

## About Meyers Research Center

Meyers Research Center (MRC) is a leading sales and survey market research organization with special expertise in conducting research in retail environments and understanding consumer behavior in-store. For over twenty-five years MRC has conducted primary custom and syndicated research across all classes-of-trade in the US and Canada for major packaged goods manufacturers, retailers and advertising and sales promotion agencies.



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- Tell me more about POSER™
- Tell me more about Meyers Research Center and its retail research capabilities

**Name** \_\_\_\_\_

**Job Title** \_\_\_\_\_

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**POSER™**  
**Point-of-Sale**  
**Effectiveness Rating**



**A Standard**  
**to Measure**  
**Point-of-Sale**



## What is POSER™?

A Point-of-Sale Effectiveness Rating

Meyers Research Center's POSER™ is an affordable, standardized method of understanding the effectiveness of your point-of-sale displays and merchandising. For better decision making, the evaluation is mathematically boiled down to a single score.

The score POSER™ returns represents the value of three key observed consumer behaviors during a representative time period:

- Traffic passing by your display
- Consumer interaction with the display
- Actual purchases from the display

A POSER™ result is high when store traffic flows near the display, interacts with the display and product is bought from the display by a high proportion of shoppers exposed.

A POSER™ result is low when a high proportion of exposed shoppers do not notice/interact with the display and purchases are not made from the display.

POSER™ is a stand-alone research product. It is conducted using observational techniques at the point-of-sale.



POSER™ can be augmented with point-of-sale consumer interviews. Consumer interviews provide the who and why driving the score, as well as the attitudes and opinions of shoppers toward the display and its elements or features.



## How is POSER™ Used?

Manufacturers find POSER™ can help them determine:

- Whether a display is appropriately located in the store
- Whether shopper attention has been captured by the display
- Whether the purchase offer is attractive to shoppers
- How cost effective a display is compared to other merchandising

Because it is a standard evaluation procedure, POSER™ permits comparison between display pieces, brands, categories, stores, chains and channels.

POSER™ can trend display effects over time by comparing results achieved week 1 of a promotion with results achieved during week 2, or some other time period.

A point-of-sale consumer intercept survey can be custom designed by MRC to integrate with POSER™. With the survey and POSER™ manufacturers can determine:

- Which elements of the display are having a favorable or non-favorable effect
- Whether shoppers are making impulse or planned purchases
- Whether first time brand purchasers are attracted
- Demographic composition of shoppers or purchasers

## How is POSER™ Derived?

The data needed to calculate POSER™ is collected in-store, by trained MRC observers, using a design closely modeled on actual store layout.

The point-of-sale effectiveness rating is calculated according to a standard that weighs:

- Total store traffic
- Traffic at the point-of-sale display
- Interaction of traffic with the point-of-sale display
- Actual sales from the display

The standard is based on a review of over 100 individual supermarket display situations across an array of categories, markets and locations within a store. POSER™ scores range between 100 and 0, but in that review, the grand mean was a score of 24.

