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INTERNATIONAL

# RETAIL REALITY-CHECK™ PUGET SOUND ENERGY

IN-STORE MERCHANDISING

## Report of Findings

Prepared for:

**Puget Sound Energy**

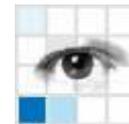
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PRS Job #: K2655



[WWW.PRSRESEARCH.COM](http://WWW.PRSRESEARCH.COM)

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*\*Links are live in slideshow view.*



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# INTRODUCTION

# Background



With the addition of CFL and LED lighting to the conventional incandescent light bulb, consumers are presented with many variations of light bulbs to purchase – these variations include wattages, lumens, color, shapes, lighting direction, and fixture application.

Although utilities create retail incentive programs and in-store signage to encourage consumers to purchase CFL and LED light bulbs over incandescent and halogen ones, consumers are overwhelmed shopping the light bulb category – and utility signage/ merchandising often leads to consumers settling for the bulb that does not meet their needs.





# Research Objectives

Overarching goals for PSE are the following:

- Utility signage/merchandising that will simplify the shopping experience and effectively:
  - Be seen and used by consumers.
  - Show that the incentives are provided by the consumer's utility.
  - Encourage consumers to purchase CFL and LED light bulbs.
- Utilities struggle with retail stores taking down their in-store signage for multiple reasons including:
  - Sizing that creates a messy appearance or blocks display of the product.
  - Material type in which the signage gets beat up and causes a messy appearance or cannot be easily removed and re-applied when the store re-merchandises the shelf.
- Increase the longevity of utility signage/merchandising in the retail environment

In order to achieve these goals, PSE had engaged PRS to conduct research using M.A.P. (Marketing Activation Process) methodology which begins with a Retail Reality Check™ .

The research objectives for this initiative are:

## 1. Understanding the Store

- Analysis of in-store marketing challenges and opportunities, including Retail Reality Check™ Visuals from 3 shopping channels.

## 2. Understanding the Category

- Analysis of light bulb product mediums within the category (CFL and LED vs. incandescent).

## 3. Understanding the Supporting Utility Signage

- Utility's brand and signage appearance, and effectiveness within a competitive on-shelf context.

# Retail Locations



## Channels

### Home

- Home Depot, 325 120th Avenue NE, Bellevue, WA
- Home Depot, 26120 104th Avenue SE, Kent, WA

### Mass Merchant

- Walmart, 743 Rainier Avenue S, Renton, WA
- Walmart, 34420 16<sup>th</sup> Avenue, Federal Way, WA

### Drug

- Walgreens, 647 140th Avenue NE, Bellevue, WA
- Walgreens, 3011 N Sunset Blvd, Renton, WA



[Link: Interactive MapQuest Map](#)

# Statement of Limitations



The PRS Retail Reality-Check™ is largely observational in nature and is rooted in PRS' professional research experience. It is intended to provide a “snapshot” of the environmental conditions within which packaging and merchandising lives for a given category.

It is important to note that observations are made in a limited number of retail outlets and the findings presented herein are not necessarily reflective of all stores in all channels across the country. These findings are meant to provide an additional perspective to help guide the design process and any related/future consumer research.



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# CONCLUSIONS & RECOMMENDATIONS



# Executive Summary

**PSE's involvement in the light bulb retail category positions the company as a positive force in championing the transition to a more energy efficient light bulb format for the community. This exemplar role can be seen as PSE puts forth a considerable presence in-store offering education and guidance for the shopper in what can be a frustrating process of changing how people have purchased light bulbs in the past. This is a major change in shopper behavior that can potentially cause a shopper significant frustration. Current point-of-sale merchandising has the potential to convey PSE's leadership role and may positively impact the company's image. However, there are opportunities to improve signage to further bolster anticipated visibility, enhance communication/education and further reinforce PSE's branding/prominence in the cluttered retail environment.**

## POS ENHANCEMENT TERRITORIES

Visibility Potential

Communication Simplification

Branding Prominence



# Executive Summary

## Visibility Potential

- Saturation and graphic treatment of the blue color used in PSE's POS may be recessive within the context of the retail environment. The soft blue is used by the retailers in their own touch points. Soft blue is also a category cue for "daylight" color temperature.
- The relative size of signage to the physical space at retail (specifically Home Depot) may tend to diminish distinction within the environment.
- Placement
  - Instant Saving endorser stickers are placed well and their repetition may build prominence and drive awareness. However, educational POS tends to feel too far away in some instances to aid the shopper.
- Common shapes used in the category (in this case square) are easily "tuned out" by shoppers at retail—an effect of perceptual blindness.

## Communication Simplification

- Finding a replacement bulb may feel daunting if the shopper has to be tasked with all the information at once. Educational signage may attempt to communicate too much and overwhelm the shopper.
- Call to action claims are absent
  - Why now?
  - What benefits are relevant to the shopper now if they make the change?

## Branding Prominence

- Visual branding lacks a position and treatment of prominence in POS signage. The landmark is recessive within the context of the surroundings.
- Competing retailer tags seem to take ownership of the PSE discounts at the retail shelf.
- Purchase receipts also tend not to reflect the discount as coming from PSE.



# Areas Of Opportunity-Improving Visibility

## Color

- From our eye tracking experience, we find that visibility is not so much driven by color, but by contrast. The amount of contrast of a particular object to its surroundings is related to how visible it is to the eye. Providing contrast within the environment aids visibility. Signage color choice of blue may not be visually differentiated in the retail environments.
- Blue category cue at Home Depot for “Day Light” products.
- Blue color and shape of shelf talkers are similar to Walmart’s “new” signage.
- Blue is the color used in Walgreens in-store signage.



