

**Client:** UK museum operator

**Brief:** To assess the likely impact of potential promotional mechanics, aimed at increasing museum attendance and repeat visitor levels

**The solution:** A quick turnaround online quant survey amongst 150 current visitors and 150 previous visitors to the attraction. The whole project was turned around in 5 days

Data collection incorporating Best-Worst Scaling and Drag and Drop linescale ratings to understand the appeal and persuasiveness of a range of alternative promotional mechanics i.e. 3 for 2, 50% off, family discounts and free return visits etc.

Further supporting questions covering attitudes towards a range of potential exhibits at the attraction were also included

**Outputs:** Reporting was focused around a clear and concise summary of which mechanics were likely to work most effectively and amongst which group of people

**Impact:** A money-off scheme was introduced, which saw a sizeable increase in visitor numbers in the short term



**Client:** A food manufacturer on behalf of a major retailer

**Brief:** Understanding the impact of Point of Sale (PoS) promotional material

**The solution:** This was run as a two-stage project, with the second stage being part of a much larger consumer understanding piece of work

Stage 1 involved an online survey where the claimed impact of a range of different PoS options was assessed amongst shoppers from a leading supermarket

As part of this process the sample was split into four cells, with our ESET approach was used to understand which PoS material, when shown in situ (as an image) was likely to lead to the largest increase in sales

Stage 2 involved central location research in a mocked-up store environment. Here two alternative POS strategies were tested based on findings from Stage 1, with simulated shops used to understand the impact of each route on likely sales

**Impact:** The most powerful POS strategy was identified and rolled out across all the retailer's stores

