



Beha>iorally
formerly PRS

ShopperLab™ Behavioral Diagnosis for Shopper Success

A consultative, in-context platform based on our proven behavioral framework and our category expertise, to create real growth in shopper marketing.

As PRS IN VIVO USA, we spent years perfecting our ShopperLab™ as an immersive environment, simulating the shopper experience, across categories, channels and retail environments. In it we can create fully customizable approaches to observe and probe the higher-level contextual issues that drive consumer behavior and purchase choices. By applying our proven behavioral framework, category knowledge and digital qualitative technology, ShopperLab projects yield deeper insights that help clients make decisions that drive multidimensional shopper growth strategies.

ShopperLab helps clients address and understand:

- **Category:** critical factors such as shopper marketing, category management, pricing, and point of sale that impact behavior and choice in the First Moment of Truth
- **Consumer:** the emotional and personal context associated with consumers' choices and their connections to brands
- **Pack:** the role packaging plays in the shopping experience

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To learn more, contact a Behaviorally ShopperLab expert today.

Drive shopper growth