Walgreens



Home Depot



Walmart

➤ **Consider opportunities to dial up the contrast by utilizing a unique approach (perhaps a unique color blue and/or adding alternate colors) or adding graphic dimension or tension to the elements to drive impact.**



# Areas Of Opportunity-Improving Visibility (continued)

## Size

- From our experience, relative size does matter for visibility.
  - Some signage may not be appropriate across channels.
  - This Home Depot is a good example. The size of the PSE sign is diminished by oversized environment (i.e., the high ceilings, large warehouse shelves, palettes and retailer signage etc.).
- Beyond the sign feeling diminutive, the branding for PSE needs to come through quickly. In its current treatment, it is small in the context of its setting. Shoppers may not know that this is a message from an authority.



Home Depot

- ***In order to impact visibility, keep in mind the relative size of the retail space to signage and consider ways to keep your message proportional.***
- ***Consider dialing up PSE branding in order to enhance visibility.***



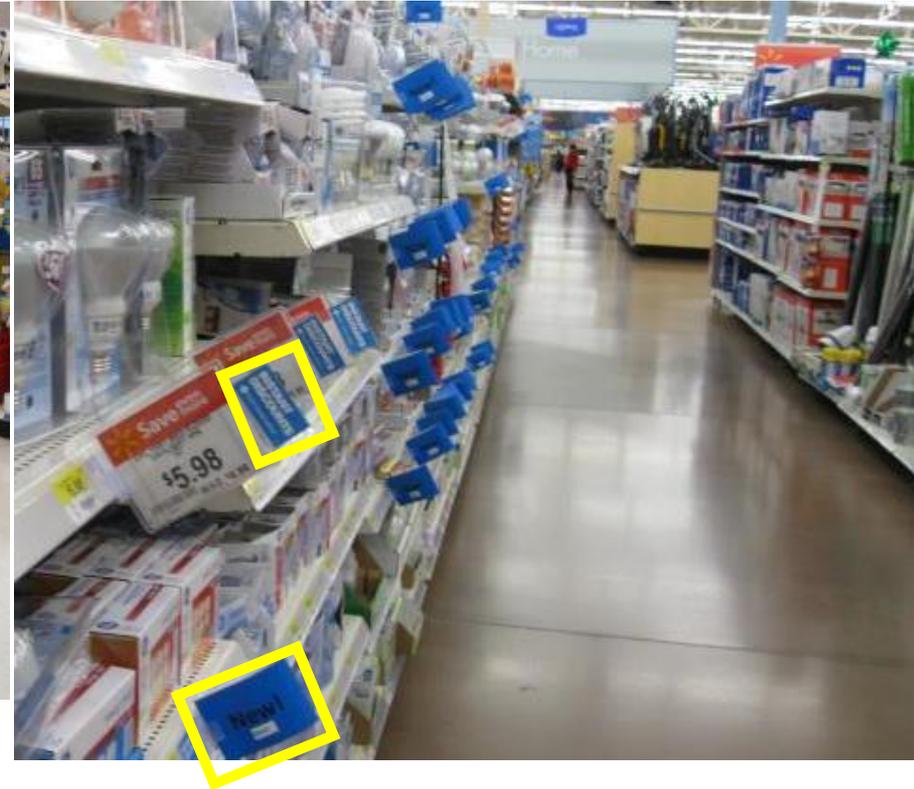
# Areas Of Opportunity-Improving Visibility (continued)

## Shape

- Shape also plays a part in creating a visual impact. In our experience, unique, irregular shapes tend to gain visual attention.
- Current squares/rectangle shapes may blend in.



Walgreens



Walmart

➤ ***Unique or unexpected shapes within this category may be considered to bolster visual impact.***



# Areas Of Opportunity-Improving Visibility (continued)

## Placement

- From our shopper insights experience, shoppers in “shopping mode” are focused. So focused that they tend to ignore a great deal of other information in the store.
- In addition, shoppers tend not to “go looking for information” as this may not be typical behavior when shopping in a low involvement category like light bulbs.
- We find that shoppers focus on packaging and if the product is visible through the package (as is the case for the light bulb category), the product itself dominates the shoppers’ attention. Because of this, blades, at shelf, rarely are seen.



Walmart



Home Depot

- **First ensure that POS is placed in a position garners visibility. In addition, make sure that its content addresses SKUs in close proximity.**
- **Blade application may be helpful for navigation to the category. However, for educational signage we recommend considering an application that hangs so it is viewable straight on when facing the shelf (i.e., shelf strips/banners).**



# Areas Of Opportunity-Improving Communication

## Choice Overload

- Shopping is a quick process. Shoppers are time crunched and task oriented. Text heavy signage like the LED aisle violator may be too much to read during this time. Shoppers avoid frustration and complexity...even if it is of benefit to them.
- Information about light bulbs is nice to have. However, all the information may not be relevant. Consider the shopper needs through the transition.
  - They may just need to know what to get to replace a 60 watt bulb.
  - At the store they may be overwhelmed with every choice possible and more information than necessary.
    - This tends to lead to choice overload. *Choice overload* leads to indecisiveness, frustration and lack of confidence when trying to make a purchase decision.



