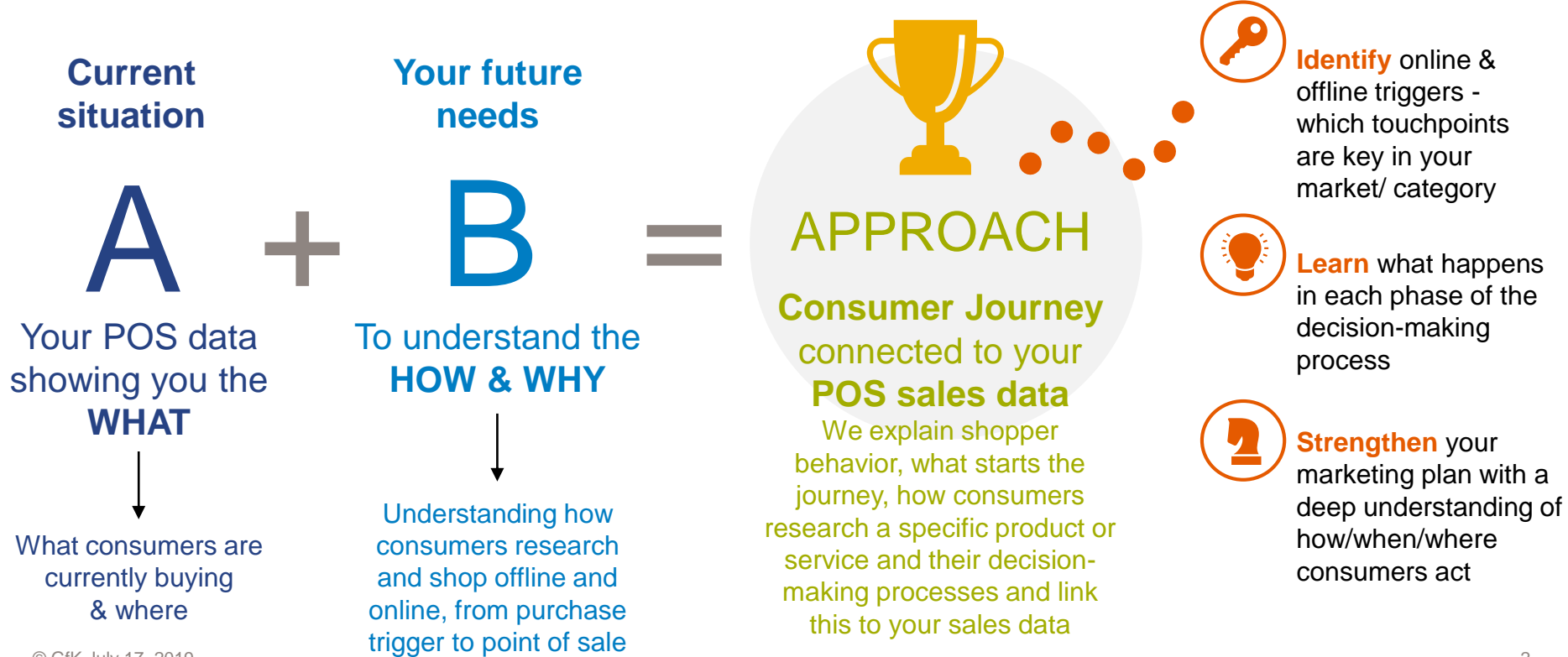


Linking your consumer's shopping journey to your sales data

A hand is shown pushing a miniature metal shopping cart across the keyboard of a laptop. The scene is brightly lit, creating a warm, golden glow. The text 'Linking your consumer's shopping journey to your sales data' is overlaid in the upper center of the image.

Key learnings to drive your bottom line

Using what you have & knowing what you need drives our research approach...



A multi-layered approach will provide you with an omni-channel view of your customers' shopping journey



Layer 1: Our **Consumer Journey process** will unpack behaviour interactions from trigger to actual purchase reflection.



Layer 2: Overlaying your **social media data** to enrich insights & provide a holistic voice to the consumer's sentiment



Incorporating **Social media listening**
Using your own data!



Layer 3: Your **POS data** will be at the foundation of the study to link sales with behavioural data

Calibrating your sales data to consumer survey data

The study nuts & bolts



**Self completed
Mobile/online
interviews**



QA duration
Intender 13 min
Purchasers 20 min



Sample size:

n=400 (purchasers),
n=200 (intenders)



**Nationally
representative
online sample**



Sample requirements:

- Must have bought/ intend to buy the PG in L3M (SMP and SS)/ L6M (cooling),
- Natural fall out on demographics and purchaser groups,
- Must be main decision maker in the HH,
- LSM 5-10

Questionnaire flow:

- 1 Screener:** Basic demographics and category incidence & details, those planning to shop or not. If not, ask reason why
- 2 Purchase triggers:** Hierarchy of decision drivers – brand, price, features, customer care. Reasons for initially starting to shop for a new product
- 3 Active search:** Experience of instore/ online touchpoints - where online/offline research was done, key consideration & why
- 4 Moment of purchase:** Unpacking category repertoire - former & considered & purchased brands. Place of purchase & payment methods
- 5 Attitudes & demographics:** Attitudinal statements and additional demographics

Budget & Standard Terms & Conditions



Investment
R225 000*
(excluding VAT)



GfK Consumer Journey

N=600 interviews

15-20 min questionnaire

Dashboard & 1 PowerPoint report

*Price is valid if 2 or more clients per category sign up

GfK Standard Term's & Conditions

To ensure work begins on time, you need to **be in agreement with GfK's limited liability clauses**

Furthermore, to ensure work begins on time, please provide us with a **PO number**

All costs quoted **exclude VAT** or Country Taxes

Our payment terms: **Adhoc/customised**

- 60% due on project commission
- 40% due within 30 days of completion

To ensure our proposals are current, quotes are **valid for 90 days** from submission

If a project is **cancelled** we reserve the right to charge a 10-20% cancellation fee or charge for time & cost invested



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We look forward to a fruitful relationship with you

If you have any questions please reach out to:



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