



directiveanalytics
Guiding Strategic Marketing Decisions

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With simSHOPPER technology, Directive Analytics offers clients the ability to conduct simulated in-store shopping tests at a fraction of the cost of a traditional shelf test.

simSHOPPER™

simSHOPPER is an innovative new research tool which simulates an in-store shopping experience. Consumers are shown an aisle of a virtual store with the clients brand or brands alongside competitors much the way they would be displayed in an actual shopping environment.

simSHOPPER technology can be used for a range of different research projects:

- **Shelf Test:** Consumers can view your product alongside competitors in the virtual shopping environment. They can pick up the product, zoom in and out to read product labels and details, and rotate the product to view from multiple angles.
- **Product Recall:** Conduct timed exposure tests to determine if your product stands out or differentiates itself from others based upon its package design.
- **Price Impact:** Evaluate the effect of sticker price on consumer behavior in-store. Are consumers more or less likely to pick up or to buy the product at different price points?

Whether surveying consumers about an existing product, simulating a life-like shopping experience, or testing a new concept, simSHOPPER offers the most innovative, involving way to get feedback from the target audience you need to reach. simSHOPPER is roughly the cost of an in-person study.

Coupled with our cutting-edge image security solutions, our clients can test their new product ideas, packaging, labels or features in a secure, online environment, without being concerned that competitors will be able to download or save images should they somehow get into the survey.

3-Dimensional product display

Customers can get a better understanding of product attributes and an enhanced feel for the product using 3D technology. Even if they have never seen or used the product before, 3D demonstrations can provide a life-like simulation of product preparation or other types of difficult to explain product attributes. Consumers can pick up, rotate, spin, or zoom in and out to read labels and product details.



Browse the aisles as you would in a store.

simSHOPPER™



“Pick up” the product and view detailed images from multiple angles.

Image Security

At Directive Analytics we understand and share our clients’ concern about the security of their new products and campaigns being broadcasted in an internet survey where competitors could see, or worse yet, copy their ideas. We recognize the need to ensure images of your unique product concept, packaging designs or story boards are securely protected. This is why we offer two levels of image security to our clients.

Basic Image Security

Our basic image security disables the ability to “right-click” to save an image onto the respondents’ computer. This limits the respondent’s ability to “save” a copy of the image displayed.

Advanced Image Security

Our advanced image security provides even greater copy protection. Advanced copy protection completely disables a respondent’s ability to save a copy of an image to their computer. All image capture functions (e.g., “right-click”, print screen) and image capture programs are disabled. Given the nature of the advanced image protection, there are some cost and sampling implications to be considered when developing the research plan.

Directive Analytics’ image protection offerings allow you to be confident that any images displayed are viewed within the survey environment, and not saved for later use or distribution.

Test product awareness levels and recall

sim-SHOPPER allows you to simulate the shopping experience, presenting your new product, package, and design alongside existing designs as well as competitors. You will know which products attract consumers’ attention, which they click on to pick up, how long they spend looking at it, and more. Test recall by timing the respondents’ exposure to the shelf or individual items on display, and following up to find out what they remember seeing, which products stood out among the products available. You can get feedback from your audience as they view the image. Ask survey questions based on respondent actions, which items they click on and how they rotate the items.

Simulate the shopping experience

Give respondents “virtual cash” to spend as they add products to their shopping cart. Follow up with questions based upon which products they purchased. You can test multiple package designs, price points, label colors, graphics, promotions and more.



Review your shopping cart and checkout!

No special software or high speed connection required.

No downloads or installation. Respondents do not have to install special software or any other type of system upgrade to view images.

- The shelf display downloads in the background as the respondent participates in the survey, allowing both those with dial-up and high-speed connections to interact with the tool the same way.
- There are no operating system constraints: images can be viewed on either a PC or a Mac.

No special graphics required

simSHOPPER and 3D demos can be easily produced from standard graphical images and concepts. We can work with gifs, .jpegs, product stills, or actual products and mock-ups.

Integrated or Stand-Alone

Directive Analytics offers full service research solutions. We work with our clients from start to finish, tailoring the research project to their needs. Our simSHOPPER technology can be used as a stand alone project or integrated into other projects as one piece of the evaluation.

For more detailed information on how we can help you with your tracking research or other research needs contact us at (203) 855-8550 or info@directiveanalytics.com.



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