



Manufacturer Applications

20 years of Pioneering Exploratory In-Store Research

Since 1989, we have conducted hundreds of successful in-store studies for clients including General Mills, Johnson and Johnson, and Land O'Lakes.

Our Methodology:

We have developed a proprietary methodology we call AisleLife™. AisleLife's basis is to observe and connect with shoppers as they behave on a real and unaided basis. It requires more art than science and is accomplished by developing immediate trust, leading to a conversation instead of an interview. The result is a hard working respondent that is invested in the process with the level of engagement needed to reap rich shopper insights."

AisleLife™ is effective for these reasons:

We welcome your team to join us in-store to fully experience the learning. Your team will see actual unaided shopping behavior, witness real shopper emotion, and gain a deep and honest level of belief in the study findings. When the whole team participates, the result is unity about the correct course of action.

We capture UNAIDED shopper behavior and learn the "why's" behind it. Our respondents arrive at the store to shop, not to participate in research. They do not know research is taking place until they behave and we intercept them. Our strong field leadership protects the research aisle from distraction and clues that may give away our presence and purpose. The result is we capture the intangible, subconscious shopper behaviors that cannot be replicated in an artificial environment.

Our principal officers are hands-on throughout every aspect of study design and execution. From working with you to define the objectives to doing the actual interviews to writing the report, our principal officers are actively involved, insuring nothing gets lost in translation. As with all research, unexpected issues can arise. If this happens, our principal officers have the authority, flexibility, and know-how to problem solve and get things back on track. No research gets wasted.

We are (and have always been) exploratory interviewers, not survey administrators. We are highly trained interviewers with the skills and flexibility to dig deep during interviews. Our style is highly adaptive to ensure the study objectives get answered. Complement these exploratory interviews with our unaided observation and the result is learning you can trust.



HndYg'cZghi XjYg'k YXYg| b'UbXZjYX'

DUWU YXYg| b'Yj Ui Uhcb'

- "Hygia i 'hd'YXYg| b'cdhcbg' |b' h'YfyU' Wbhm h'g' fci bXYXVmi]lg' hfi Y'Wa dYHhj Y'gYh'
- "I bXYfgUbX'ck' dUWU Y'dYfZfa g'cb'g'rcddUW]]h'z'VYbYZh' Wa a i b|W]h'cbz'UbX'cj YfU' UddYU''



BYk 'dfcXi WXYj Ycda YbhUbXWbWdhYj Ui Uhcb'

9a d'cmiUb']h'fUhj Y']b|g'rcfY'UddfcUW' hc' h'g]b| 'h'fci [\ci h'h'Y'bYk' 'dfcXi WXYj Ycda YbhdfcWgg''

- "9l d'cfY'bYk' WbWdh|XYUg'z' dfcXi W'VYbYZh'g'z'cf' W'cgg' W'h] cfmVfUbX'Yl h'bg]cbg' VmiWbbYW]b| 'k]h' W'h] cfmVi n'f'g']b|g'rcfY''
- "Di hbYk' '7cbWdhia cW|i dg'cb' h'Y'g' YZh'Uh'cc_ 'Uj U]UVY'Z'f'g'UY'UbX' \Uj Y'g' cddYfg'a U_Y'Ub' i bU]XX'di fWUg'Y'XYW]g]cb'cb'nci f'WbWdh''
- "I bXYfgUbX'cj YfU' WbWdhUddYU'z'di fWUg'Y'a chj U'rcfg'UbX'Vuff]Yf'g'z' UbX'k Ung'hc' cdh'a]nY'h'Y' WbWdhdf]cf'hc'ei Ub]h]h'j Y'h'g]b| 'cf' U' bW''

'7UgY'Gh XniGdch] \ h'8fmi; fcWfmiDfcXi W'

CV^WMj Y'8Yh'fa]bY'cj YfU' Y' c'ZWbWdhUddYU' UbX'VYghidcg]h'cb| 'gfU]m] n'

8Yg| b. 'HyghX' XYg| bg'ZUW'fydfYgYbhX'U'X]Zf'Ybhidcg]h'cb| 'gfU]m] n' 'Di ha cW|i dg'cZYUW'XYg| b'cb'h'Y' g'YZcbY'Uh'U'ha Y''; YbYfUh'X'Uk'UfYbYgg'cZl'byk' d'fcXi W' UbX']bh'f'Wdh'X'UbX']bh'f]]Yk'YX' I'vi n'f'g' UbX' I'f'Y'W'W'f'g' cZ'h'Y'WbWdh''

