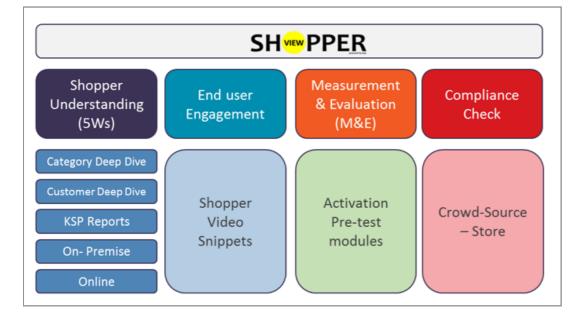
SHUEW PPER



What is it?

- A complete set of shopper research tools across the 4 stages of shopper enlightenment, **from planning to execution**;
- Delivers the **key measurements** and **metrics** to identify true and mutually beneficial category opportunities for suppliers and retailers
- **Flexible** and **customised** to your specific needs, ShopperView uses a variety of methods to capture shopper behaviour at it's best
- Deliverables that drive action focus on the 'so what's' for shoppers and customers





Shopper Profile Who is buying what and where?



Omni-Channel Understanding

Comparable metrics among channels to allow an omniperspective

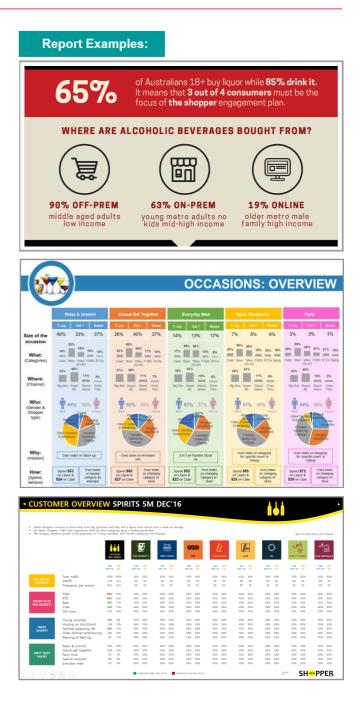


ROI

Improve Return on Investment by ensuring customers are compliant

Modules to choose from:

- Off-Premise shopper tracker
- Online shopper tracker
- On-premise shopper tracker
- Category deep-dives
- Customer Trackers
- Key Selling Period understanding (KSP)
- Shopper Videos (voxpops)
- Activation Testing
- Crowd-Source Store Audit



ABOUT KOJI

The only specialised shopper insights company who can partner you throughout the planning process from start to finish. Contact Mike Cassidy on 0438 539 526 or <u>mike@koji-mr.com</u> for more information

OUR CLIENTS

- AU's #1 Beer company
- AU's #1 Spirits company
- AU's #1 Cider Company
- AU's #1 Sparkling/Champagne company
- AU's #1 Soft Drinks company
- AU's #1 Snacking company
- AU's #1 Meals/Ready Meals company
- AU's #1 Diary company

OUR PRESENCE

WE HAVE WORKED WITH OUR MAJOR CLIENTS IN THESE MARKETS



koji