

Test Market Check List

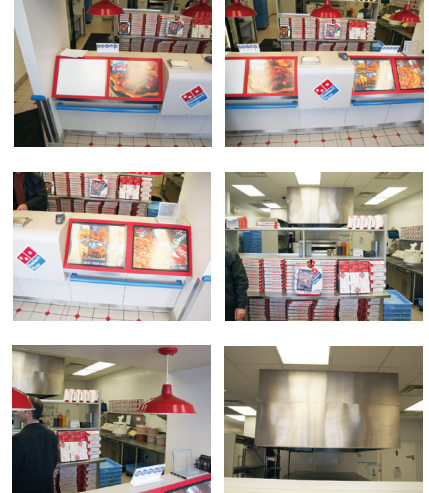
Domino's Store 10251
Wellington Road, London
Transition Zone



Impulse Zone



Destination Zone



- Outdoor Banner
- Exterior-Facing 2-Sided Window Cling
- Open/Closed Sign with Store Hours
- Parking Lot Stencil
- Parking Lot Sign with Post
- (Horizontal)
- (Vertical)
- (Large)
- (Extra Large)

- Interior-Facing 2-Sided Window Cling
- Interior Wall-Mount TransLite
- Interior Wall Poster with Frame
- Rotating T-Stand
- 3-D Beverage Sign
- Cinna Stix® Wall Graphic
- (Large)
- (Small)
- (Large)
- (Free-Standing)
- (Horizontal)
- (Wall-Mounted)
- (Vertical)

- Counter Card POP Spinner(number of versions TBD)
- Counter Card Price Tags with Price Sticker Sheet (Tags TBD)
- Dipping Station POP
- Oven Hood Sign
- Make Line Wall Sign
- (Small)
- (Large)



POS Merchandising Element Check List: Based off of the Canadian store audit, my creative team and I utilized a check list for each store involved in the consumer testing. Actual images of the retail zones for each store and a listing of possible merchandising elements allowed for the organized planning of the Test Market Installation for this initiative. The check lists were used as guide during meetings with the entire initiative team, from client to agency to production.