

Agency: iMotions - Enabling Services
Date: April - June 2009
Client: Cadbury
Place: Denmark

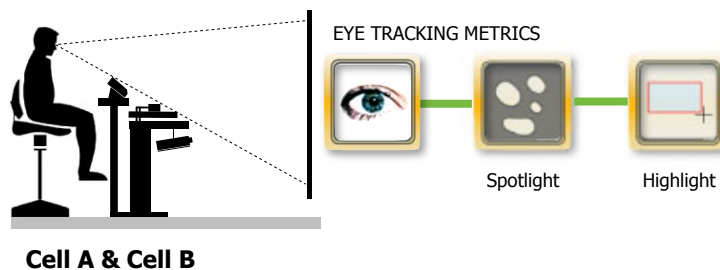
Background / Objectives:

The client wanted to know the optimal space management to place the Fusion group of products and the V6 group of products in the supermarket check-out shelf.

NOTE: *This methodology can be used for all type of shelve, display and POS space management and to evaluate new packaging system proposals.*

Methodology:

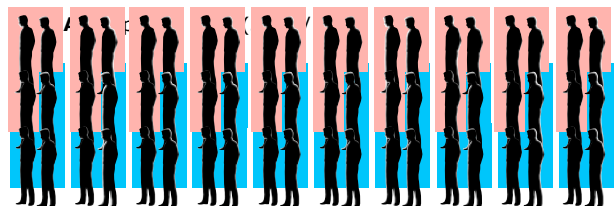
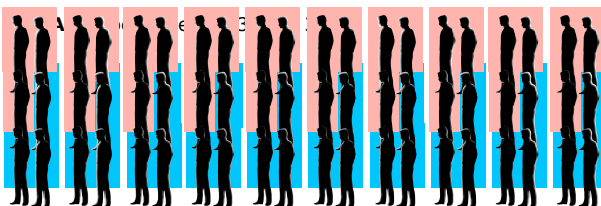
- Attention Tool® + Questionnaire
- Target segment: 120 people (Males 50% / Females 50%) 15-39 years old
- 2 Cells: (A/B) 60 people each (30 M / 30 F)
- **Cell A** was shown "Configuration 1" to be measured by **EYE TRACKING METRICS - Spotlight & Highlight.**
- **Cell B** was shown "Configuration 2" to be measured by the same metrics.



"Configuration 1": Fusion group of products on Top shelf



"Configuration 2": V6 group of products on Top shelf



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Results: Spotlight Analysis: Main areas of attention and their characteristics



Results: Highlight Analysis: Benchmark analysis of each shelf



HIGHLIGHTS	Fusion at the top (Time spent)	V6 at the top (Time spent)
Top Shelf	15%	12%
Middle Shelf	10%	11%
Discount Divider	X	4%

Conclusions / Learnings

- The Fusion group of products get more attention than the V6 group of products no matter where they are placed (though the difference is very little).
- The Top shelf gets more attention than the Middle shelf no matter which products are placed.
- In general the respondents look first at the top shelf and then at the middle shelf no matter the arrangement of the products.
- Whenever the Discount-Pris groceries divider is present, it is the first element to catch the attention of the respondents, gets considerable amount of attention and is looked by approximately 75% of the respondents.
- **The optimal space management arrangement for product visibility is to place the V6 group of products in the Top shelf and the Fusion group of products in the Middle shelf to help V6 gain more attention.**