Walmart



Home Depot



# Areas Of Opportunity-Improving Communication

(continued)

Choice Overload (continued)

- **Engage awareness with succinct messaging in-store.**
- **Consider quick digestible information bites (i.e., iconography, headlines, one subject per POS etc.) to draw in the shopper to more information**
- **Consider ways to inspire discovery and engage the shopper. For example, QR codes/Apps may be considered to link a shopper to more self-directed and interactive information. Engage the shopper with useful tools.**
  - **For example:**
    - **Home Bulb Transition Checklist/App**
    - **Energy and Money Saving Calculator/App**
- **Consider messaging that invites the shopper to “take one” of the tear sheets so they can read at a later time.**



Walgreens-  
Retailer utilizing QR Code





# Areas Of Opportunity-Improving Communication

(continued)

## Call to Action/Motivation

- Instant Savings may need to be reinforced with additional messaging/POS to enhance the call to action.
  - Why now?
    - Limited time offer
    - Modernization
    - Transformation
    - Smarter
      - Save money
      - Save energy
      - Socially responsible



➤ **Consider ways to push the call to act now as reward / encouragement for early adoption.**





# Areas Of Opportunity-Improving Communication

(continued)

## Take Away the Purchase Barriers

- Typically, when shoppers are fulfilling a replacement mission type shopping trip, we find that there is a high emotional risk of getting it wrong. Which may cause the shopper anxiety. Some of these risk factors in this category could be:
  - High purchase price (e.g., Instant Discount/Savings helps here.).
  - Wrong type
    - Technology (CFL, Halogen, LED)
    - Wattage/Lumens
    - Size
    - Bulb shape
    - Socket size
    - Temperature/Color
- Potential lack of product satisfaction.
  - May not illuminate instantly.
  - Disposal process and potential fee.
  - Breakage that is potentially harmful.



- ***It is recommended to continue to pursue educational signage to take away these potential anxieties.***
- ***Consider ways to inform, yet not alarm the shopper with disposal process and breakage warnings. (From Tear Sheet Information.)***
  - ***Give reasons to buy, not barriers to purchase.***



# Areas Of Opportunity-Improving Communication

(continued)

## Take away the Purchase Barriers (continued)

- During this transition it is hypothesized that shoppers need to be reassured:
  - That it will fit lighting fixture.
  - It will be comparable light.
  - Why it is better/a benefit (i.e. cost savings, energy savings, etc.).
- It is assumed that most shoppers have a low “emotional” involvement.
  - Consider ways to stir positive emotions at shelf.



## ► **Balance needed information with inspirational messaging.**

- ***It is recommended to enhance reassurance of fit, lighting effect in order to allay fears in communication.***
- ***Consider ways to inject emotion into the communication (e.g., pictures of people in a positive situations. etc.).***





# Areas Of Opportunity-Taking Ownership at Retail

## Take Credit

- Retailer tags do not give the PSE credit for discounts. (This may not be something the PSE can impact as retailer tags are highly regimented.)
- At shelf, it is evident that PSE gives discounts on some products and not others.



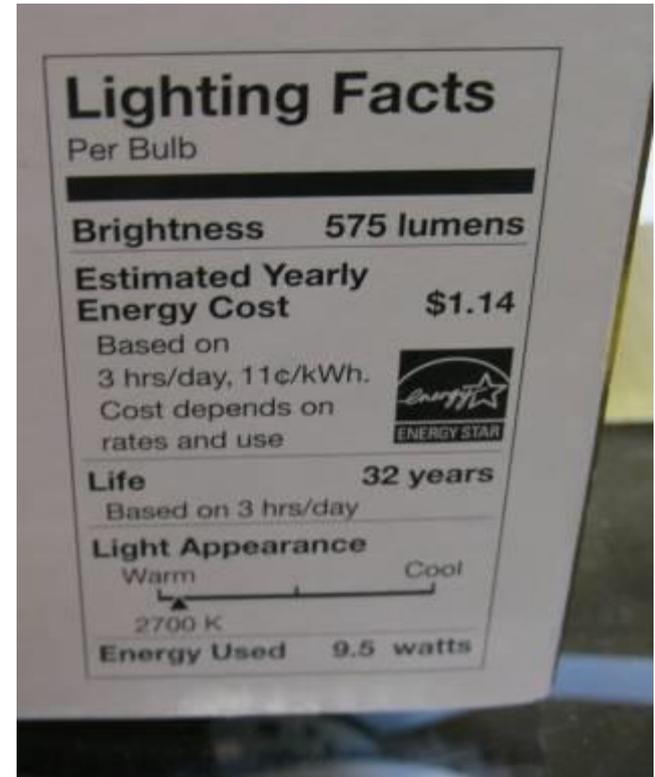
- ***Work with retailers to have the discount/savings connect directly back to PSE (e.g., “Thanks to PSE...”) at shelf and on the purchase receipt. (Proposed write-in tags may be helpful.)***
- ***As stated before, it is recommended to consider a more prominent branding position to claim visual ownership at shelf.***
- ***Look for ways to communicate what the company stands for at shelf (i.e., Authority, Guidance, etc.). It may be considered to inject more of the company personality at shelf.***
- ***Consider explaining why one product receives an instant discount over another (e.g., Energy Star Rating.)***



# Other Areas of Opportunity (continued)

## Leadership Role

- As an energy authority, PSE may consider to continue to partner with manufacturers and retailers to standardize communication in order to make the transition as easy as possible for the community at large.
- **Continue to work to drive standardized category packaging cues.**
  - **Support lighting facts label (similar to the nutritional labels). Perhaps include this within POS to create the association / link with packaging.**
  - **Consider included wattage to lumens equivalencies to help through the transitional phase.**
  - **Help standardize variant packaging color cues to indicate temperatures.**
- **Aid retailers to planogram categories by how the shopper potentially navigates the category:**
  - **Shape/Application**
  - **Type (CFL, LED, Halogen)**
  - **Brightness**
  - **Temperature**





# Design to be Seen and Heard

The way shoppers view in-store merchandising materials (e.g., what they see first), is a function of design and how it plays in the environment, it is not based on what matters to them.

