



Retail and Shopper Insights
Category Reinvention Process

Shopper centric category strategies that win at retail

TNS has over 30 years experience in Retail and Shopper Insight working with leading manufacturers and retailers around the world to develop successful *Category Reinvention strategies*.

The objective of the process is to uncover the “why behind the buy” from the shoppers perspective and identify strategies that ultimately support both retailer and brand.

We apply a comprehensive approach to understand how the shopper, store and category interact to impact sales. The process integrates different research tools including shop-a-longs, intercepts, observations, video ethnography and traffic flow mapping.

The Category Reinvention process uncovers actionable insights along each stage of the shoppers’ Path to Purchase



TNS has the experience and solutions to help better understand the shopper, the store and the category and create a sustainable point of difference through shopper strategies that win at retail.

For more information contact your TNS account representative or:

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