Reach a global audience of industry decision makers including Brands, Retailers, Designers, Manufacturers, Producers, and Suppliers to the retail industry.

More than 660,000 global impressions across North America, South America, Europe, Asia, Africa, and Australia/New Zealand.

**Store edits**

A research report from the Shop! Global Network

Store edits [stor-ditz] is an analytical qualitative survey (or store audit) of a retail space. The report targets specific areas to identify trends and understand how displays and promotional messaging are being used in different retail channels and across different countries.

**2020 Report Focus – Beer, Wine & Liquor**
The report will focus on the retail market in Europe (Central Europe, Denmark, Germany, UK, Ireland, Netherlands, Russia), Africa (South Africa), North America (Canada, United States), South America (Argentina), Australia/New Zealand, and Greater China. While observing and recording display and message uses, researchers will capture more than 2,500 images, to gain additional insight and deeper analysis of the retail space. Deliverables include detailed report, along with a member only photo dashboard. The research evaluates and makes cross-country comparisons of in-store marketing materials and retail elements:

- POP displays/fixtures
- Digital, mobile and interactive media
- Signage & type of messaging
- Sensory media
- Promotions/demonstrations
- Store and shop-in-shop design
- Fixture display lighting
- Illuminated displays will be recorded as such

**Global Report Distribution**

- Podcasts
- Webinars
- Presentations at industry events
- Press releases
- Email blasts
- Social media campaigns
- Dedicated Store edits web landing pages
- Summary articles in Association newsletters and magazines
- Summary articles in global magazines
- Promotions in Association websites, newsletters, and publications

To learn more about reaching your audience via Shop! marketing opportunities, contact:

Susan Kimelman / skimelman@shopassociation.org
Julie Barnett / jbarnett@shopassociation.org