## Design to Be Seen

- Seek to balance visibility principles to ensure your message breaks through
  - Seek color enhancements to ensure differentiation and reinforce a proprietary visual identity from the store efforts
  - Size proportionate to the environment, intended space for the POP and the intended communication point
  - Consider shapes that are uncommon for the area
  - Explore placements within the typical viewing pattern for shopping the category (e.g., adjacent to relating packaging or pricing information, etc.)

## Design to Be Heard

- Define communication objectives
  - What is the desired communication hierarchy?
    - For example: PSE, awareness of initiative, call to action, education (i.e., technology, equivalencies, etc.)
  - What is the desired branding relationship (PSE to Retailer to Manufacturer)?
- Design for quick communication of these communication objectives
  - Keep it simple
    - Shoppers typically examine only 3 - 4 elements within a piece of POP
    - Adding messages reduces the likelihood that any one message will be seen
  - Create a dominant viewing pattern
    - Help shoppers to visually “walk through” the merchandising in a harmonious path
    - Layer the communication pieces (i.e., header, long horizontal shelf talkers, smaller pricing enhancer shelf talker, tear pad, etc.)
      - Create unique visual identity to help shoppers make the associations across pieces
  - Communicate visually
    - One picture really is worth one thousand words
    - Visuals communicate more clearly, quickly and credibly



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# DETAILED FINDINGS



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# DETAILED FINDINGS

## Home Improvement

Home Depot 325 120th Ave NE, Bellevue, WA  
Home Depot 26120 104th Ave SE, Kent WA

# Home Improvement Channel Snap Shot



Home Depot 26120 104th Ave SE, Kent WA

Outside



Aisle



Category



Product



# Home Improvement Channel Snap Shot (continued)



Home Depot 325 120th Ave NE, Bellevue, WA

Outside



Aisle



Category



Product



# Aisle Summary-Home Improvement



Home Depot 325 120th Ave NE, Bellevue, WA

## Aisle Observations

- Large warehouse environment (e.g., high ceilings, large and tall shelving units) at Home Depot tends to swallow up the small signage.

# Aisle Summary-Home Improvement (continued)



Home Depot 26120 104th Ave SE, Kent WA

## Aisle Observations (continued)

- Light bulb aisle is the first aisle seen as you enter from the main entrance in both stores.
  - Shopper first has to acclimate to the entire store atmosphere and then further digest the light bulb aisle.
- Overwhelming
  - Some use of retailer navigational signage.

# Aisle Summary-Home Improvement (continued)



Home Depot 325 120th Ave NE, Bellevue, WA



Home Depot 26120 104th Ave SE, Kent WA

## Aisle Observations (continued)

- Organization is not evident at aisle level
  - Assumption that packaging images (i.e., shape, type etc.) is the only cue of grouping. However, different packaging executions by different brands, colors can potentially fracture the ability of shopper to make sense of the groupings without difficulty.
  - Palette displays physically segment the shelving and scream offers and discounts. They are not placed adjacent to their “matching” bulb type on the shelf.

# Category Summary-Home Improvement



Home Depot 325 120th Ave NE, Bellevue, WA



Home Depot 26120 104th Ave SE, Kent WA

## Category Organization

- Home Depot provides a great deal of POS material for educating the consumer about lighting options.
  - There are long horizontal shelf talkers that explain bulb types
  - There are display light boxes that demonstrate lighting temperatures

# Category Summary-Home Improvement (continued)



## Category Organization (continued)

- The category at Home Depot is large (40+ feet)
- Brand blocking is difficult as the dominant brand is generic/ubiquitous.
- Inconsistent Category Color Cues
  - Color differentiation becomes fragmented as the dominant brand has four colors: red, blue yellow and green to differentiate color temperature.
  - However, some brands (like Phillips) use green to express green energy, which may add to confusion.

# Product Level Summary-Home Improvement



Home Depot 325 120th Ave NE, Bellevue, WA



## Product Level Information

- Wattage equivalent to incandescent is prominent.
- Temperature variant color may not link back to the retailer POS.

# Other Issues-Home Improvement



## Other Issues

- Wide depth and breadth of bulb options, which may be a driver for channel/store selection.
- Retailer POS signage exists to aid the shopper.
- Staff is available in aisle to answer questions.



# Other Issues-Home Improvement (continued)

## Other Issues

- POS color blue and degree of blue to white ratio could be potentially confusing in the category.
  - Blue is a category indicator for “Day Light” products.





# Other Issues-Home Improvement (continued)

## Retail Reality

- Inconsistent merchandising across stores.
- At Kent store, “new low price” is not accredited to PSE
- Lighting Choices are Re-Energizing POS
  - 2-sided, but can only see one side.
- Nothing about equivalent LED bulb lumens/wattage from what would be a replacement for an incandescent bulb.



