

# THE POWER OF KNOWLEDGE

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COUNTER  
INTELLIGENCE  
RETAIL



THE MIDDLE EAST  
DUTY FREE CONFERENCE

NOVEMBER 2011



Analysed the behaviours of more than 160,000 Shoppers.....



**MYTHBUSTING  
IN TRAVEL RETAIL**

THE  
MYTHBUSTING  
JOURNEY



FOOTFALL AS HIGH AS  
**50%**

**STORE FOOTFALL**

THE  
MYTHBUSTING  
JOURNEY



VISITORS TO STORE

15%

STORE FOOTFALL

THE  
MYTHBUSTING  
JOURNEY



VISITORS TO STORE

3%

STORE FOOTFALL



SHOPPERS SPEND LESS THAN  
10 MINUTES IN STORE



1 IN 3 NON BUYERS REJECT A  
PURCHASE BECAUSE THEY ARE  
FACED WITH TOO MUCH CHOICE

ONLY 1 IN 20 SHOPPERS WILL  
VISIT ALL CATEGORIES







10% OF 'BUYERS' WILL  
ABANDON THE QUEUE

\$650,000 PER WEEK

\$33 MILLION PER YEAR

# THE MYTHBUSTING JOURNEY

## TIME SPENT IN CATEGORY

TOBACCO 1:00min

PERFUME & COSMETIC 5:00min

## THE RESULTS

## THE MYTHBUSTING JOURNEY

10% OF FEMALE  
CONFECTIONERY BUYERS WILL  
SELECT BUT THEN REPLACE AN ITEM

8 OUT OF 10  
SHOPPERS WILL NOT ENGAGE  
WITH STAFF

# THE RESULTS

THE  
MYTHBUSTING  
JOURNEY

QUEUE ABANDONMENT  
PEAKS AT 9:00am

**THE RESULTS**

A torn piece of paper with a halftone pattern, showing a store interior. A sign in the background reads "CASH DESK".

**3 IN EVERY 100 PASSENGERS ENTERED  
THE STORE**

**1 IN A HUNDRED SELECTED AN ITEM**

**THE RESULTS**



**BASKETS CONTAIN LESS THAN 2  
CATEGORIES**

**80% OF SHOPPERS WILL ENGAGE WITH  
2 OR MORE BRAND BEFORE SELECTING**

**THE RESULTS**



# CHANGED LAYOUT

BASED ON DECISION PROCESS

# IMPROVED COMMUNICATION

REDUCED THE NUMBER OF  
MESSAGES IN STORE





# SHOPPER CHOICE

RATIONALISED THE RANGE



# IMPROVED PRODUCT DISPLAY

ENCOURAGED TRADE UP



**11%**  
**AHEAD OF**  
**THE BUSINESS**



# UN-TAPPING POTENTIAL



**CLEAR INSIGHT**

**IMPACT**

**EXTRAORDINARY**

**THE RESULTS**

The logo consists of the letters 'CIR' in a bold, white, sans-serif font. The letters are contained within a bright orange, rounded square shape. This orange shape is layered over a slightly larger, semi-transparent orange shape, which is in turn layered over a third, even larger, semi-transparent orange shape, creating a sense of depth and movement.

CIR

COUNTER  
INTELLIGENCE  
RETAIL

A rectangular metal sign with a weathered, rusted appearance. The words 'THANK YOU' are embossed in a bold, sans-serif font. The sign has a dark, metallic base color with patches of brown and orange rust, particularly around the edges and between the letters.

THANK YOU