



Results - Purchase Activation™

Purchase Activation™ is proving to provide a coherent strategic framework for driving competitive advantage and enhancing brand returns across a diverse range of product categories. For example:

In China, for a global manufacturer of audio-visual equipment, Purchase Activation™ uncovered:

- Growth opportunities of circa US\$30 million in Shanghai (twice current revenue).
- Potential savings in the in-store mix of up to 20% (US\$400,000).
- Opportunities to refocus national out-of-store spend and reduce expenditure by 10% - US\$1.4million.

In Thailand, for a major formulated milks manufacturer, Purchase Activation™ uncovered:

- New opportunities from improved in-store marketing, worth up to 4 times current turnover (US\$400m) for the company.
- A new prioritization of channels, reflecting the differing influences that channels have on shopper behavior.
- A new approach to in-store merchandising, which supports and enhances the company's existing growth strategies and confirms the company as category thought leaders.