Home Depot 26120 104th Ave SE, Kent WA



Home Depot 325 120th Ave NE, Bellevue, WA



# Other Issues-Home Improvement (continued)



## Retail Reality

- POS from the manufacturer and PSE
  - Covered or adulterated by retailer price signage
    - Retailer may get “credit” for the savings initiative instead of PSE



Home Depot 325 120th Ave NE, Bellevue, WA



# Other Issues-Home Improvement (continued)

## Retail Reality

- Wire shelving blocks communication making it difficult to telegraph the message.
- CFL Swirl shaped light bulb may add confusion as this is not the “shape” of the fixture.



Home Depot 325 120th Ave NE, Bellevue, WA



Home Depot 325 120th Ave NE, Bellevue, WA



Home Depot 325 120th Ave NE, Bellevue, WA



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# DETAILED FINDINGS

## Mass Merchandising

Walmart, 743 Rainer Avenue S Renton WA  
Walmart, 34520 16th Ave S, WA

# Mass Merchandiser Channel Snap Shot



Walmart, 743 Rainer Avenue S Renton WA

Outside



Aisle



Category



Product



# Mass Merchandiser Channel Snap Shot (continued)



Walmart, 34520 16th Ave S, WA

Outside



Aisle



Category



Product



# Aisle Summary-Mass Merchandiser



## Aisle Observations

- Store environment
  - Brightly lighted
  - Clean
  - Aisles feel wide
- Wide selection of household lighting
- Lack of precise navigational signage
  - Search for products and navigate by looking at bulb type/shape through packaging.
  - Seems clustered by bulb shape/type.



Walmart, 34520 16th Ave S, WA



# Category Summary-Mass Merchandiser

## Category Organization

- Soft blue tones are used by the private label/Great Value brand and GE products.
- There is no apparent information that incandescent are being phased out.
- Incandescent bulbs are shelved with CFLs, LEDs and Halogens - all are scattered through the category.



Walmart, 743 Rainer Avenue S Renton WA

# Product Level Summary-Mass Merchandiser



## Product Level Information

- From this retailer, communication of changing from incandescent to CFL would be motivated by energy savings.
- Packaging category uses light blue to indicate “day light” on packaging.



Walmart, 743 Rainer Avenue S Renton WA



# Product Level Summary-Mass Merchandiser

(continued)

## Product Level Information (continued)

- There is little or no push beyond packaging communication for LEDs or Halogens at the retail shelf.



Walmart, 743 Rainer Avenue S Renton WA

# Other Issues-Mass Merchandiser



## Other Issues

- Category color cue Great Value brand and GE brand for “Day Light” products which is similar in color to PSE color for POS.
- Employees are not available to ask questions.





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# DETAILED FINDINGS

Drug

Walgreens 647 140th Avenue NE, Bellevue WA  
Walgreens 3011 N Sunset Blvd, WA 98056

# Drug Channel Snap Shot

Walgreens 647 140th Avenue NE, Bellevue WA

Outside



Aisle



Category



Product



# Drug Channel Snap Shot (continued)



Walgreens 3011 N Sunset Blvd, WA 98056

Outside



Aisle



Category



Product



# Aisle Summary-Drug Channel



## Aisle Observations

- Cluttered with varied products in the aisle.
- Small selection/category of light bulbs.
  - Majority are CFLs.
- Aisle width feels small.



# Category Summary-Drug Channel



## Category Observations

- Category feels dominated by Greenlite branded products (although there are other brands represented)
- Most bulbs offered are the CFL “swirls”, however there is some LED and Halogens.
- Walgreens does provide consumer education in a take home brochure.





# Product Level Summary-Drug Channel

## Product Level Information

- PSE endorser package wrap is small and in a matching color to a modern looking Greenlite packaging. It could be potentially recessive because it lacks contrast.
- In addition, it abandons the color scheme used throughout the PSE POS, so it may be difficult to make the association.
  - Banding covers Lumen/ Wattage equivalency.
- However, the package communication pictured below, works hard to communicate bulb brightness.
  - PSE endorser is still felt to be recessive because it is the same color as the Greenlite graphic elements.



# Other Issues-Drug Channel



## Product Level Information

- Store employees not available to ask in aisle. Perhaps at customer service desk. However, they are not felt to be subject matter experts.



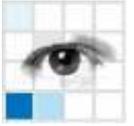


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# DETAILED FINDINGS

POS Cross-Channel

# POS: Signage



*The following slides will document the signage observed in each of the retail channels. Not all POS-Signage identified in merchandising guides could be located. What follows is each type of sign across the channels.*



# POS: \$20 Instant Discount Sign

## Location

- Located in the Drug Channel only. In Bellevue, it was located in aisle. And in Renton it was located on the end cap.



Drug-End Cap in Renton



Drug-In Aisle in Bellevue

## Summary

- Large signage for the environment. Potentially perceived to be visually intrusive. The layout of the information feels awkward and may not read well (e.g., instant and discount read like a book instead of like a sign).
- The cost for the LED bulb is expensive. However, the discount feels generous. There is no feeling of a benefit to the shopper to invest in a bulb that may or may not be exorbitant to replace. Why is LED better for the shopper? Why is it limited to PSE residents? How do I prove this at the cash register?
- Surrounded by Walgreen's signage, this discount/communication may be associated to Walgreens and not PSE.



# POS: CFL Bulb Aisle Violator

## Location

- Located in the Mass Merchandiser Channel only in Renton.



