

# A Killer App: **EM Retail Engagement™**

How uncovering shoppers' subconscious perceptions  
can optimize in-store advertising

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**EM Retail Engagement** is a new strategic alliance of Emotion Mining, The Marketing Agency and Merchant Mechanics, who have joined to uncover, leverage and validate the subconscious motivations and aspirations of shoppers to strengthen the impact of in-store media.

This Killer App is a must-have for brands, retailers, and network providers. It provides strategists and creative teams with comprehensive insight into what it takes to stop, engage and persuade a busy shopper.



## **Reach Is Not Engagement**

Proliferating retail video networks are now reaching hundreds of millions of shoppers every week. Audience metrics that level the playing field between out-of-home media and traditional at-home TV are essential to media planners, but are only part of the equation.

More elusive is figuring out how to reliably engage shoppers and optimize the effectiveness of in-store advertising. Shoppers have limited time and are subjected to a barrage of distracting visual and auditory stimuli within supermarkets, warehouse clubs, drug chains and mass merchandisers.

## **The Challenge: 2 Seconds or Less**

Camera tracking and ethnographic observations suggest that the window of opportunity to capture shopper attention with in-store video may be less than 2 seconds. This underscores the need to engage shoppers persuasively at the critical moment when purchase decisions are made.



## **The Solution: Subconscious Triggers**

EM Retail Engagement combines neuroscience innovation and in-store media

research to identify and validate the subconscious triggers that motivate and inspire shopper behavior. These triggers inform advertising strategies and optimize the potential of in-store video.

### **Predictive Model that Makes the Intangible Tangible**

"If retailers and their marketing partners understand how shoppers feel toward the brand, package and aisle *independent* of the normal distraction and overstimulation of the retail environment, they can make better decisions about how to deliver compelling messages," according to [Tom Snyder](#), M.D. Ph.D., Emotion Mining founder and Chairman.

"EM Retail Engagement provides a framework of understanding and a predictive blueprint of specifications to develop advertising that will move the business needle. Dimensions of engagement highlight the tone, promise, image and detail to communicate to shoppers."

[Alan L. Klein](#), The Marketing Agency's founder and Global Insights Officer, says "EM Retail Engagement's ability to clarify unbiased emotional responses and subconscious motivations is a game changer for in-store media. For the first time, we can provide reliable strategic and creative guidelines for each advertiser on a retailer network."

"The critical proof of effectiveness is confirmatory metrics provided by in-store engagement monitoring," offers [Dr. Cyrus McCandless](#), Merchant Mechanics' Director of Integrated Research. Merchant Mechanics' array of non-invasive in-store data gathering methodologies includes automated multiplex digital video recording and eye-tracking assessments.

### **An Alliance to Meet the Challenge**



[Emotion Mining Company, Inc.](#) is a new kind of research and discovery company that specializes in accurately quantifying emotional responses and prioritizing subconscious motivations to solve critical challenges.

EM reliably produces deep insights into human nature to help clients gain clear understanding of how to motivate and inspire targeted behavior. For example, market successes have originated from the following:

- A leading beverage discovered pivotal differences between drinkers of its brand and drinkers of its key competitors
- A leading soup discovered the unexploited potential of its brand equity
- A leading pet food discovered how to market to the deep passions that owners feel toward their pets

[The Marketing Agency Paris New York, LLC](#) is a research and insights consultancy whose experienced advertising and merchandising strategists "Think Conceptually" to optimize advertising, packaging and in-store media.

TMA's knowledge of "what works - what doesn't" in marketing to shoppers is built on extensive testing of the effectiveness of advertising on in-store video networks and of all forms of shopper stimuli in both the U.S. and Europe.

[Merchant Mechanics, Inc.](#) is an industry leading consumer research and consulting firm providing brands and retailers with cutting-edge research methods, customized research programs and data-driven insights to stimulate, innovate and validate in-store marketing and merchandising efforts.

MM has pioneered Retail Forensics, a multi-disciplinary science to quantify how retail environments influence consumer behavior.

### **Contact Us**

To learn more about EM Retail Engagement, call Alan at 212 729 6064 or e-mail [alklein@tmaparisny.com](mailto:alklein@tmaparisny.com). A teleconference with Alan, Tom and Cyrus will be arranged to discuss in detail how to apply EM Retail Engagement to your business.

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