



PROFORMA MARKET RESEARCH ProTrial



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MATCHED PANEL IN-STORE TESTING



Vice President's Message

Your new retail strategy is only as good as its performance in the real retail world. Too often, marketers launch new concepts without knowing what impact they actually have. Proforma has completed thousands of in-store tests and offers ProTrial, a matched panel in-store testing program to enable you to evaluate your new retail strategies in real stores.

Paul Mitrovich
Vice President-Key Accounts

ProTrial When you need to:

- Try a new concept in real stores
- Prepare budgets for new retail concepts
- Convince management to buy-in
- Convince retailers to change
- Prepare sales literature
- Make trade presentations
- Facilitate listings
- Launch your products into new channels, banners or markets

ProTrial When you need to measure results:

- Volumetric results
- Movement velocities
- Unit and dollar sales
- Gross and net margins
- Market conditions / promotions
- Retail selling prices
- Out-of-stocks

ProTrial When you need to analyze results:

- Sales potential, incremental sales
- Profitability improvement
- Weighted percent change
- Cannibalization

ProTrial When your reports need to be:

- Flexible
- Simple executive summary (graphs)
- Summary tables
- Data tables
- Analysis tables
- Field measurement summaries

ProTrial When you need to assess new strategies for:

- Packaging formats
- Pricing strategies
- Locations in store
- Product listings
- Line extensions
- Promotions
- Display formats
- Brand blocks
- Planograms
- Space allocations
- POP formats
- Media campaigns

ProTrial Example:*

Simple Experimental Design:

New Product Launch Trial (One Variable)

Base Period

Test Period

Control Panel - No changes to stores:



Test Panel - Introduce new product:



Weeks 6

Weeks 6

ProTrial Can Test In:

- Most geographic markets across Canada
- Many channels: grocery, convenience, drug, mass merchandisers, hardware, fast food

ProTrial Combined with other Proforma services:

- Combined with a ProSurvey adds a consumer awareness and attitude component
- Combined with a ProAudit adds a comparison to other retail stores and environments
- Combined with a ProCat adds a profitability and financial category analysis dimension

ProTrial Experimental Design:

- Number and type of variables dictate experimental design
- Statistical significance dictates number of stores and time in field

ProTrial Example:*

Complex Experimental Design:

New Product Launch, Space Allocation and Price-off POP Test (Six Variables)

Base Period

Test Period 1

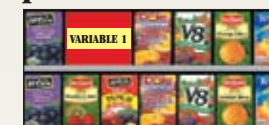
Test Period 2

Post-Test Period

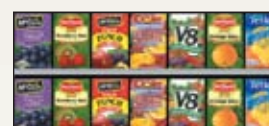
Control Panel - No changes to stores:



Test Panel 1 - Introduce new product with 1 facing / with price-off POP during test period 2:



Test Panel 2 - Introduce new product with 2 facings / with price-off POP during test period 2:



Test Panel 3 - Introduce new product with 3 facings / with price-off POP during test period 2:



Weeks 4

Weeks 4

Weeks 4

Weeks 4

If you would like more information or to be added to our mailing list please feel free to contact us.

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