



SITUATION

A large box retailer and wanted to optimize and prioritize point of sale executions for brick-and-mortar stores in Asia and North America.



ADM Insights & Strategy METHODOLOGY

Digital Diaries, In Store Observations, Focus Groups, Application of Anthropological Frameworks



IMPACT

The research uncovered the culturally grounded characteristics of ideal shopping experiences empowering the company to optimize point of sale for the category and prioritize the strongest executions for production in motivating shopper response.

Retail

