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**For Immediate Release**

**DECISION INSIGHT EXPANDS TO EUROPE  
WITH PARTNER FIRM RETAIL INSIGHTS**

**KANSAS CITY, Mo., September 8, 2010** – Decision Insight, the industry’s leading provider of virtual shopping research, has announced a partnership with Retail Insights, a European firm specializing in shopper research, category management and shopper marketing.

Based in Belgium, Retail Insights helps manufacturers build shopper knowledge and offers expert category management advice. It is the trusted partner for shopper research and category management studies for a considerable number of European and international manufacturers, including PepsiCo, Danone, Campbell’s, Mars, Microsoft and Philips.

Retail Insights is headed by Kristien Laureys, who founded the company in 1996 after seven successful years at Kraft Foods Europe (former Lu Belgium) where she held positions in sales and marketing and initiated the company’s category management initiative.

“In our 15 years of experience in shopper research, we were many times confronted with shoppers telling us one thing and then acting completely differently in a store environment,” she said. “Ideally, shopper research needs to be set up with real shoppers in real stores. Unfortunately, interviewing and observing shoppers on the shop floor has a number of important downsides. Retailers are not always eager to allow

interviewers in their shops, 'real' shops are not always representative for how the store environment should look, and, for some categories, traffic is low and shoppers hard to find."

Laureys said the partnership with Decision Insight allows Retail Insights to interact online with large samples of shoppers in a very realistic "virtual" store environment.

"Thanks to the SimuShop® platform, we are able to offer our customers a wide range of research solutions that vary from collecting fundamental insights in shopper behaviour and decision making to testing a number of 'what-if' scenarios for assortment, pricing, and shelving, hence responding to our customers' need to measure the return of their shopper marketing and category management solutions before they are rolled out. Our projects together have been very successful, delivering new and eye-opening insights to our customers and their retail partners."

Decision Insight CEO Cathy Allin said, "We are excited to partner with Retail Insights, a leader in shopper marketing. It will allow us to broaden our reach into the important European market as well as leverage knowledge in creating successful category management and shopper marketing programs. Utilizing our validated online SimuShop® virtual shopping platform, Retail Insights will now have a methodology to better develop shopper marketing programs that deliver in the marketplace."

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**About Decision Insight:**

As the importance of shopper marketing programs increase, a rapid, flexible, and cost-effective approach to testing shopping behavior becomes increasingly critical. By using online virtual shopping to recreate the context of a store, Decision Insight tests retail strategies to optimize product assortment, product placement (in store or on the shelf), POP promotions, pricing and packaging. Named the purest research house among the leading virtual shopping suppliers, Decision Insight is headquartered in Kansas City. [www.decisioninsight.com](http://www.decisioninsight.com)

**About Retail Insights:**

Retail Insights is an expert in shopper research, category management and shopper marketing. It was founded almost 15 years ago in response to the demands of manufacturers dealing with shoppers in a changing retail environment. An expert team of market researchers and consultants helps brand manufacturers and their retail partners build shopper knowledge (via the setting up of shopper research programs) and offer expert category management and shopper marketing advice in order to fine tune their overall business focus and optimize commercial spending. They deliver the input to bring category and brand plans for the shop floor in line with shopper expectations and specific opportunities presented by retailers. Retail Insights is headquartered in Antwerp, Belgium, where projects in various retail channels all over Europe are managed. [www.retailinsights.be](http://www.retailinsights.be)