

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 consumer product manufacturers, retailers and fixture/point-of-purchase 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.

Turnkey Solution for Fixture/POP Suppliers

Our state-of-the-art quantitative research methodologies deliver a thorough understanding of fixture/POP effectiveness. This allows your Sales and Marketing teams to more confidently promote a product's value proposition. This real-world, in-store, research solution includes:

- ❑ **2 stores** - we perform in-store, empirical studies of the selected fixture or display in 2 stores using 1 or 2 cameras
- ❑ **2 research days** - in each store, we collect data for 2 days. It is best to choose the 2 busiest consecutive days of the week
- ❑ **Valuable metrics** - we provide the data retailers and consumer product manufacturers are looking for:
 - *Fixture/POP ergonomics* - impact range, direction of initial attention, employee usage, wait-times, line lengths
 - *Frequency and duration of purchasing behaviors* - glancing, browsing, product handling, buying
- ❑ **Cutting edge methodology** – up to 2 small closed circuit digital video cameras capture overt and unbiased consumer behaviors. Our recording techniques allow seamless and unobtrusive observation of customers from any vantage point
- ❑ **Cost-effective investment** - \$9,900 plus travel expenses for the stores you choose to analyze
- ❑ **Fast turnaround** - final report is delivered 1 month after the first in-store research day
- ❑ **Comprehensive deliverables** - report of findings, PowerPoint summary, CD-ROM or VHS of representative video footage cross-referenced with findings, client presentation

Research Benefits

Since 80% of purchase decisions are made in the store, optimizing fixtures and POP is crucial and can be the difference between store/product success or failure. Thus, more and more managers are making fixture and POP decisions based on empirical data. They want data proving that any new (or existing) store element is leading to increased sales, brand awareness and customer satisfaction. Our research will help you sell more by providing:

- ❑ **Objectivity** - as a third party research firm, we provide data which retailers and consumer product manufacturers trust
- ❑ **Validation** - your clients get quantitative proof that a new fixture/POP effectively stimulates purchasing behaviors
- ❑ **Statistical data for promotional material** - definitive statements can be made about a product's effectiveness
- ❑ **ROI calculations** - the data allows clients to understand the pay-back of fixture/POP roll-outs at multiple locations
- ❑ **Optimization** - our empirical analysis delivers recommendations for fixture/POP improvements
- ❑ **Comparative Testing** - we can evaluate alternatives, to determine which will be most successful in a given environment
- ❑ **Beta site evaluation** - necessary fixture/POP modifications can occur prior to large scale roll-outs, saving on production and design costs

Case Study

A new line of fixtures from Hera Lighting was removed from the specifications for the remodeling of General Nutrition Centers, a 5,000-store chain. A major stumbling block was that Hera had no data to back claims of the sales-boosting effectiveness of their new lighting technology. Hera engaged Merchant Mechanics to provide that data. Our research detailed the impact on shopping behavior resulting from Hera's fixtures. Based on this clear ROI, GNC reinstated them in the project. Hera went on to feature the study results in their 2003 national advertising campaign. Go to our website to see a June 2003 VM+SD article for more details.

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