

Assessing the retail landscape for POS efficiencies

Assessing the efficiencies and cut through of brand POS in small independent optical retail outlets.

CLIENT:

Transitions is a lens manufacturer and market leader in the development of photo chromic lens technology with over 3000 independent retail partners across Australia and New Zealand.

CHALLENGES:

Guaranteeing a return on investment in two major POS campaigns per annum, and ensuring a consistent retail delivery .



SOLUTIONS:

A detailed audit within a sample of optical retail stores across Brisbane and Sydney to define current execution and identify opportunities to grow Transitions share of space.



RESULTS:

Presented audit findings which were aligned to concurrent consumer research project outcomes. Client agreed to explore recommended alternate POS elements for greater cut through in (the majority of) stores that don't have display windows.