FYg' h' H'Y'WbWdh| YbYfUh'X']fYUh'Yl V]h'a YbhUbX'Ya ch'cbU' UH'U'Wa Ybh' H'Y'f'k' Ug'U'W'U'f' dcg]h'cb|b| 'Ik]bbYf'z' n'h'h'Y'Z'bu' dUWU] Y']b'W'f'd'cf'U'h'X'Y'Ya Yblg'Z'ca' h'Y'c'h'Y'f'k'c'cdh'cbg':]bX]b| g'k'Yf'Y'g'c' WbW' g]j'Y'h'Uh'U' ei Ub]h]h'j Y'dcg]h'cb|b| 'h'ghik' Ug'WbW'YX' H'Y' d'fcXi W'lg'b'ck' Uj U]UVY'UbX']g'k]h]b' h'Y'rcd' %S' a'cj Yf'g'k]h]b'Uj Yfm' Wa dYHhj Y'W]h] cfm'

7U]m] cfmUbX'g' YZgYh'Yj Ui Uhcb'

- "I bXYfgUbX'W]h] cfmX'nb'Ua]W'UbX'W'bg] a Yf'XYW]g]cb' h'f'Y'g''
- "I bXYfgUbX'YZZ'W]m] YbYgg'cZYl]g]b| 'd'Ub!c!]f'Ua'zi bXYfgUbX'ck'hc']a' d'fcj Y']lg'd'YfZ'fa UbW'z'UbX' h'gh'f'Yj]g'YX'g' YZ'g'Yh''
- "I bXYfgUbX']a' dU]m]cZ'dUWU]]b| 'WUb] Yg'cb' h'Y'd'ck' Yf'cZ'h'Y' d'fcXi W']b'Y'Vf'UbX'V'cW''

'7UgY'Gh XniGdch] \ h'8fmi; fcWfmi7U]m] cfm'

CV^WMj Y'8Yh'fa]bY']a' dU]m]cZ'f'Yj]g'YX' d'fcXi W']b'Y'f] ('g' YZZ'W]b| g']dUWU]]b| 'UbX'Vf'UbX'V'cW''

8Yg| b. 'CV'g'Yf' Yz']bh'f'Wdh'X'z'UbX']bh'f]]Yk'YX' d'fcXi W']b'Y'Vi n'f'g'cZ'W'bl'fc' `g'rcfY'UbX'h'gh'g'rcfY'' 'H'gh'g'rcfY' \UX' a'cW|i d' dUWU] Yg'Z'f'U'' ('d'fcXi W']b'Y'Z'W]b| g'UbX'U' h'f' Y'f'V'cW'i' WbZ] i fUh'cb''''

FYg' h' 'BYk' dUWU]]b| 'UbX'Vf'UbX'V'cW' V'fc_Y'g' cddYfg'ci h'cZ'h'Y'f' \U]h' U'h'X'Vi n]b| 'dU]h'f'b' H'Y'm'V'W'Wa' Y'Uk'Uf'Y'cZ' Yl]g]b| 'd'fcXi W'g'Z'f' h'Y'Z'f'gh']a' Y'Xi Y'hc' h'Y'b'Yk' d'fcXi W']b'Y' W' Y'g]j' YbYgg''

=b|g'rcfY'a YX]U'UbX'X]gd'Um]Yj Ui Uhcb'

- "I bXYfgUbX'j]g]V]]lm'UbX'i gYZ' b'Ygg'cZ'V'ch' g'h]h]W'UbX'X]]hU' 'a' YX]U' #g]]bU' Y''
- "K'cf' _k]h' i' g'UbX'ci f'X]]hU' W'bh'bh'id'U'f'h'Y'fg'hc' X'Y'h'fa]bY'k' Ung'hc' cdh'a]nY'a YX]U' c'W]h'cbz' W'bh'bh'i UbX'XY']j' Yfm'gn'gh']a' g''

: cf'a cfY']bZ'fa Uh'cbz' W'bh'U'W'

@_Y'7U]''

J]W'DfYg]XYbh' 7cbg] a Yf' -bg] \lg' i_Y'W]]'4 a Uf_Y]h]b| fci bX]U'Y'g'Wa '' -) &' &S'+*((



.....k k k "a Uf_Y]h]b| fci bX]U'Y'g'Wa "