

Before and After Test Installation



Transition Zone



Impulse Zone



Destination Zone

Test Market Installation: After initial concept approval, my creative team produced full-sized working mock ups of the POS elements. Using the check lists, and information from the store audits, my team and I installed the POS in numerous stores in Canada. The test ran for several months and the results were used to modify everything from the creative design to the hardware. Similar tests were run by me and my team in two regions of the US.