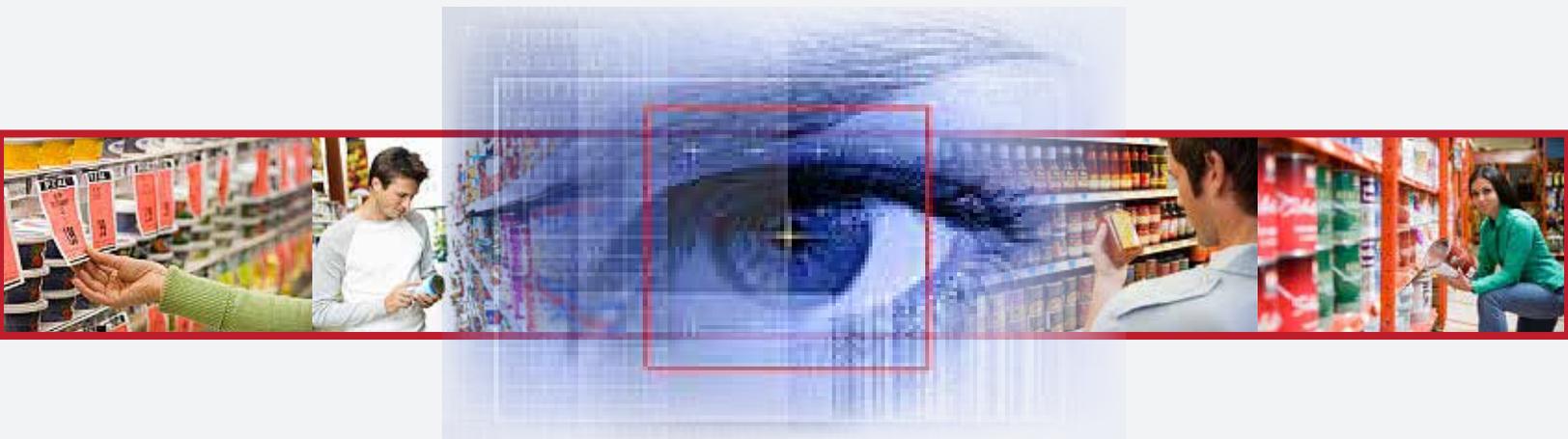


shopper sense™

THE KEY TO UNLOCKING INSIGHTS

Press Kit



www.shopper-sense.com



Lily Lev-Glick
Principal, Shopper Sense

For more than two decades, Lily Lev-Glick has researched, explored and analyzed shopper behavior, purchase motivations and how retail environments impact decision-making. The convergence of this experience has led to her recognition as one of the most effective strategists in the field of Shopper Insights.

As Director of Research at Point of Purchase Advertising International (POPAI), the global trade organization dedicated to the advancement of marketing at retail, Lev-Glick oversaw the execution of the landmark POPAI Consumer Buying Habits study which is noted worldwide for establishing the "70% in-store decision rate." Most recently, Lily was engaged by POPAI as lead research consultant for the 2012 Shopper Engagement Study, which is the first of its kind to combine shopper interviews, eye-tracking and EEG technology to understand shopper behavior. It has been called the largest in-store audit in history.

As Vice President at Meyers Research Center, one of the industry's most established in-store research firms, Lev-Glick managed the design and execution of hundreds of primary in-store shopper research studies for a multitude of Fortune 100 brands and retailers and also developed a series of channel specific syndicated programs.

Lev-Glick later established a Shopper Insights Division at Perception Research Services, recognized as one of the world's largest packaging and point-of-sale research firms focusing exclusively upon custom, primary research. During the seven years in which she led the division, her focus turned to the use of eye-tracking technology to understand shopper behavior and the physiological response to marketing stimuli such as P-O-P, signage, planograms, store environments and packaging.

Prior to establishing Shopper Sense™, Lev-Glick served as Vice President, Research at LG&P In-Store Agency where she led all of the shopper research initiatives and worked closely with in-store design teams to link actionable analyses to the strategic and tactical applications of shopper marketing solutions, ranging from complete category reinventions to single display initiatives.

Lev-Glick, who holds an MBA in Marketing from Adelphi University, has served as Distinguished Faculty for the In-Store Marketing Institute and has presented seminars at numerous industry conferences including the Shopper Insights Conference, The In-Store Marketing Summit, Shopper Marketing Expo, Category Management Conference, POPAI Masters Program and GlobalShop, the largest store design and at-retail marketing show in the United States. She is a featured author in the soon to be released book, *The Power of Point-Of-Purchase Advertising: Marketing at Retail* and has served as guest lecturer on shopper research and retail marketing at The Rutgers School of Business.

Corporate Training & Seminars

As a professional Shopper Insights and Shopper Marketing speaker, Lily Lev-Glick has presented seminars and training sessions on an array of topics. The partial list that follows includes a variety of subject matter that she frequently presents. Each program is tailored to the specific needs of the organization. Content and length of the session are customized to the degree to which the audience has current knowledge of the subject matter, audience size and profile of attendees. These sessions vary in length from one hour to full day workshops and all are conducted in-person; shorter sessions may be delivered via webinar or videoconference, if desired.

