

# Is your brand breaking through shelf clutter?

At Perception Research Services (PRS), we use *PRS Eye-Tracking* to see exactly how shoppers view product categories and document which packages they see (and which they ignore). This technology also allows us to see how people consider labels and insure that key messages and benefits are consistently seen and read.

Since 1972, PRS has focused on helping marketers break through retail clutter, differentiate from competition and close sale. Each year, we conduct over 600 research studies globally to assess and improve packaging, shelving and merchandising efforts.

These studies include store-based observational research, qualitative sessions, Web-based studies and quantitative surveys utilizing *PRS Eye-Tracking* of viewing patterns.

To access articles sharing some of what we've learned, please visit us at [www.prsresearch.com](http://www.prsresearch.com), or call us at 201-346-1600.



*Perception Research Services*

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Packaging • Print Advertising • Brand Identity • Point-of-Sale Merchandising • Web Marketing

*"Helping Marketers Win at Point-of-Sale"*