

QuickView

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DHC Launches QuickView

You've been chosen to receive this introductory issue of DHC's new monthly newsletter based on your previous association with DHC. To continue receiving this newsletter, please [click here](#).

Virtual reality methodologies provide cost effective approach to in-store learning

Most shopper marketing executives regard the shelf as one of, if not the defining moment in the Path to Purchase. Until recently the only credible way to learn how shoppers will react to shelf conditions was to do the research in an actual store environment. Although highly effective, the increasing number of manufacturers seeking to do research in-store has caused many retailers to throw up various barriers to entry simply to protect their shoppers and avoid disruption.

For years, researchers, consultants and manufacturers have sought credible ways to replicate the shelf selection experience outside the store without very good results. But recent advances in VR technologies have brought what started out as a static photo gallery in a research lab into the world of flexible and affordable in-store research. For a white paper on the new VR technologies, [click here](#).

Through our recently announced partnership with Fifth Dimension LLC, Dechert-Hampe Consulting has extended our traditional in-store research techniques for Shopper Insights to include this advanced VR technology. With several different levels of application technique, ranging from qualified shopper experiments in research facilities to actually presenting the shopper with alternative shelf configurations right in the store, DHC and our partners can almost certainly craft a solution to fit your needs and budget in 12 weeks or less.

Please feel free to [contact us](#) for more information.

How do you get fast, affordable insights into how shoppers view current and potential shelf sets?

DHC has extended its Shopper Insights research capabilities into Virtual Reality techniques that work - with no in-store research hassles. Please read about how DHC and Fifth Dimension LLC have partnered to bring the best of our combined capabilities to you. [Click here](#).

Two new industry studies: Participate NOW

Here's your final opportunity to participate in DHC's fourth bi-annual industry studies on improving retailer-manufacturer engagement. Participate to receive full study results free:

Manufacturers:

Insights into what is important to manufacturers and retailers - now and in the future. See how well manufacturers are performing (their perspective vs. retailers) and more!
[Participate in the study](#)
[Download 2009 results](#)

Retailers:

Let your vendors know what matters most and how well they deliver against your needs. Compare yourself to other retailers.
[Participate in the study](#)
[Download 2009 results](#)

Regards,

QUICK POLL

How much sales growth potential do you think there is in improved shelf sets for your brands?

Take the [Quick Poll](#)

SPECIAL RELEASE

Newly released industry white paper: [Top Talent a Top Priority - Millennials in CPG Sales](#)

MEET DHC



Ray is Managing Director of DHC Research & Insights. His expertise is in shopper insights & solutions. Ray consults with both major manufacturers & leading retailers.

His background includes positions with Unilever, Quaker Oats & Nestle. He holds a Masters degree from Purdue University & has served on the faculty at DePaul University.

Ray Jones

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