



HOW TO GET SHOPPER INSIGHTS FOR **FREE**

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Going to stores is a great way of checking in on what is happening, staying in touch with the world we operate in, and seeing things from the shopper's point of view.

GO TO A STORE!

It takes time though, and most managers don't have too much of that, so how to get the best out of a store visit & how to get an "aha" moment in-store?



**We all know how
precious insights are,
so here are **TWELVE**
TIPS TO GETTING “AHA
MOMENT” IN A STORE**

TWELVE TIPS TO GETTING “AHA MOMENTS” IN A STORE

1

Walk like a shopper. Don't rush to your home shelf and bask in the glory of just how good that new packaging looks on-shelf, or just how huge the new display is. Take a look at your own stuff by all means, but take a look objectively. View things as a shopper would.

2

Relax – Enjoy – Be patient. Don't go in expecting an “AHA”: Insights are finicky things. They don't like to be ordered about or forced or coerced. Your brain really doesn't do insight when you put it under pressure to deliver!

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3

Be consistent – go regularly:

Insight is in part a creative process, and that creative muscle needs some exercise. Just go to a store, look, and think. And look again. And think about it. And then go to another store the following week, and look again. Pretty soon ideas will start to flow

4

Two heads are better than one: Go on your own for sure, but go to stores with others. Customers, colleagues, staff: moms, dads, sisters, kids. An alternative perspective is a great way of nudging our brains out of their creative ruts

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5

Do talk to shoppers: Don't be a stalker and don't be a pest. Don't (overtly!) break store policy, but politely introduce yourself and ask a simple question.

6

Be analytical: Stand in front of the category, any category, and try and spot the strategy. And most importantly ask, what would you do differently?

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7

Take notes: Many retailers don't allow photos, but in the age of smartphones, it's pretty simple. Armed with a smartphone and a headset you can chat away to yourself quite happily, and when you want to take a picture your phone is in your hand, ready. And all that chat can be an audio note for later

8

Observe others: Watch where people go and look, but also where they ignore. Watch the shoppers who completely ignore your product and (as well as feeling slightly indignant, which is completely natural) ask yourself why. Then ask the shopper.

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9

Don't censor: Much of ideas will be low value, impractical or just plain daft. But save the judgment for a few days, or months. Don't kill ideas, just put them away for a different day when they may be looked at differently in a new light.

10

Join the dots: This can be done in one store, or across several. What is different from aisle to aisle, or visit to visit. What was the same, what was different?

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11

Ponder: Allow things to soak in and allow things to ferment in your subconscious brain. Read your notes and take a look at the pictures you took. Then leave it a while and then come back and write out what you think.

12

Draw conclusions, eventually: Don't make the mistake of taking an idea from a store and making it part of your plan. Check, measure, test, evaluate. Then you know you are onto a big thing.



Stores are where shopping happens (including online stores). My best insights often begin in a store.

Do you have examples of in-store 'aha' moments you could share? Or other places where insightful flashes of brilliance come to you? Please share!

**To learn more about how to create winning insights no matter how much data you have:
contact@engageconsultants.com**