Mass-Renton



Mass-Renton

## Summary

- One side of the sign could be seen by a shopper as it was affixed to the back of the end cap at the top of the aisle.
- Placed adjacent to candelabra shaped bulbs (not the most common shape, so may be missed by those who do not get close enough).
- Communication is confusing. A line icon feels like an old fashioned incandescent or a halogen especially if cross referenced with the white side of the LED aisle violator hung next to it.

# POS: LED Aisle Violator



## Location

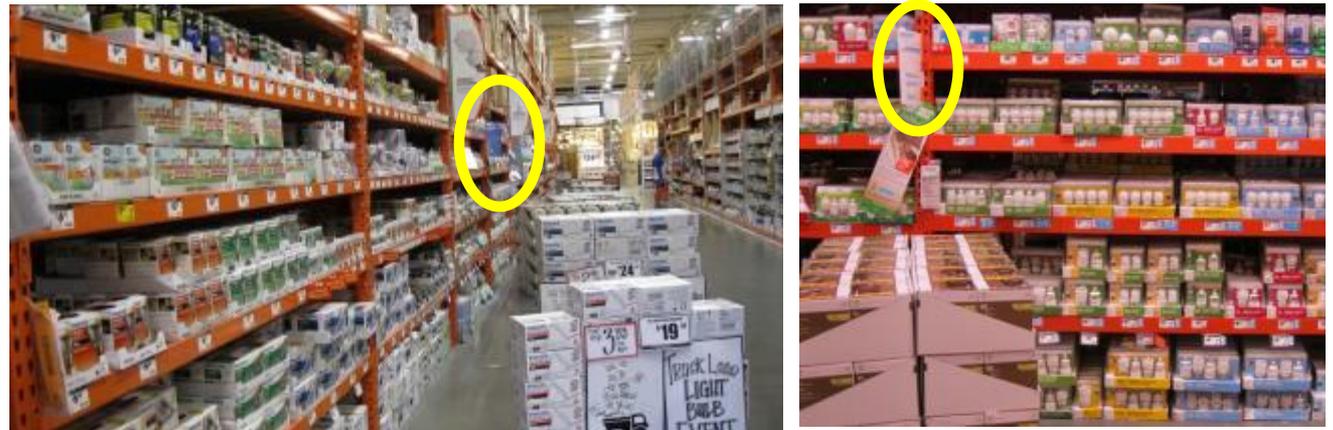
- Located in Mass and Home channels.

## Summary

- Placed at eye-level and in a potentially visually intrusive manner in mass.
- Home channel it is placed above eye level and is small in contrast to its environment.



Mass-Federal Way



Home Depot-Kent

# POS: Tear Sheets

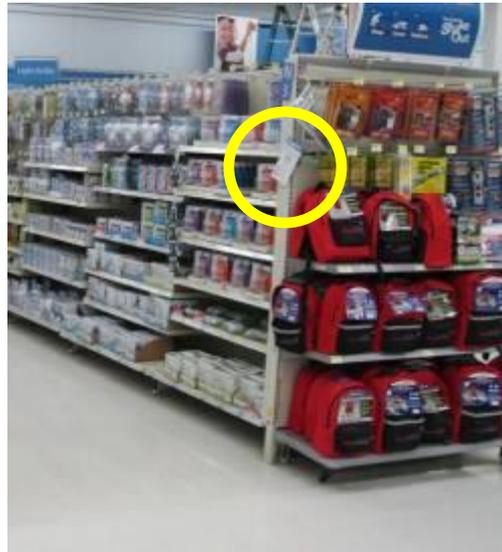


## Location

- Located in Mass, Drug and Home Channels



Home-Bellevue



Mass-Renton



Drug-Renton



Drug-Bellevue

## Summary

- Placed at eye-level and in a potentially visually intrusive manner in all channels.
- Does not invite the shopper to “take one”. As such, shopper may not notice that this is for them to take with them.
- Information is focused on potential purchase barriers (e.g., breakage and disposal).



# POS: Horizontal Shelftalker-Instant Savings

## Location

- Located in Drug and Mass channels.



Drug



Mass- Renton



Mass-Federal Way

## Summary

- Placement adjacent to pricing may increase visibility as shoppers are focused on price as part of the purchase decision.
- Both “Instant Savings” and “Instant Discount” was observed in Mass-Renton on shelf.
  - This could cause shopper confusion.

- May not communicate a meaningful discount or linkage to PSE because of competing retailer price tag. (See POS: Retailer Tags).
  - May not be enough stand “alone” as the singular communication point. It is hypothesized that if other POS is missed, then shoppers may not make a strong linkage by only seeing this touch point.
- Fits well in shelf channel strip.
  - Walgreens uses dark blue shelf strip backing.
- Shine/Glare in Mass from bright lighting and plastic overlay.



# POS: Vertical Shelftalker-Instant Savings

## Location

- Located in Drug and Home channels.



Drug



Home

## Summary

- Can tend to look messy on shelf hangers.
- Home Depot's orange shelves provide color contrast to the tags.
  - Sized similar to the height of the retailer price tag so it feels as though it belongs/not out of place.



# POS: Round Sticker-Instant Savings

## Location

- Located in home channel on retailer promotional pricing palette display signs.



Home-Kent



Home-Kent

## Summary

- Size is recessive in the environment.
- Round shape is somewhat unique to the surrounding signs.
- Placement within pricing information may enhance visibility.



# POS: Horizontal Shelftalker-Bright Idea

## Location

- Located in Drug and Home channels.



