

In context solutions

In Context Solutions is a full service marketing research firm specializing in virtual store research. We champion a unique process that leverages our amazing web-based, 3D virtual system that places respondents in context where they make their purchase decisions. This allows us to observe their actual behavior and then ask questions leading us to understand why they made certain decisions.

Our research team has experience executing hundreds of research projects utilizing all modes (internet, phone, mail, in-person) and will put that expertise to work to solve your business problems. We listen to you and design research that meets and exceeds your needs and expectations.

Our mission is to help consumer package goods companies and retailers better understand customers at the point of sale, creating cost effective ways to test their marketing activities and increase retail sales.

Virtual Store Research

Our immersive, web-based 3D virtual system creates a customized virtual environment to walk consumers through a virtual store as if they were actually shopping. Shoppers can pick a product off a shelf, read labels and add it to their shopping basket. Upon check out, individuals are asked to complete a brief survey to capture attitudinal responses. Using this platform, we can quickly provide our clients with data-driven analytics to help them make key decisions on product placement, pricing, promotion, banding, display design and store layout.

Examples of the research we can do with our Virtual Store include:

- Alternative Packaging
- In – Store Marketing Levers/Displays
- Planogram Changes
- Strategic Initiatives
- Promotions
- Pricing
- Space Planning
- Cross Promotions

Our Virtual Store:

- Offers the highest level of realism available
- Utilized either in-person or via the Internet
- Can be customized to simulate any retail environment

In Context Solutions provides the most realistic, dynamic and scalable shopping research platform on the market which can help our clients make high impact decisions about marketing their products where it matters most - *at the point of sale* - delivered in weeks instead of months and costing significantly less than other traditional research methods.



What We Do

First and most importantly, we listen to your needs, get to know you and your products, and design research that addresses your marketing concerns. We want to ensure that our research is relevant and actionable, and solves your business issues.

We believe that the use of cutting edge technology simplifies the research process, saving our clients time and money.

Our specialty is Virtual Store Simulation Research. Where most market research collects opinions and attitudes, or gathers behavior through observation or sales data, our proven technology allows us to capture both attitudinal and actual behavior and actions. Our Virtual Store allows for in context interactions between your customers and your products which often reveal solutions that isolated product tests would not.



To see a demo of our Virtual Store, email info@InContextSolutions.com or call us at 312.445.5501

Email: info@InContextSolutions.com
Phone: 312.445.5501
Address: In Context Solutions
440 North Wells, Suite 740
Chicago, IL 60654

Our Services

We leverage our Virtual Store platform to bring exciting and unique market research opportunities to our clients in the Retail, Manufacturing and Marketing spaces. Some of the areas our platform and services can be utilized are:

Marketing Research:

- Validated approach for studying shopper behavior
- Delivers behavior and attitudinal insights
- Highly realistic simulation of your store environment

Space Planning:

- Design aisle layouts
- Move aisles around the space
- Change lighting, flooring, signage, etc

Planogram Optimization:

- Visualize alternative planograms
- Add facings, stack products, add and delete products
- Move categories around the aisle quickly

Visualization Tool for Internal Meetings:

- Buyers can view their aisle or category planograms in a store setting
- Brand Team can view their product, competing products and private labels in a store setting
- Collaborate with Manufacturers on design of Events, Promotions, Displays and New Products
- Private label products brand management, Strategy development, Line optimization
- Design Team can view new package, display or signage in a store setting
- Category Management can see what a new planogram would look like
- Sales and Marketing can collaborate on point of sale ideas

We can create a Virtual Simulation for any change you'd like your customer to make and you can show them exactly how it would look in their store.



Our Leadership

Bob Gillespie

Chief Executive Officer

Bob has over 18 years of experience in consulting, technology and operations working at Navigant Consulting, Keane Worldzen and Fair Isaac Inc. His last executive role was as VP –Director of Operations at a software company providing services to the mortgage industry. Bob ran the day to day operations of the company and oversaw growth in revenue from \$2M to \$10M annually, and increased profits from a loss of \$750K to \$2M+ profit in three years. Bob has his BA in Computer Science and English from Knox College.

Rich Scamehorn

Chief Research Officer

Rich has over 15 years of marketing research experience, most recently leading the virtual research efforts at a major CPG Manufacturer, overseeing a staff responsible for the development of research applications using virtual simulation approaches. Rich also managed their Quantitative Analytics group and their controlled store testing area. He has spoken at several industry conferences about applying virtual simulations to marketing research. Rich earned a Masters degree in Statistics from the University of Minnesota.

Tracey Wiedmeyer

Chief Technology Officer

Tracey has over 10 years of IT experience in designing and building software systems. He was previously director of application development for a Milwaukee based Microsoft Gold Certified consulting company. His responsibilities included setting the general technology direction of the firm and evaluating the latest releases of Microsoft technologies and programming tools. Tracey holds a Masters degree in Distributed System Architecture and Design from DePaul University.

David Zabloudil

Chief Creative Officer

David has over 18 years of Design experience in bringing software and hardware products to market. He previously was principal of Uplmage a design studio that specialized in creative digital content for software, virtual worlds, games, simulations, marketing media, and visualization for product design and architecture. He has taught 3D animation production at Columbia College for a number of years, and has taught 3D computer aided industrial design and animation at Institute of Design, IIT. David holds a Bachelor of Science in Product Design from Institute of Design, Illinois Institute of Technology.

Rick Hanzelin

Chief Strategy Officer

Rick has over 20 years of technology and corporate leadership experience. At his core, he is a builder, and brings to the table a passion for excellent service whether building technological platforms, amazing teams or forward looking companies. He is a firm believer that technology is to be leveraged to aid companies in exponential growth, as opposed to being a bottleneck for change. Rick is a self-proclaimed gadget freak, and an ENFP. Rick holds a Bachelors of Science degree from Carroll College.