

MERCHANT MECHANICS LLC

Partnering with Fixture/POP Suppliers

Don't just say your product is better than your competitors – PROVE IT WITH RESEARCH!

Merchant Mechanics is an observational market research and testing firm serving fixture/point-of-purchase, consumer product and retail companies. We help our clients develop more effective selling spaces and merchandising strategies. The company is a leader in retail environment research and an activist for creating selling spaces that best match the natural tendencies of shoppers. Merchant Mechanics helps create a better experience for shoppers, and thus, a more profitable business for its clients. We have never failed in successfully completing our mission for any client.

How Merchant Mechanics works with fixture/POP suppliers

We partner with these firms to provide value as an independent evaluator of fixtures/POP.

- We conduct real-world, in-store market research on existing products or prototypes of new installations
- We perform controlled statistical tests, to compare a proposed new fixture/POP to an existing element
- We provide an understanding of why certain fixture/POP features are or are not optimal for impacting consumer behaviors

Using Merchant Mechanics as a marketing tool

We are aware of the competitiveness of this industry and want to make it easy for suppliers to use our services.

- Including in-store research as an optional service in a proposal, that your client may choose to purchase, shows the client that your product can stand up to scrutiny
- Our research can be a key differentiator for you in a competitive bidding situation

The benefits from working with us

With Merchant Mechanics research, firms can more confidently promote their product's value proposition.

- Definitive statements in promotional material, backed by statistical data, about their product's effectiveness can be made
- Our empirical analysis delivers recommendations for fixture/POP improvements
- We can evaluate fixture/POP alternatives, to quantitatively determine which will be most successful in a given environment

How consumer product manufacturers and retailers benefit

In short time frames, you can provide your clients with quantitative data on the effectiveness of the fixture/POP in improving sales.

- Clients get quantitative validation that a new fixture/POP will stimulate purchasing behaviors
- The data allows for calculations of ROI for fixture/POP roll-outs at multiple locations
- Necessary fixture/POP modifications can occur during beta site testing, instead of during large scale roll-outs

Relevant metrics collected and analyzed

We have the ability to uncover a variety of shopper metrics with respect to your fixture/POP, including, but not limited to:

- Fixture/POP ergonomics: impact range, interaction frequency and duration, employee usage, wait-times, line lengths
- Frequency and duration of purchasing behaviors: glancing, browsing, product handling, buying

Third party objectivity

Merchant Mechanics is dedicated to delivering impartial and informative consumer research

- We do not participate at the creative level. This allows us to avoid the conflicts inherent when a company assess its own work
- Retailers trust our results, which are all based on empirical findings

What they are saying

"This study has provided valuable facts for implementing the future retrofitting of end-caps and other promotional areas in GNC stores...Unbiased testing results are a great information tool to make a case to upper management."

-- Art McSorley, VP Construction, General Nutrition Centers

"Our retail clients love the availability of detailed information about how our lighting affects consumer behavior. Having the empirical third-party information of the sort that Merchant Mechanics provides really pays off."

-- Kathy Pattison, VP of Marketing, Color Kinetics Inc.

"This is the kind of research that has been sorely needed in our industry. Your approach to research often allows retailers to move more quickly and with more confidence. That is very important in this industry."

-- Steve Kaufman, Editor, Visual Merchandising & Store Design Magazine