

# Audit Essentials

## Audit Essentials

Perfect retail execution matters! It drives sales, market share, and enables your brands to perform at their best.

Audit Essentials is designed to ensure this happens on day one, and everyday. By harnessing the power of our app-enabled communities, shoppers and auditors can be in thousands of physical locations anywhere across the globe - quickly and cost effectively.

## Audit Essentials follows three simple principles:



### Speed

Delivering clear audit data and insights, quickly.



### Agility

Available tactically and on demand.



### Accessibility

Built for everyone, no matter how big or small the project.

## Business questions answered:

- Are your product launches and promotions being executed correctly, from day one, both in-store and online?
- Are your products easy to find, priced correctly, and displayed as planned in stores?
- How do consumers react to your new products, from finding them in stores and online to trying them at home, and are there new sales opportunities for you?

## Impact Story

Understanding how CPG products 'present on shelf', and how that impacts consumer sentiment and buying behaviour.

### Client issue

Based on anecdotal observation, the client was concerned about the presentation and packaging quality of their hero products, and how that might vary by country.

### What we did

Ipsos deployed covert auditors across multiple countries, both in-store and online. We identified certain 'core' elements of product design such as impact and attractiveness that prevented the products achieve 'cut through' vs competitor brands. We also assessed certain manufacturing defects such as product dents and leaks, that greatly deterred product purchase.

### Client impact

Ipsos made four clear recommendations at a Country and product level, covering enhancements in product design, and in packaging durability to help them survive and look their best through the supply chain.

To discover the full power of Audit Essentials, please contact:

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