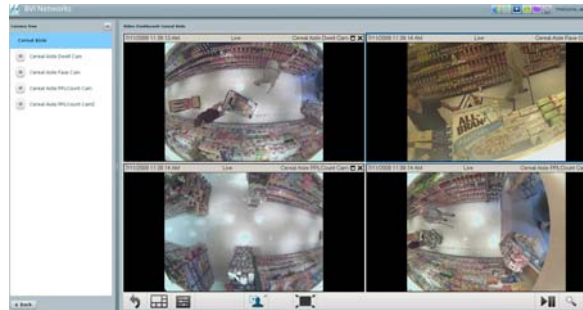


How do your Consumers Shop? How to use the knowledge.

More and more consumer buying decisions are made at point of purchase. Across all categories it exceeds 70% according to Hawkins Strategic. In some impulse categories, it approaches 100%. Yet, although there have been great advances in using POS data and in shopper marketing, much of the learning has been through trial and error. We know so little about how people actually shop. Some companies have watched consumers shop or followed them around the store or interviewed them immediately after they have finished. Yet each of these tools suffers from some short-coming. Consumers may be too self-aware to act normally, it may be a subjective interpretation of a small sample, and memory, even soon after the action, may be inaccurate.

There is now a tool available to resolve these issues. Many of the most progressive retailers and marketers in the world are now adopting BVI Networks' RetailNEXT system for their solution. Its computer video analytics allows the user to really understand what the consumer is doing. By linking it to POS data, it can determine the optimum store layout, plan-o-gram, displays, merchandising and even staffing levels.



The output from these cameras can be translated into quantitative data in simple graphic forms that allow management to optimize profitable revenue and loyalty. Currently being used or adopted by leading retailers in many categories, such as Kohls, Charming Charlie, Green Hills, American Apparel, Valero C-stores, and others, with more being added regularly, it is also being used or being adopted by marketers such as Pepsi-Cola, Procter & Gamble, and many more.

BVI Networks offers a turnkey package which includes analysis, interpretation, and recommendations based on our extensive experience with the system. A demo takes 30 minutes, and a trial can be set up in a few days once approved.