Drug



Home

## Summary

- May quickly convey a tangible benefit to the consumer.
- Use of recognizable iconography (CFL swirl light bulb) may make this feel easy to understand.
- Placement on lower than eye level may not be decipherable as the text is small.

# POS: Horizontal Shelftalker-Lasting Savings



## Location

- Located in the Drug Channel on an end cap.



Drug

## Summary

- Placement on lower than eye level may not be decipherable as the text is small.
- Iconography may not communicate the message from this distance.
- Text heavy for the space.
- Maybe complicated for the shopper to comprehend.



# POS: Laminated Shelf Hanger-EE Guide

## Location

- Located in Drug Channel.



Drug



Drug

## Summary

- Good placement at eye level.
- Takes time to digest, but provides a great deal of information.
- Lacks a visual branding for PSE (small PSE logo at the bottom).

# POS: End Cap



## Location

- End Caps located in all Channels. Used as promotional category beacons.



Drug-Back of Aisle Promoting LED and CFLs



Mass-Front of Aisle Promoting Incandescent



Home-Front of Aisle Promoting LED



# POS: Retailer Tags

## Without Discount

- In each channel there were instances where the “Instant Saving tag” was present, yet there didn’t seem to be a discount on the retailer tag. (Mass pictured below.)
- Also, the PSE instant discount didn’t seem to have a reason why one product was discounted and another was not. (Drug and Home pictured below.)



Drug



Mass



Home



# POS: Retailer Tags (continued)

## With Discount

- Retailers seem to claim the discount for themselves.



Drug



Mass



Mass



Drug



Home



# POS: Packaging-CFLs

## Packaging Communication

- Seems to work well when using the wattage equivalent.



Drug



# POS: Packaging-LEDs

## Packaging Communication

- LEDs may need help in explaining their high price point.
- When wattage to lumens equivalent is not evident on packaging, it makes comparisons difficult.
- LED products were not evident in Mass.



Drug



Home



Drug

# POS: Packaging-Halogens



## Packaging

- Halogens feel like they are a less common choice as a replacement bulb for a current incandescent.
- They are often given their own category off to the side.
- Bulb shapes are unique and varied.
- Packaging usage wattage equivalents.
- Halogens are not evident in the Drug Channel.



Mass



Home



# POS: Retailer Educational Signage

## Summary

- Walgreens-Brochure
- Walmart-none evident
- Home Depot-Varied displays
  - Shelf strips
  - Light up display boxes
  - 3D bulb displays



Drug



Home

# Retailer Receipts

## PSE not giving credit on the customer receipts

- Walgreens attributes savings to "Store Advertized Savings".
- Home Depot does not mention savings at all.





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# APPENDIX

# Merchandising Guide



## Merchandising Guide

Current Merchandising Guide

# Walgreens Brochure: Back/Exterior



### How will I know which bulb to purchase?

Many light bulb packages will now have a Lighting Facts table (below), similar to the nutrition labels found on food. This indicates a bulb's brightness (measured in lumens), estimated yearly operating cost, life, color and energy usage.<sup>2</sup> Use this Lighting Facts table to help you compare bulbs and determine which ones best meet your needs.

Lighting Facts		Per Bulb
Brightness	760 lumens	
Estimated Yearly Energy Cost	\$7.23	
<small>Based on 3 hrs/day, 18,000 hrs/year. Cost depends on rates and use.</small>		
Life	9.8 years	
<small>Based on 3 hrs/day</small>		
Light Appearance	Dim	
<small>2800 K</small>		
Energy Used	60 watts	



### What is the difference between lumens and watts?

Lumens indicate the level of brightness a bulb produces, whereas watts reflect how much energy a bulb uses. Moving forward, bulbs will be bought according to lumens rather than watts. This chart can help you understand the conversion.<sup>2</sup>

If you used this wattage:	Look within this range of lumens:
150 watts	1959-5000 lumens
75-100 watts	1050-1958 lumens
60 watts	600-1049 lumens
40 watts	400-599 lumens
25 watts	200-399 lumens

For more information, please visit:

U.S. Department of Energy  
Energysavers.gov

Lighting Understanding for a More Efficient Nation (LUMEN)  
Lumenow.org

Walgreens.com\*

References:

- [http://www.energysavers.gov/your\\_home/lighting\\_daylighting/index.cfm/mytopic=11978](http://www.energysavers.gov/your_home/lighting_daylighting/index.cfm/mytopic=11978)
- [http://www.energysavers.gov/your\\_home/lighting\\_daylighting/index.cfm/mytopic=11978](http://www.energysavers.gov/your_home/lighting_daylighting/index.cfm/mytopic=11978)

12/12/2012

instant value coupon

20¢ off



Living Solutions, Home Brite or Feit  
CFL Soft White Bulbs, 4 pack

Limited time coupon per manufacturer per offer. Coupon good only at Walgreens. Not valid with any other offers. Customer pays any sales tax. Void if copied or where prohibited. Check value 1/1/12. For full complete disclaimer policy, visit Walgreens.com/validity. Expires 12/31/12.



