



Getting to Shopper Reality: In-Context Research

 **THE QUIRK'S EVENT**
FOR MARKETING RESEARCH & INSIGHTS PROFESSIONALS



**PRs
IN VIVO**

Behavioral Insights. Real Life Results.

A BVA Group Company



Our Team

Nearly 250 professionals globally

40⁺
YEARS

Our Tenure

Over 40 years of experience in observing shoppers and consumers



Our Mission

Help marketers improve shopper and consumer experiences, enhance people's lives and contribute to a better world



PRS
IN VIVO

Behavioral Insights. Real Life Results.

A BVA Group Company



Global Experience & Expertise

Insight & consultancy grounded in behavioral science to understand and predict & influence consumer choice

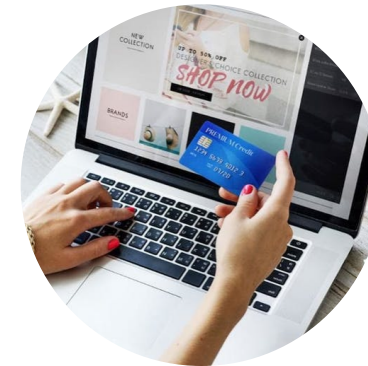


Experts in Packaging, Shopper & New Product Research

Unmatched Experience & Norms
Designated Global Pack Research
Partner to Leading FMCGs

France | Frankfurt | Geneva | Italy | London | Shanghai | Singapore | United States

The World of Shopping is Changing

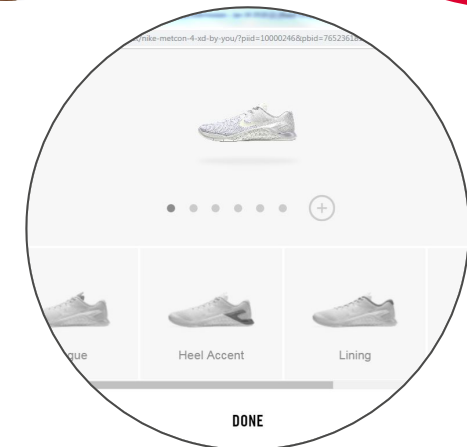


**BUY ONLINE
PICK UP
IN STORE**

WANT IT TODAY?
Place your order online and pick it up in store*

*Available in select stores.

2.
Get email confirmation
when items are ready



...As Is the World of **Insights.**



**NEW THINKING
(BEHAVIORAL SCIENCE)**



LOTS TO SIFT THROUGH



TIME & BUDGET



How Can Our Clients Best Understand This Changing World?

OBSERVATION



CONTEXT



BEHAVIOR



And We Are Now Evolving Into The Next Generation...



LEVERAGING TECHNOLOGY:
(Emotion & AI)

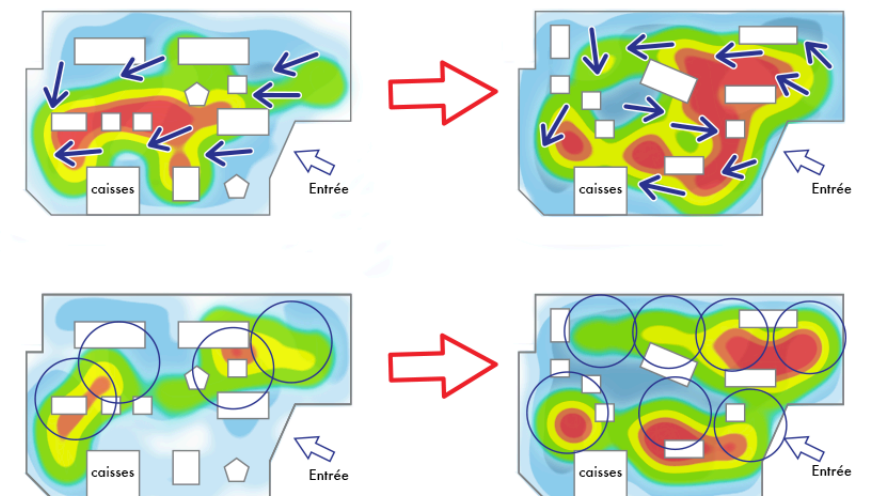


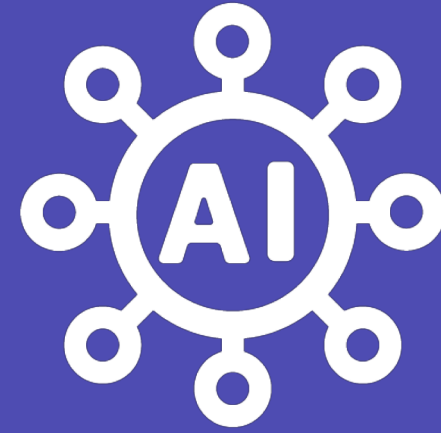
FLEXIBILITY/SIMPLICITY:
Tailoring to specific
questions



