

In Market Evaluation

How can you optimise your
launch and maintain
momentum?



Let's put you on the front foot with retailers

Purpose

So much work goes into the time before a new product is launched we often feel our work is complete once it hits the shelf. But it is only once in market we really understand how all of the elements of the product mix and launch strategy are working.

With an **increasingly short period in which to 'prove' the success of a product on shelf**, this often means companies have little time to make any adjustments before the next trade review.

The purpose of this methodology is to **provide early feedback on shopper's reactions** to shelf, empowering you to be on the 'front foot' with retailers. **Enabling you to take the initiative - not only with early results, but to also make any adjustments** that need to be made to the launch strategy.

Approach



Stage 1

Video of decisions and reactions



Stage 2

Detailed exploration of triggers and barriers to purchase



Stage 3

In home trial



Contact us for more information on our
In Market Evaluation, or our other
shopper tools

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