Redeem at **Walgreens**

lighting efficiency standards



Answers  
at **Walgreens**™

# Walgreens Brochure: Interior



**Answers about new lighting efficiency standards begin here.**

In accordance with Congress's Energy Independence and Security Act of 2007, the common light bulb we've used for years will be phased out by 2014 in favor of more energy-efficient bulbs. This new lighting, which is already available to consumers, uses less energy per light produced, resulting in lower electricity costs for you. In fact, replacing 15 bulbs around your house could add up to nearly \$50 in savings per year!<sup>1</sup>

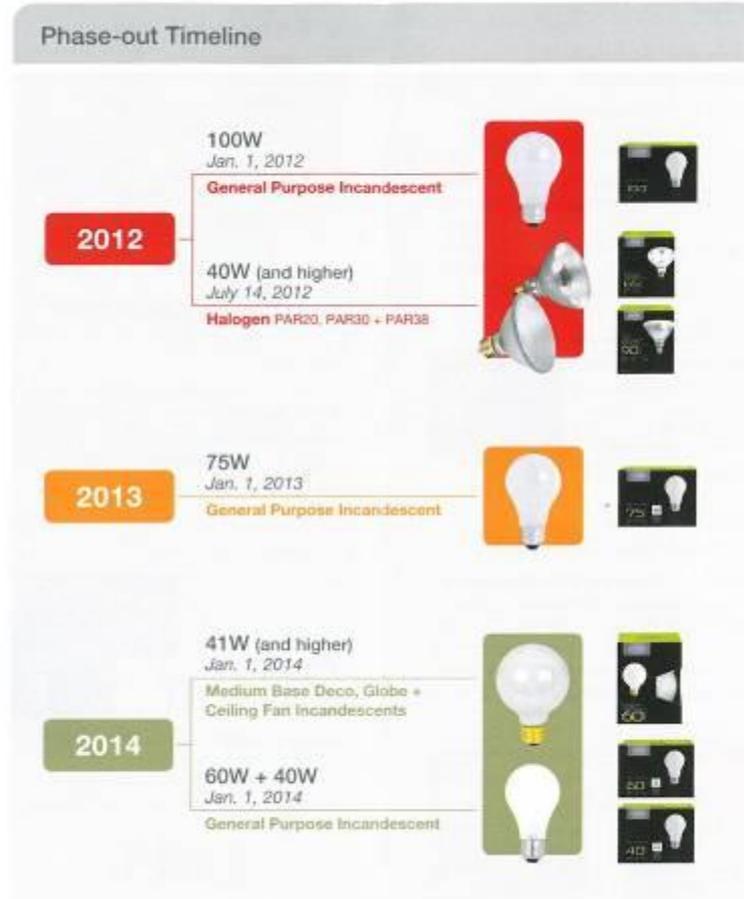
Since you may use a variety of traditional light bulbs throughout your home, we created this helpful booklet to guide you through the changes.



**Do I have to replace the less-efficient bulbs in my home by the effective date?**

Even though traditional bulbs will stop being manufactured on the dates specified in our chart, you may continue to use the existing bulbs in your home until retailer inventory is no longer available. Conversely, you may replace them before the effective date as energy-saving bulbs are already available today.

Use this chart to determine when current lighting will no longer be manufactured.



Please note: California's effective dates may differ from the rest of the country.



# Store Map: Home Depot Kent



# PRS' Shopper M.A.P. (Marketing Activation Process)



OBJECTIVES				
TOOLS	<ul style="list-style-type: none"> <li>▪ Uncover challenges &amp; opportunities</li> <li>▪ Gauge performance of Current efforts</li> <li>▪ Inspire the creative process</li> </ul> <ul style="list-style-type: none"> <li>▪ <b>Retail Reality-Check™</b> In-Store Audits of Packaging, POS, and Merchandising by PRS Professionals</li> <li>▪ <b>PRS Shopping-Eyes™</b> Shopper Observation (In-Store or Digital) w/PRS Mobile Eye-Tracking                             <ul style="list-style-type: none"> <li>- <b>Monitor</b> PRS Expert Opinion &amp; Shopper Videos</li> <li>- <b>Examine</b> In-Depth Qualitative Shop-Alongs</li> <li>- <b>Measure</b> Quantitative Measurement of Path-to-Purchase &amp; In-Store Shopping Behavior</li> </ul> </li> <li>▪ <b>PRS Shopper Ideation</b> Co-Creation of In-Store Solutions</li> </ul>	<ul style="list-style-type: none"> <li>▪ Identify the most promising solutions</li> <li>▪ Generate insights for refinement</li> </ul> <ul style="list-style-type: none"> <li>▪ <b>Qualitative Pathfinder™</b> Group Sessions for Exploration &amp; Screening</li> <li>▪ <b>PRS Shopping Lab™</b> In-Depth Interviews with Shelf Context (via Physical or Virtual Shopping)</li> <li>▪ <b>PRS Quali-Quant</b> Quantitative Screening + Qualitative Probes</li> <li>▪ <b>Web Screen Plus</b> Web-Based Survey to Screen Concepts</li> </ul> <p style="text-align: center;"><i><b>Supplemental Options</b></i></p> <p style="text-align: center;"><i>PRS Eye-Tracking of Viewing Patterns; Emotional Measurement via Facial Coding</i></p>	<ul style="list-style-type: none"> <li>▪ Validate effectiveness of new solutions</li> <li>▪ Document/project their impact</li> <li>▪ Provide guidance for optimization</li> </ul> <ul style="list-style-type: none"> <li>▪ <b>PRS Virtual Aisles™</b> In-Person Interviewing at Central Locations (CLTs) with PRS Eye-Tracking  Quantitative Evaluation of Proposed In-Store Solutions Using Virtual Store Simulations, Physical Shelves or 2 Dimensional Images</li> <li>▪ <b>Controlled Store Testing</b> In-Store Observation &amp; Interviewing with PRS Mobile Eye-Tracking</li> </ul>	LAUNCH



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