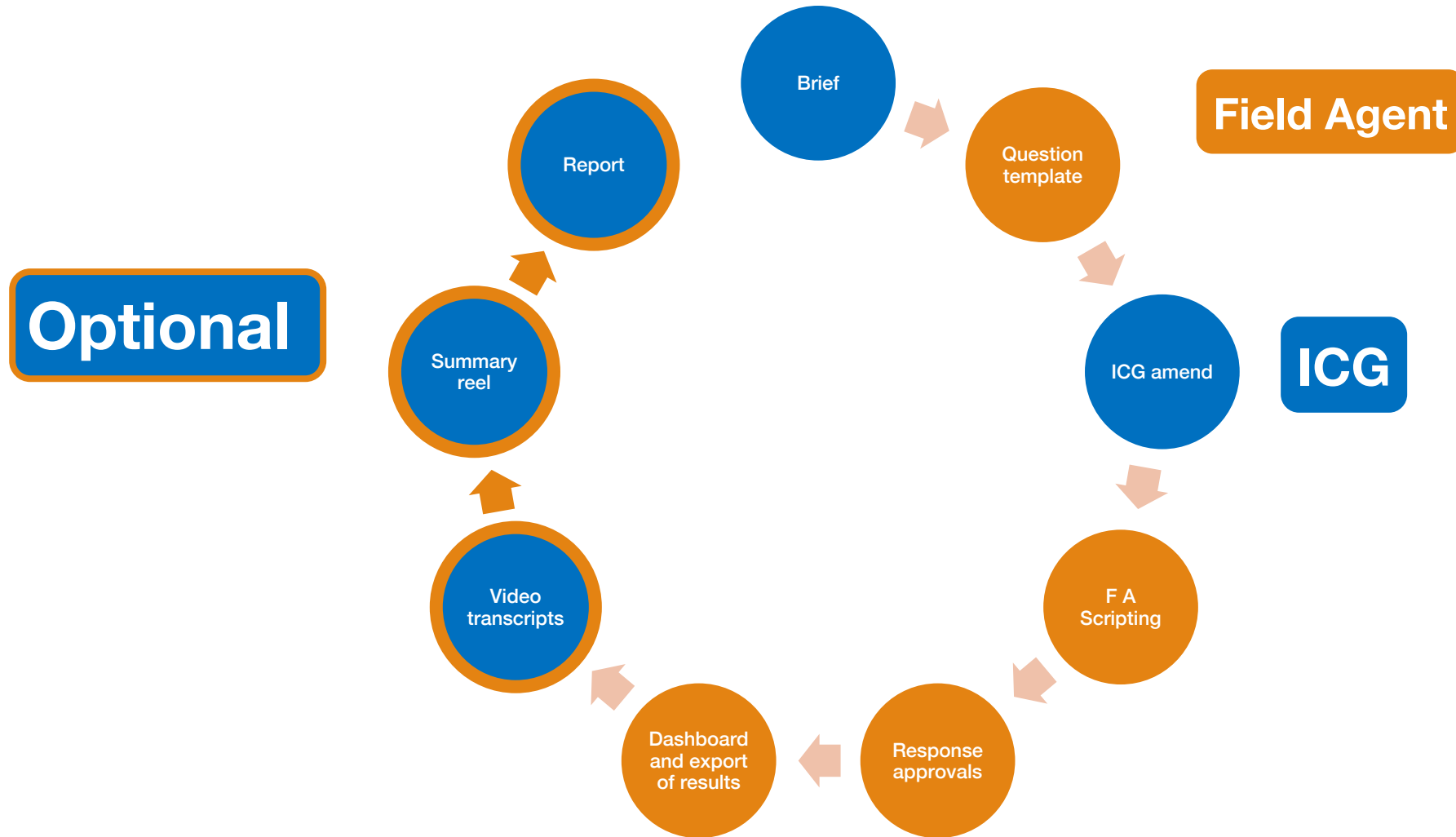
Cost includes project design, analysis and reporting



Cost to ICG member for a Typical Project 50 Store visits = £3,500

Typical project 50 store visits with Video reports	Frequency	Unit Cost	Total cost
Set up and design, inserting photos , Store lists and quotas	1	£800	£800.00
Standard task with photos, up to 30* questions (includes Photos Verbatims and videos)	50	£35	£1,750.00
Video edit per store	1	£400	£400.00
Project management	1	£550	£550.00
In store @ 50 store visits without reporting			£3,500.00

Working together



Pilot Offer 10 Free Visits

10 free STORE visits if booked by **end of October to run by Dec 31** which you can extend at a discounted price ...

We will

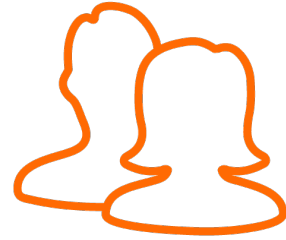
1. Send you a briefing guide and template
2. Scripting and hosting on Field Agent platform
3. Provide store lists and access to Field Agent crowd
4. Project Management and quality control of responses
5. Provide access to the dashboard and excel output
6. Optional video edit

What Makes Field Agent Different



National Coverage

+



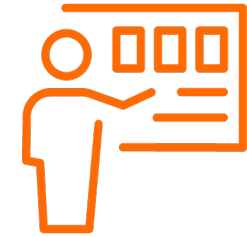
Real Shoppers

+



Retail Audits and Shopper Insight

+



Project Mgt Team

=



Cost Effective

&



Fast Response

FIELD[®]
AGENT

Faster.
Cheaper.
Smarter.

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