

## Our tools - Purchase Activation™

Purchase Activation™ is our framework of insight, strategy and planning tools that connects consumer brand priorities to the in-store world to drive better brand returns. It supports the creation of insight which is used to drive strategy and define the program of investment the company should enter into.

With Purchase Activation™, we use our **five-step process** to understand and assess the potential value which may be derived from each of your target consumer segments. Shopper research is used to understand the behavior in-store and model opportunities to change this behavior. These opportunities are then mapped into retail channels to define priorities and activities which create the best return on investment for your company.

Purchase Activation™ creates a coherent model for consumer goods marketing and is a source of competitive advantage for our clients.

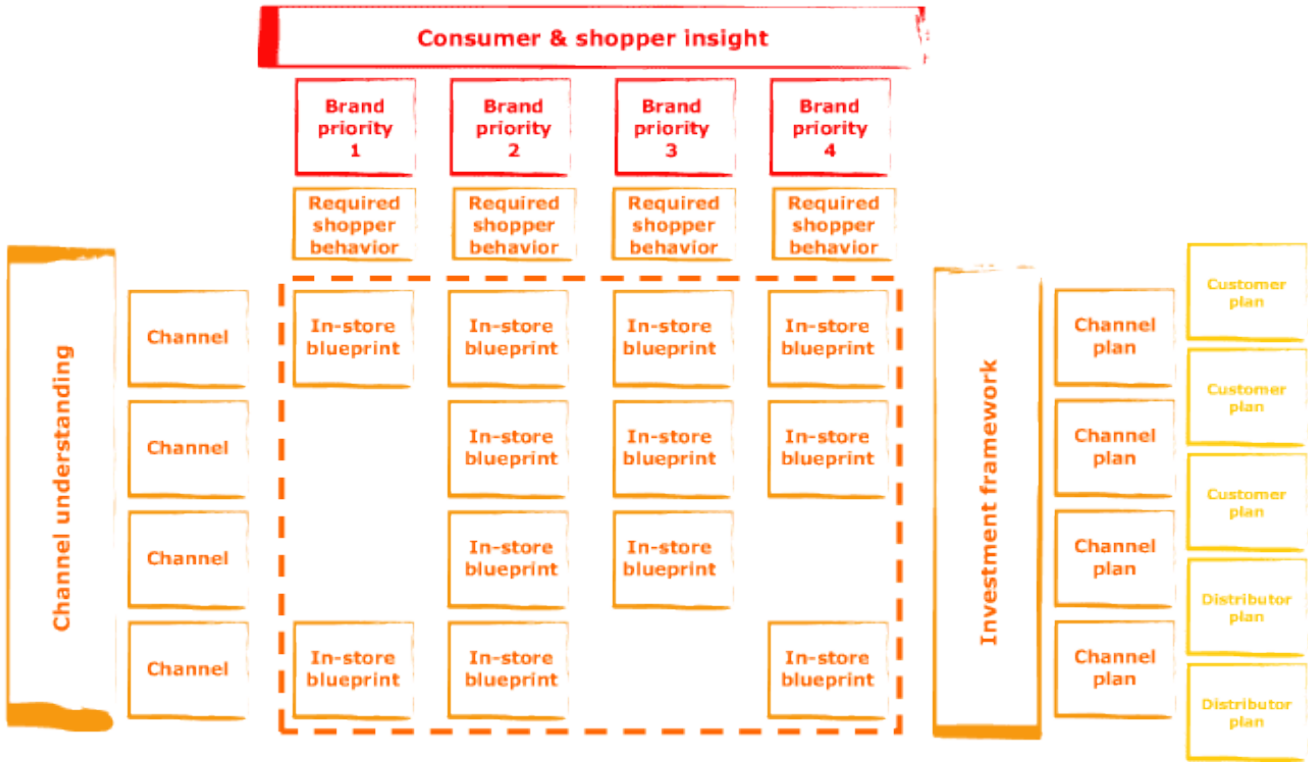
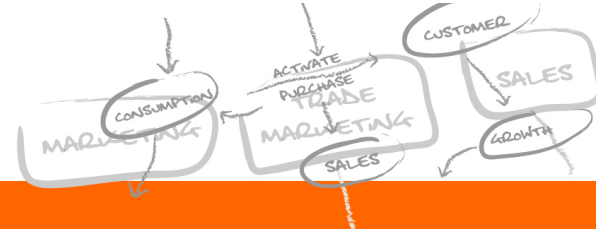
**engage is so confident that our solutions will deliver better brand return that we offer a guarantee. If our clients, upon fully implementing our recommendations, do not see a growth in sales or a decline in costs, we will refund our fees.\***

To learn more about our guarantee **contact us**



[Click here to download more information on Purchase Activation™ \(PDF: 836KB\)](#)

**Purchase Activation™ is a coherent model for consumer goods marketing...**



\* - Terms and conditions apply.