



IN STORE DISPLAYS ARE MORE EFFECTIVE THAN PRICE CUTS

29% of Shoppers impulsively buy from unplanned categories

24% of these were influenced by IN STORE DISPLAYS

18% influenced by in Store Demos

17% from Price Promotion

39% of Shoppers have a category in mind, however brands influenced by:

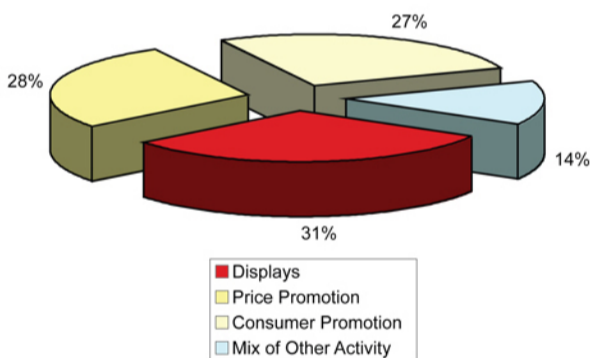
31% of brand decisions were influenced by IN STORE DISPLAYS

28% by price promotion

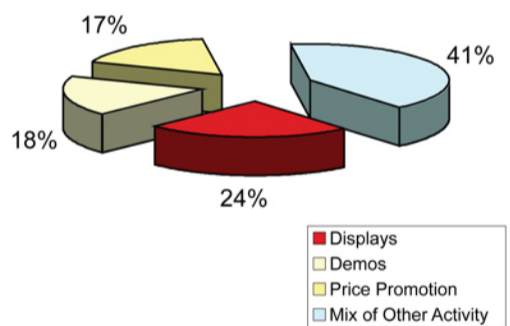
27% by other forms of consumer promotion

Source: Advertising Age USA (November 2008) Survey conducted across more than 6,000 customers

In Store Displays favour the Brand Conscious



% Impact of Promotion for Impulse Purchasers



Dump Bin



Big KaPsta
(Drop fill)



FSDU's



Counter Unit's