- The Role of Shopper Marketing and Shopper Insights in Merchandising Today
- Basic Shopper Marketing and Shopper Insights Terminology, Trends and Applications You Need to Know
- Research Techniques Utilized for Shopper Insights/Key Tools to Understand
- Insights Needed to Guide Strategy – Where to Find Them and How to Use Them
- The Shopper In-Store – Global Insights That You Can Use Every Day
- How to Develop an Effective Design Brief for Merchandising Design
- Integrating Insights into the Merchandising Design Process
- Seven Steps for Linking Shopper Insights to Strategy Development
- Excellence in Shopper Insights and Analytics – Building Your Process
- Creating a WOW In-Store Program by Leveraging Shopper Touchpoints
- What You Don't Know About Measurement Will Hurt You – How to Predict In-Store Success and Failure

Consultative Services

As a shopper insights strategist Lily Lev-Glick works closely with clients to build internal shopper insights and shopper marketing competencies, drive thought leadership and generate positive ROI through innovative and strategic applications of shopper intelligence to marketing-at-retail. All client relationships are immersive and collaborative and key stakeholders are engaged throughout each initiative so that skills, knowledge and competencies are ultimately transferred to the client. Clients leverage Shopper Sense as a “back-room” resource or as an “on-deck” presence, depending on their particular wants and needs.

Retainers

Retainer arrangements allow for a platform of ongoing engagement whereby Lily provides support and council for a specific contracted period of time (i.e. 3 months, 6 months, 1 year).

More specifically, retainer clients regularly call for expertise in:

- Integration of insights into merchandising design projects
- Guidance on strategic and tactical activation of insights
- Ongoing “at your fingertips” resource for shopper insights intelligence
- Prep support for sell-ins, client meetings and engagements
- Strategic input for new business development
- Providing research recommendations
- Functioning as an extension of a shopper research or shopper marketing department

Project-Specific and Long-Term Development Assignments

Engagement for specifically defined ad hoc and specialty projects and programs such as, but not limited to:

- Generating shopper and retail insights for specific merchandising initiatives
- Guidance on strategic and tactical activation of insights
- Building out an insights integration and activation process
- Design and development of proprietary research tools
- Development of an insights repository/research library
- Writing white papers on industry related topics relevant to the client’s business
- Extensive data mining of client-supplied research
- Primary research review and gap analysis
- Design, execution, analysis and presentation of primary shopper research programs including in-store, on-line and central location testing methodologies

Organizations Lily Has Worked With



Good Food, Good Life



Media Coverage

8 Ways to Quit Worrying About Show-roomers

November 2012

<http://www.openforum.com/articles/8-reasons-to-quit-worrying-about-showroomers/>

Holiday Sales Outlook: Ho! Ho! Hold the Prices!

November 2012

<http://supermarketnews.com/retail-amp-financial/holiday-sales-outlook-ho-ho-hold-prices#ixzz2ChbmiUvJ>

Black Thursday May Overshadow Traditional Friday Shopping Spree

November 2012

http://www.northjersey.com/news/179843681_Black_Thursday_may_overshadow_traditional_Friday_shopping_spree.html

Shopper Sense™ Predicts Sandy, Dragging Economy Will Negatively Impact Holiday Shopping in Tri-State Area

November 2012

<http://news.yahoo.com/shopper-sense-predicts-sandy-dragging-economy-negatively-impact-080703711.html>

Neurofindings: Endcaps and Floorstands Are Driving Shoppers to Product Categories In-Aisle

August 2012

http://issuu.com/edward4041/docs/sm1208_ebook/31#share

Private Label Growth, Innovative Technologies Fuel In-Store Shelf Strategies

September 15, 2011

<http://www.retailtouchpoints.com/retail-store-ops/1073-private-label-growth-innovative-technologies-fuel-in-store-shelf-strategies>

Influencing Shoppers at The Point of Sale is Much More Science Than Art

September 7, 2011

<http://blog.analyse2.com/?p=644>

Media Coverage

In-Store Marketing Institute/Shopper Marketing Brief-ly Speaking

July 1, 2011

<http://www.strivegroup.com/news.php?q=11>

Identifying Shopper Segments

May 1, 2010

<http://www.edfinkel.com/SM-Segmentation.pdf>

Function First

October 1, 2005

www.brandpackaging.com/articles/function-first

Testimonials

With more than 20 years of experience in gathering and analyzing shopper insights, dating back to when she served on staff as POPAI's Director of Research, Lily Lev-Glick has a unique perspective on the evolution of the store as a powerful place to build brands. Today, Lily has been engaged by POPAI to oversee POPAI's 2012 Shopper Engagement Study, the largest shopper research study of its kind ever undertaken. Lily is a high-calibre professional who demonstrates strong proficiency in research techniques and modalities, superior project management skills and expertise in translating complex data into actionable insights that everyone can understand.

