

## Case Study



## Global Convenience Store

### Driving Visual Communications Optimization

#### IDENTIFY visual communications insights

A global C store leader engaged IMAGINE on measuring and understanding the effectiveness of POP inside their stores. Utilizing primary data and shopper intercept research the team developed key relevant insights and gain deeper understanding of how shoppers are interacting with key areas of the store.

#### CREATE breakthrough communications

IMAGINE partnered our client to optimize the in-store creative utilizing an efficient and best in class approach that includes objective creative score measurement and proven improvement tactics. Armed with consumer data and insights IMAGINE could hone in on key areas to improve creative effectiveness and communication impact.

#### DELIVER customized solutions

Utilizing a multi-variable testing protocol over a several month period, IMAGINE deployed optimized creative across an A/B/C store test profile in key points of interest for the customer. In addition, using heat mapping and shopper tracking technology, the team tested the effectiveness of various quantity and placement options for campaign and educational POP signage across multiple shopper types and demographic segments.

#### MEASURE return on visual communications

The results were nothing short of eye opening. Test stores saw up to 60% increase in sell-through of products that were supported by creative optimized POP signage. Our client was able to realize significant cost saving opportunities and insights on behavior differences across key shopper segments, demographics and metrics such as dwell time, conversion and traffic patterns. Armed with these results our client is able to immediately implement improvements to both peripheral and center store while building out future testing protocols to further optimize their visual communications platform.

**IMAGINE™**  
Driving Consumer Outcomes™

IMAGINE  
PRINT SOLUTIONS

classic



IMAGINE  
EXPRESS  
MINNEAPOLIS

MIDNIGHTOIL

3FX  
INTERNATIONAL