

## Methodology

A qualitative study that invites small groups of targeted shoppers to go in-store and capture key moments of their shopper journey via their mobile devices.

## Our Approach



Define targeted audience group(s) of 20+ respondents




Establish shopping activity



Align on moments of shopping journey to capture

## Deliverables in 8-12 days

**CONVENIENCE MATTERS**  
When shoppers aren't feeling well, convenience is important and any way they can identify symptom relief at shelf helps



Usually I buy cold and flu medicine at my local grocery store (Safeway) because it is nearby and easy to reach from my house. Plus I can then pick up other things I need when I'm sick, like comfort foods or juice. If I'm at work and start feeling sick, I may walk over to the CVS that is near my office.  
- Female, 28

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**IN-AISLE**  
Shoppers were drawn to the brands they considered their favorites for a variety of reasons

**Brand and color are draws in-aisle**

They most often posted pictures of the same brands (Dayquil/Nyquil, Theraflu, and Mucinex) they had identified in the previous part of the study


- Reasons they listed these and other products as standing out included bright/bold colors, they were at eye level, large selection, and sale tags

Adjectives used to describe this same brand included "effective," "trustworthy/reliable," "bright," "bold," and "colorful". The main message they saw each product conveying was that is would effectively treat the symptoms each claims to treat

This stands out the most because it is among the brand that is taking up the most space. The lids are different colors and this one is the brightest.  
-Female, 39

The colors in the aisle are all very similar. This Mucinex makes me want to purchase or catches my attention because of how much boldness and MAX is written on it.  
-Female, 25

It was the bright color that brought it to my attention as well as the placement at eye level  
-Female, 36



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**IN-AISLE CUES**  
Brand is an important cue, in-aisle, to shoppers of Cold & Flu medicines



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