



**Onsite Insite™** is a unique marketing tool that delivers an *unbiased perspective* of what's going on in your product category at retail. It evaluates how you fare head-to-head with your on-shelf competitors as well as consideration of retailer-vs.-retailer points of difference.

Our unique process is conducted by experienced senior marketing and creative professionals – practitioners with backgrounds across multiple markets and categories. They apply a sense of perspective and a broad understanding of brand marketing to the process.

**Onsite Insite™** assesses your packaging and merchandising presence vs. competitive national as well as private brands. We provide observations regarding competitive weaknesses you might exploit as well as other critical observations that are filtered through best practice examples from our staff experience.

*The result is a comprehensive,*

*sometimes surprising,*

*always actionable,*

*set of recommendations for improvement.*

*Our final presentation is educational to your team on multiple levels. You gain an up-to-date appreciation of your current market situation and hear recommendations regarding opportunities for improvement. Your team benefits from dialogue with seasoned veterans who can cut to the chase. This allows you to identify and prioritize actions which offer the best possible outcome for success.*

### **Category**

***Get into the consumer's head.*** How do they find the category, and what's their immediate impression when first entering it? What are the adjacent categories? Are they complementary? Do they contribute positively to shopping your category or do they clash?

### **Merchandising**

What information does the consumer gain from the merchandising? Is there information signage, literature, product organizers, shelf-edge signage, interactive technology? Does the category organization blend cohesively into the specific merchandising elements? ***Do the merchandising elements drive consumers intelligently to products?***

### **Packaging**

***Closing the sale!*** How does your brand's in-store image fit within the context of each of your retailer-partners? Each retailer invests in differentiating their overall image from their competitors in the minds of consumers, starting with the whole store feel, down to category identification into merchandising information. Your packaging needs to feel like the logical and natural conclusion of the entire communication process. Does it? If not, why not? And does the packaging deliver the final message in a clear, compelling fashion? By this point, the purchase decision should be simple, and consumer confidence in their decision should be high – is this what we'll find?