KANTAR

PANELVOICE

TRIGGERS

Understanding the choices and experiences behind real purchases

9 in 10 brands grow through driving penetration. Be chosen more often by understanding the decision-making process or usage of a specific purchase with Trigger.

Being more present is about getting those who are predisposed to buy your product to actually make that final purchase.

PanelVoice Trigger studies can help by identifying a specific purchase made by our panellists, and diving into understanding what led them to buy and how they felt about their experience once they got the product home.

PANELVOICE
TRIGGERS

PanelVoice helps optimise your investments to win more choices from other brands

Identify your purchase trigger

Category
SKU
Retailer
Price
Promotion

Connect it to your knowledge gap

Trigger Choice

Pre-trip
Planned or impulse
Mission
Brand perception

Instore
Section in store
Brands considered
Special displays
Store experience

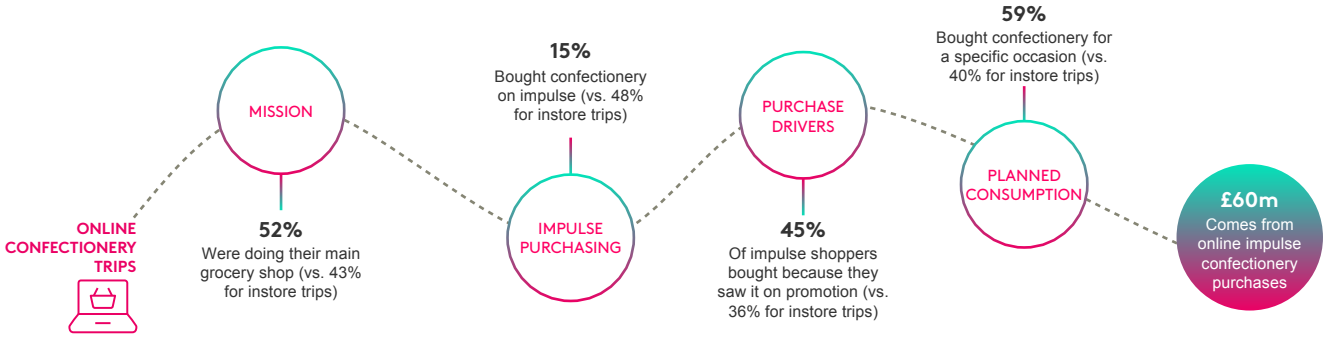
Trigger Use

Consumption moment
Consumption moment
Who used
Time of usage

Trigger Pack

Product experience
Product Satisfaction
Pack Review
Future intentions

How can you influence the pre- or instore factors involved in choosing your brand?



Your Questions

Trigger Choice
- Am I converting my fair share of impulse purchases?
- Did my pack stand out on the shelf?
- Are my secondary sites adding value?

Trigger Use
- What are the key occasions where my brand is consumed, and what is my white space?
- How can I organise my store to better win against specific consumption moments?

Trigger Pack
- Is my pack superior to my competitors'?

Your Actions

Trigger Choice
- Identify specific gaps in your path to purchase, to determine where to invest your marketing dollars
- Fix barriers to being picked up on shelf, such as lack of visibility
- Adapt product or messaging to better compete with the brands being chosen over you

Trigger Use
- Innovate against specific missed usage occasions, or better link your product to them in your media
- Plan more appealing cross promotions to match usage events such as watching sports

Trigger Pack
- Prioritise packs or formulations to refresh within your portfolio
- Gain topline indications of the areas where you are falling short compared to your top competitor

Benefits

- Real purchases are recorded down to SKU level so you can be confident people are answering about the right product.
- Survey relates to a specific event and is served close to the time of purchase, giving a more accurate reflection than a general question around 'when you have shopped in the last 6 months'.
- Respondents are real people who freely chose your brand in a competitive environment, rather than people who were sent a sample to test.
- Captures additional information around the trip such as the shopper's full basket.
- Consistent methodology for collecting online and offline trips.

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For more information please contact your local representative or visit **www.kantar.com**

Natalie Babbage
Global PanelVoice Director
natalie.babbage@kantar.com