



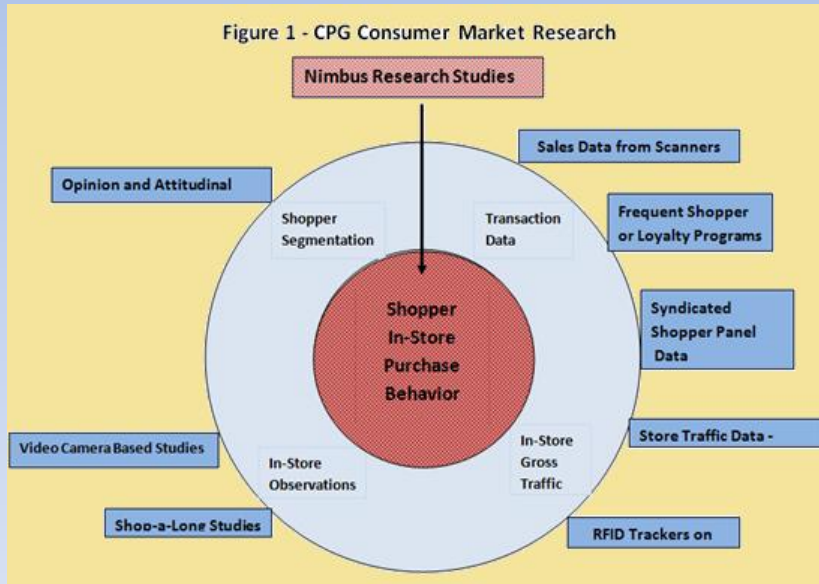
Contact Juho Arens for more info  
Tel (425) 643-0791  
email [juho@mynimbusonline.com](mailto:juho@mynimbusonline.com)



## Nimbus Integrated Virtual Shopping & Dynamic Eyetracking Studies

**Case Studies: P&G Feminine Care**

# Nimbus Strengths



1. Breakthrough technology integrating eyetracking and virtual shopping resulting in a **totally new research tool!**
2. Tracks consumer shopping behavior and measures influence of all stimuli present when the purchase is made.
3. Utilizes the most innate characteristics of consumers who view items that interest them and then use their hands to pick up and examine the item more closely.
4. Integrates and completes the circle of research ranging from perceptual and attitudinal to behavioral studies.



# Client Benefits

- ✓ Lower research costs using a virtual environment for:
  - Shopper insights
  - New product testing
  - Package design
  - New promotional strategies
  - Planogram optimization
- ✓ More consumer insights into critical factors that shape the purchase decision:
  - Counter displays and aisle banners
  - Menu boards for restaurants
  - Promotional pricing tactics
  - Shelf and aisle arrangements in stores
  - SKU variety within category
  - Traffic flow around counters or aisles that constrict movement
  - Visual appeal of store or restaurant environment
- ✓ Customized solutions that respond to your specific marketing situation.



## Case Illustration

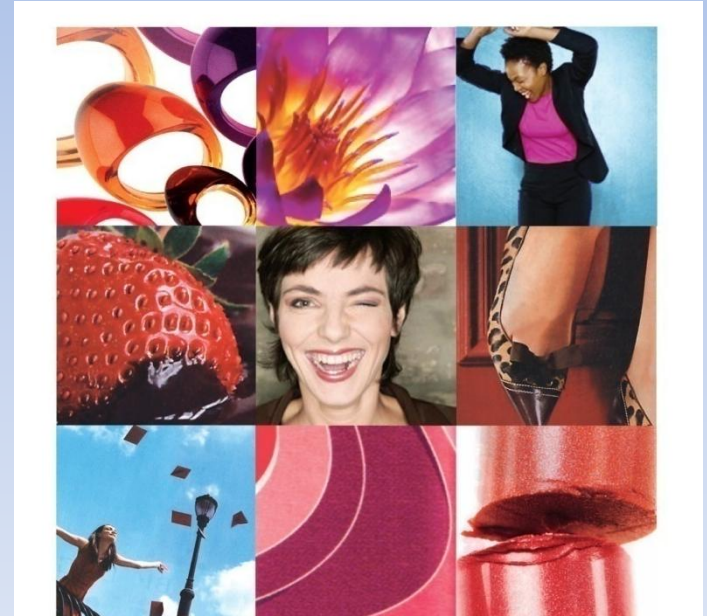
The following case shows how Nimbus technology can lower your research costs and gain a competitive advantage for your company when you want to improve the success rate of a new product line introduction.



