



Checkout - helping you make your launch more successful

Have you ever wondered ...

- Whether you could achieve 'right first time' launches?
- If your innovation process is missing a step?
- How you could decrease launch uncertainty even further?
- How you could convince retailers of your in-store strategy?

Ipsos Marketing

The Innovation and Brand Research Specialists



Checkout - developed by Ipsos MORI's specialist Retail & Shopper team to specifically address any pre-launch issues:

- Identifying any **pack/ price/ communication** problem that may only become apparent when the product is seen in a store environment
- Identifying the **in-store media** that are most likely to **drive trial**
- Identify any **barriers to trial**
- Checking the **impact of alternative fixture layouts** (number of facings, adjacencies etc.)

Checkout uses the Ipsos MORI Shopper Lab (a mock store) that provides a facility for our clients to conduct confidential testing in 'close to store' conditions prior to commercial launch that does not require retailer permission.



Checkout - for brands that want success at launch

If you think Checkout could help with your launches why not simply contact us for a chat?

Susanne.Goller@Ipsos.com Tel: +44 (0) 20 8861 8150