



## OUR SOLUTIONS



### **Ratings & Reviews Mission**

*Cost-effectively generate online Ratings & Reviews to get your product noticed on Amazon and other e-commerce sites.*



### **In-Store Experience Mission**

*Uncover deep shopper insights; drive specific shopper actions and turn insights into retail sales by gaining an intimate understanding of their shopping journey.*



### **Product Usage Mission**

*A large-scale interactive in-home usage test to better understand how shoppers react to, experience, and understand your new or existing product.*



### **Head-to-Head Usage Mission**

*Learn how to win versus competition and/or understand how product alternatives compare in actual consumer usage experiences.*

**Contact us now to set up your mission!**

Mark Baltazar: [Mark@BrandSpark.com](mailto:Mark@BrandSpark.com) | Jay Sheldon: [Jay@BrandSpark.com](mailto:Jay@BrandSpark.com)





# Ratings & Reviews Mission



Helping brands win with shoppers and grow sales

*Cost-effectively generate online Ratings & Reviews to get your product noticed on Amazon and other e-commerce sites*

## WHY BRANDS NEED IT

*"I need Ratings & Reviews on e-commerce and brand sites to help my product stand out"*

*"My team needs claims, credentials, and testimonials to integrate into our product marketing plans"*

*"I want to strengthen my retail conversations by showing product reviews from specific retail shoppers"*

## WHY BRANDS LOVE IT

- ✓ Direct reviews onto the **e-commerce** sites you need – including Amazon
- ✓ Available for products that are **pre-launch** as well as those **in-market**
- ✓ We manage all the **logistics** for you, whether through shipping, coupon, or redemption.
- ✓ Reviews available for **syndication**
- ✓ Simple **cost-effective** solution
- ✓ **Leverage** the many high quality testimonials, certified claims and credentials generated from the mission

Join other brands that are already using Shopper Army!



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# In-Store Experience Mission



Helping brands win with shoppers and grow sales

Uncover deep shopper insights; drive specific shopper actions and turn insights into retail sales by gaining an intimate understanding of their shopping journey.

## WHY BRANDS NEED IT

"I have a great product that is not getting from retailers' shelves into shoppers' baskets. I need to know why and how to fix it."

"I need to know what in-store triggers to leverage and what barriers to manage to win with the category shopper"

"I need real data from shoppers to design our shopper marketing strategy"

## WHY BRANDS LOVE IT

- ✓ Provides **quantitative** and **qualitative** content to support retail conversations and shopper marketing strategy.
- ✓ Understand the natural and undirected **shopping journey**.
- ✓ Understand how well your product/brand is breaking through at different **retailers**.
- ✓ Reveal how different **shopper segments** (basket size, mind-set, planning, etc.) are approaching your category and your brand.
- ✓ Map the emotional state and decision making process of the shopper at your **category shelf**.
- ✓ Compare the **efficacy** of product merchandising by retailer.

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# In-Home Usage Mission



Helping brands win with shoppers and grow sales

*A large-scale interactive in-home usage test to better understand how shoppers react to, experience, and understand your new or existing product.*

## WHY BRANDS NEED IT

*"My product isn't performing well - I need to determine why, and how to improve it."*

*"I need to move beyond employee testing and Central Location Testing to get actual product experience from a lot of different people"*

*"I need to know how much market potential my product has, and how to best unlock this potential"*

## WHY BRANDS LOVE IT

- ✓ Available for products that are **pre-launch** as well as those **in-market**.
- ✓ **Provides a full product assessment** with BrandSpark's extensive CPG product benchmarked KPIs.
- ✓ **Identifies the real barriers and motivators** to trial and repeat, with recommendations on how to adjust messaging, formulation, and strategy.
- ✓ Provides strong **support for retailer** sales conversations.
- ✓ **Optimizes in-store strategy** by understanding where shoppers will expect to find it, how they will shop for it, and which retailers are best suited for it.
- ✓ Quantifies **product impact** by measuring cannibalization and incremental growth.
- ✓ A **cost effective** way to profile how people are naturally **interacting** with your product, and what the triggers of a good or bad experience are.

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# Head-to-Head Usage Mission



Helping brands win with shoppers and grow sales

*Learn how to win versus competition and/or understand how product alternatives compare in actual consumer usage experiences.*

## WHY BRANDS NEED IT

*"I need to know how our product stands up in the category, and if I should invest in marketing or development"*

*"I need to know which SKU or line I should invest in. Which one should I drop?"*

*"I need to know what impact a modification will have on actual consumer product experience"*

## WHY BRANDS LOVE IT

- ✓ **Benchmark** your product to others in the category; understand your strengths, weaknesses and opportunities for marketing investment.
- ✓ **Profile** your entire category line-up, investing in the strong ones and replacing the weaker ones.
- ✓ **Quantify** how changes to directions, formulation, or packaging will impact product experience.
- ✓ **Leverage** results from this mission to support retailer conversations and B2C superiority claims.

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