CONSUMER CONNECTIONS:
Documenting real shopper
behavior







Applying Machine Learning

To Guide Enhancements

A Modular Approach

Discrete Customizable Key Metrics For Maximum Cost & Time Efficiency

P

Purchase from Shelf

V

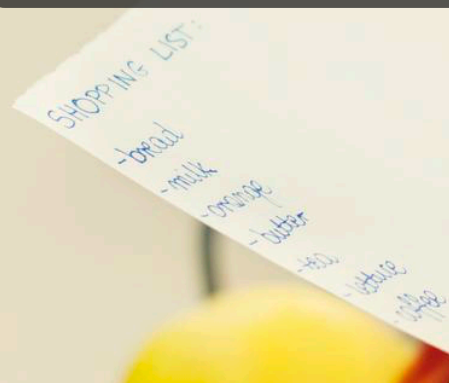
Visibility

C

Communication

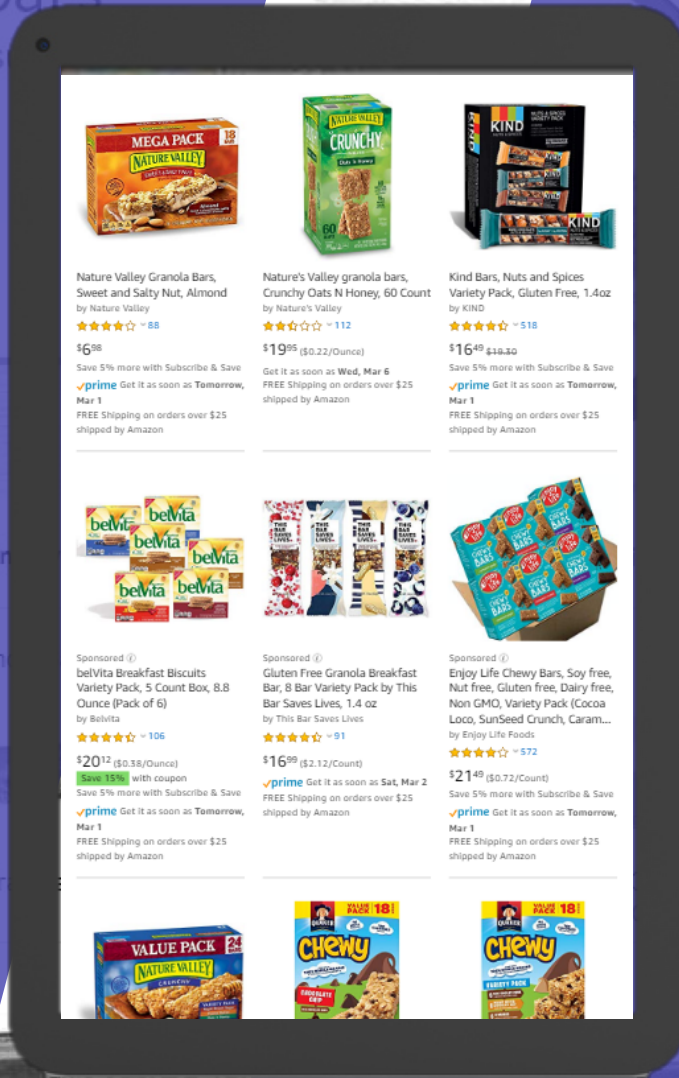
R

Repeat



High Protein bars

20g protein. 5g sugar. No s



Integrating E-Commerce To Enhance Digital Presentation

Sort by | Best Match

