

Prototype Display Testing

The Need

Knowing that full production of these units would be costly, our clients and their brand partners wanted to ensure it was going to be money well spent.

Our Solution

We utilised video research with two focal points.

1. The unit itself and customer interaction with it
2. A wider view of the store used to determine if the display was catching the eye of shoppers.

Additionally, we had researchers in store asking gin and whiskey shoppers about their brand preferences and reasons for these.

Outcome

The findings from our research resulted in some crucial modifications to the units prior to full production commencing. The result:

- They display units were more effective as promotional tools for the brands
- Participating store managers were able to integrate the units into their layout plans with ease. Important for achieving buy-in and getting premium placement within stores.

The information we gathered was also used to guide which stores would be given the displays.