Richard Winter

President

Point of Purchase Advertising International (POPAI)

Lily has spoken at more than a dozen Institute-sponsored events, always with stellar evaluations from our seminar attendees. She is a researcher at heart, but she also has that keen ability to extrapolate the data and turn it into actionable information so attendees walk away with insight and nuggets of information that they can use.

Ronit Lawlor

Director of Education

Path To Purchase Institute

Lily Lev-Glick is one of a very small but special group in the research industry who has mastered every competency required for a successful impactful project:

- *Deeply understanding the client's objectives*
- *Active engaged listening*
- *Creative approaches to solving complicated problems*
- *Developing appropriate methodological plans*
- *Constructing powerful efficient questionnaires*
- *Mastery of all aspects of data analytics*
- *Generating insights from data that go far beyond basic reporting*
- *Constructing powerful narratives based on insights*
- *Creating actionable recommendations*
- *Speaking authoritatively in boardroom presentations as well as large conference formats*

Lily has been the guiding force behind POPAI's research design that produced the in-store decision rate of 70% in 1995 and 76% in 2012. She is expert at working collaboratively and collegially with partners across complex projects. I have the highest regard and can provide the highest recommendation for Lily.

John Dranow

CEO SmartRevenue

Testimonials

I have worked with Lily Lev-Glick for over 15 years. She is a pioneer in the field of shopper insights - in fact, we were working on shopper insights projects well before there was a shopper insights function within CPG firms. Lily brings a skill set that is critical to the success of any shopper marketing project. She has a breadth and depth of understanding of shopper research techniques (e.g., shop-alongs, surveys, eye-tracking) as well as the analytical skills, deep contextual knowledge, and communication skills that are required to convert data to actionable insights. An articulate speaker and lecturer on shopper trends and behavior, Lily has the rare ability to design and manage complex projects as well as foresee issues and take pre-emptive action to obtain the best results possible.

Jeff Inman

Associate Dean for Research and Faculty
Katz Graduate School of Business
University of Pittsburgh

TimBar has developed a relationship with Shopper Sense for over a year now. Lily Lev-Glick has helped us identify and develop a clear corporate direction towards shopper insights that will continue to move us forward in our industry. Our exclusive insights activation process and creative brief allows us to develop merchandising solutions based on fact. Shopper Sense brings a high level of professionalism and analytical firepower to every research project. Lily's insights into shoppers' opinions and behaviors is second to none. We continue to cut the data in many ways, and it has greatly contributed to shaping the way we develop merchandising solutions in-store and successfully achieve expectations and ROI for our clients.

Jeff Rafalski

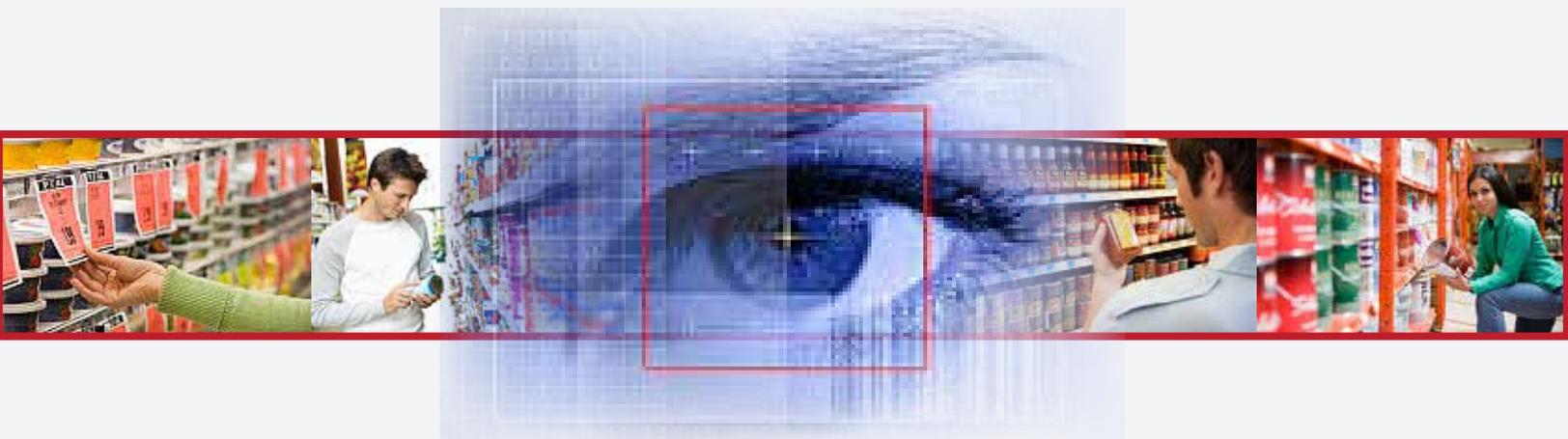
Director In-Store Merchandising & Insights
Creative Director at TimBar Packaging & Display / POP Division

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