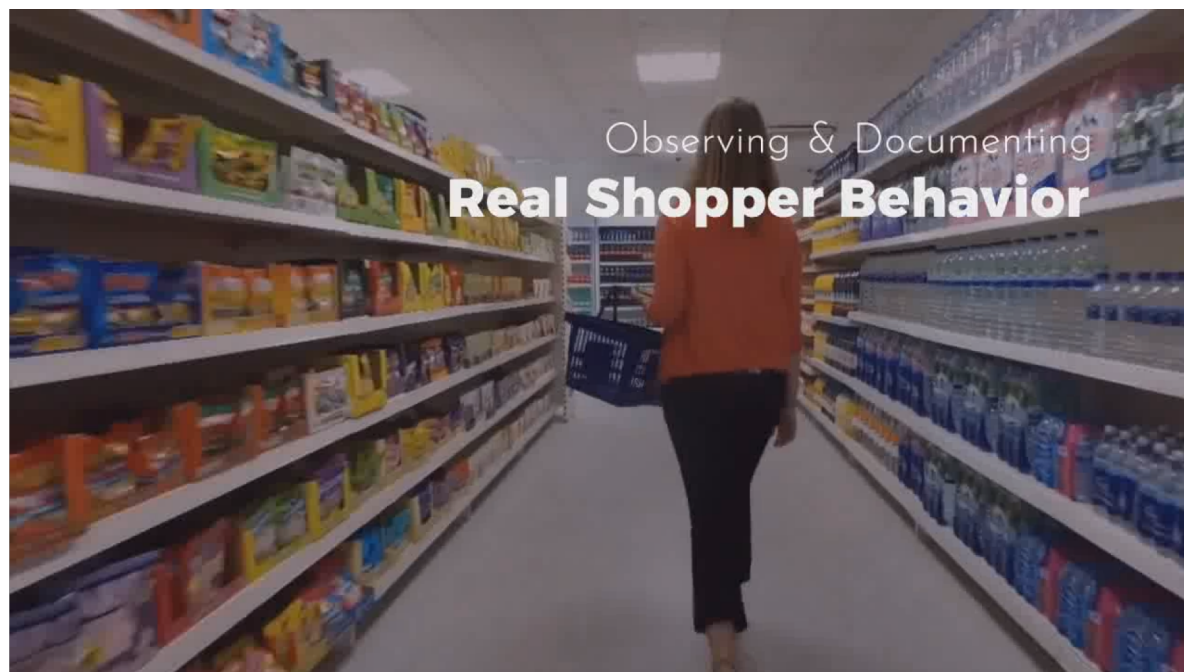


Kind Bar Clif Bar Kellogg's Larabar Great Value

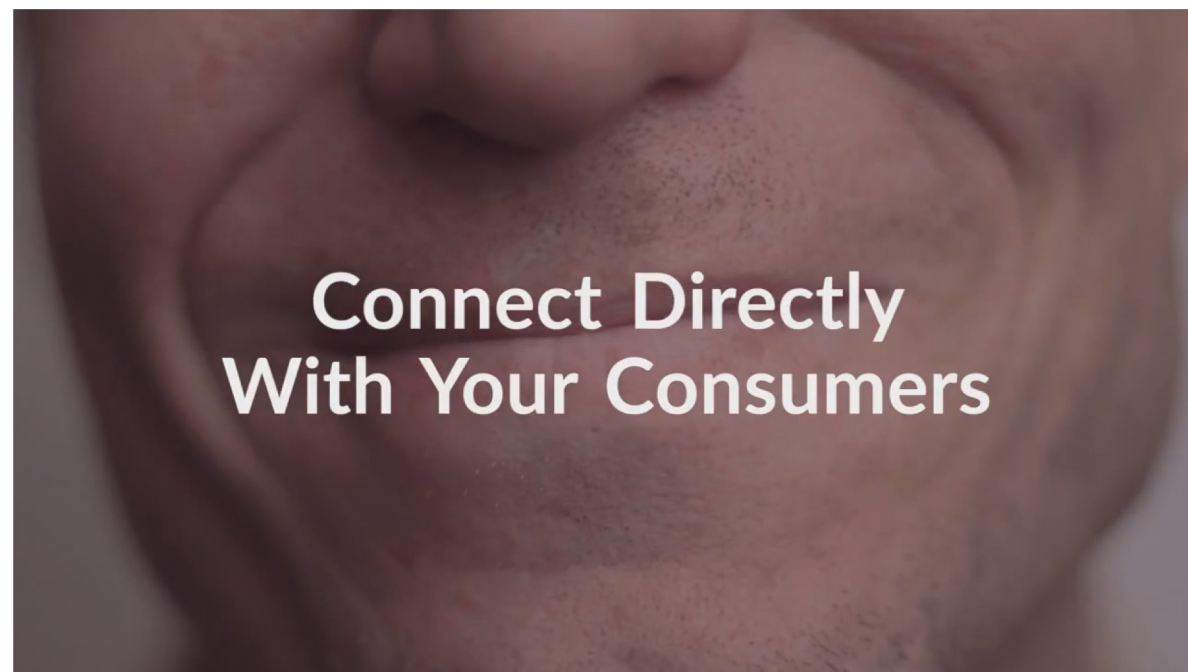


“Getting Closer” to Shoppers...Discover “Aha” Moments

Through videos that document real shopper behavior



By having 1-on-1 conversations with your customers



Case Study: Getting Closer To Shopper Decision- Making



BACKGROUND:

CoverGirl moved forward with a redesign that changed the familiar colors of the brand to convey maturity