# Case – New Product Launch

## Objective: Launch new product line

- Our Client planned to introduce a sub-line of specialty light incontinence products.
- The key questions were:
  - Which test markets should be used?
  - Which of several potential packages should be introduced to the test markets?
  - Which communications propositions are the most persuasive?
  - What's the most effective way to track results in the test markets and make a final selection for launch?





# Case – New Product Launch

## Multi-Step Research was conducted:

- Initial round of focus groups to scope out issues surrounding products.
- Segmentation study to match products to potential customer segments.
- Eye tracking was conducted to measure panel response to package designs.
- Volumetric estimates of demand were developed.
- Actual purchase studies were conducted with select retailers to judge best product – market – communications combination.



# Case – New Product Launch

## What happened

Four final product-market-communications concepts were chosen for the test markets.

One final concept was chosen for launch, as it was superior to the other combinations on attributes that were found to contribute most strongly to revenue.

Sales data are still being received from participating chains compiled at client and compared to Nielsen UPC product-movement data.

- These data are evaluated in combination with the volumetric estimates previously prepared.
- The data are also evaluated alongside PRISM model forecasts to help determine the impact of in-store reach versus external media reach.

	Package A	Package B	Package C	Package D
Noticeability and Distinctiveness			Yellow	
Fit to Concept	Yellow			
For Light Incontinence?				
Discretion	Yellow			Yellow
Femininity		Yellow	Yellow	



# Full Range of Shopping Studies

## Traditional

- Traditional eye tracking studies of variants/POS signs/price tags viewed.
- Market basket analysis of products purchased and share of shopping dollar.
- Preferred brand usage and recall surveys.

## Sophisticated

- Shopper segmentation studies and personalization to key target groups.
- Discrete choice analysis and volumetric projections of alternate strategies and tactics.
- Conjoint analysis to identify new product positioning strategies.

## ULTRA

- Shopping path analysis to uncover problem areas and improve category and brand share.
- Eyetracking sequential pattern analysis to optimize shelf arrangement.



# NIMBUS Global Reach

- **US**
  - Dallas
  - Chicago
  - LA
  - Minneapolis
  - Seattle
  - Atlanta
  - New York
  - Phoenix
  - San Francisco
  - Boston
  - Denver
- **Europe**
  - London
  - Paris
  - Munich
  - Berlin
  - Milan
  - Barcelona
  - Moscow
  - Prague
  - Warsaw
  - Vienna
  - Copenhagen
  - Stockholm
  - Athens
- **Asia**
  - Hong Kong
  - Shanghai
  - Beijing
  - Taipei
  - Tokyo
  - Seoul
  - Singapore
  - Bangkok
  - Manila
  - Sydney
  - Mumbai
  - Delhi



[www.mynimbusonline.com](http://www.mynimbusonline.com)



## Other packaged goods case histories available

- AloeCure
- Bristol Myers Squibb
- Cadbury-Schweppes
- CIBA-GEIGY Corporation
- Coca-Cola
- Dial Corporation
- Gardenburger
- Kenco Coffee
- Kimberly Clark
- Lawry's Foods
- Magadanskaya Vodka
- Nalley's Foods
- Nestle
- Pepsi
- Pfizer
- Purex
- Starbucks Coffee
- Unilever
- The Upjohn Company
- Warner Lambert

Contact Juho Arens for more info

Tel (425) 643-0791

Or email [juho@mynimbusonline.com](mailto:juho@mynimbusonline.com)



# Nimbus References

Mr. Tom Hanson  
Senior Vice President  
Quality Dining, Inc.  
4220 Edison Lakes Parkway  
Mishawaka, IN 46545  
(219) 243-6521

Mr. Andy Willett  
Senior Vice President  
NetMotion Wireless  
701 North 34<sup>th</sup> Street, Suite 250  
Seattle, WA 98103

Mr. Paul Dobosz  
Director of Communications  
Weyerhaeuser  
P. O. Box 2999  
Tacoma, WA 98477-2999  
(253) 924-3407

Mr. Rick Henshaw  
Group Health Cooperative  
320 Westlake Avenue North  
Suite 100  
Seattle, WA 98109-5233  
[henshaw.r@ghc.org](mailto:henshaw.r@ghc.org)  
(206) 448-2747

Mr. Kevin Flaherty  
Precor USA  
20031 142nd Avenue NE  
P. O.Box 7202  
Woodinville, WA 98072-4002  
(425) 482-5646

Mr. Gordon D. Bryson  
President  
International Media Partners, Inc.  
103 118th Avenue SE  
Suite 100  
Bellevue, WA 98005  
425-455-5900, X129

Contact Juho Arens for more info  
Tel (425) 643-0791  
Or email [juho@mynimbusonline.com](mailto:juho@mynimbusonline.com)