INSIGHTS

Video supported the data which convinced internal stakeholder of confusion at shelf

OUTCOME

Stakeholder alignment gained and modified design launched

The “deselection” process in action



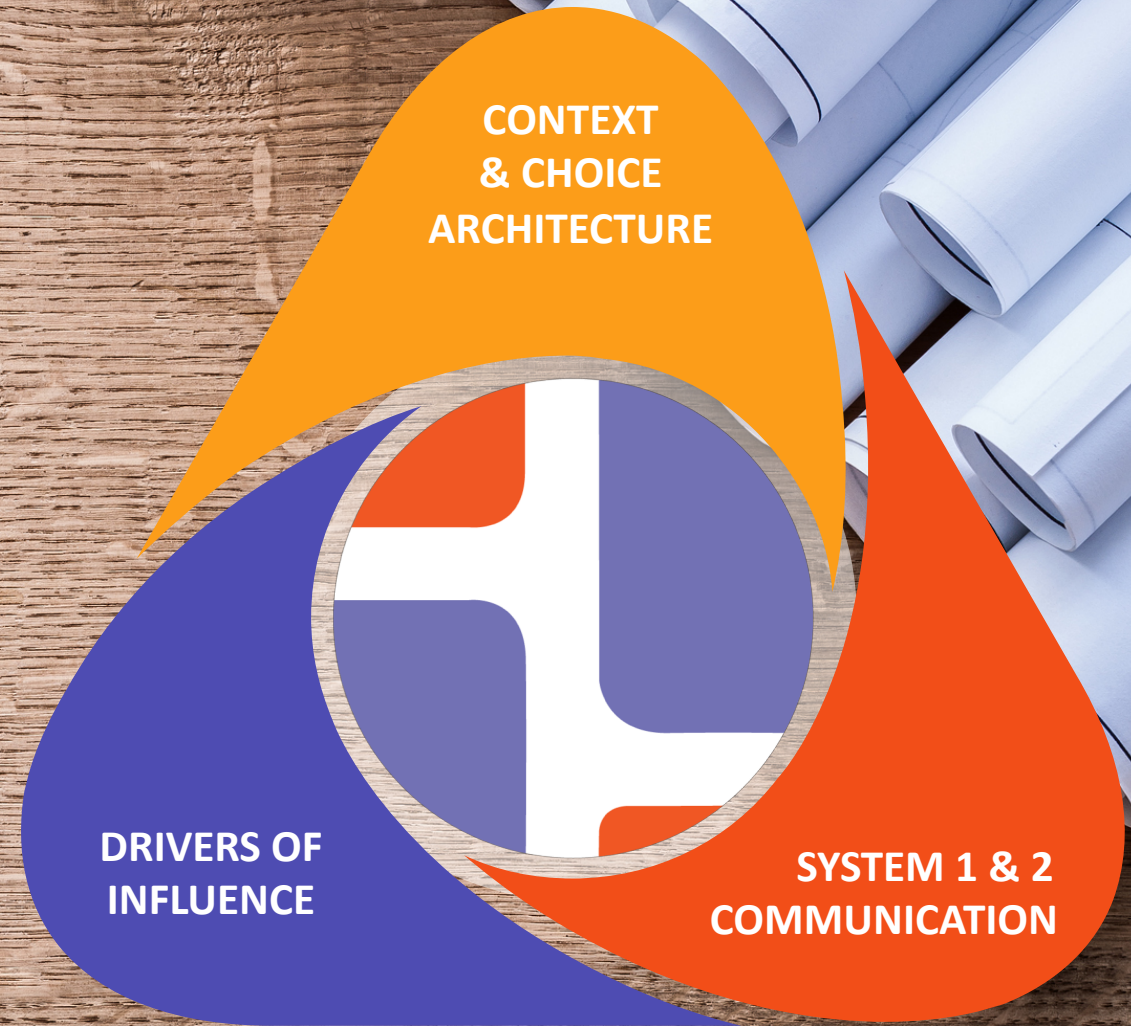
Shopper Journey



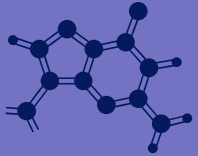
Shopper Eye Tracking



All Viewed Through and Rooted In Our Behavioral Science Framework



OUR PROMISE



**RESEARCH ROOTED
IN BeSci**



MODULAR RESEARCH



TECHNOLOGY INFUSION



**CLOSER CONSUMER
CONNECTION**



BETTER TIMING

Thank you!



Matt Salem

VP, Client Services

T: 201.720.2752

matt.salem@prs-invivo.com



Laura Dragone

Research Director

T: 201.228.6432

laura.dragone@prs-invivo.com



Follow Us
@PRSINVIVO