



Planogram Implementation Top Concern for ISI Professionals

With In-Store Implementation gaining awareness among firms across the retail consumer products industry, it's not surprising that planogram implementation tops their priority lists.

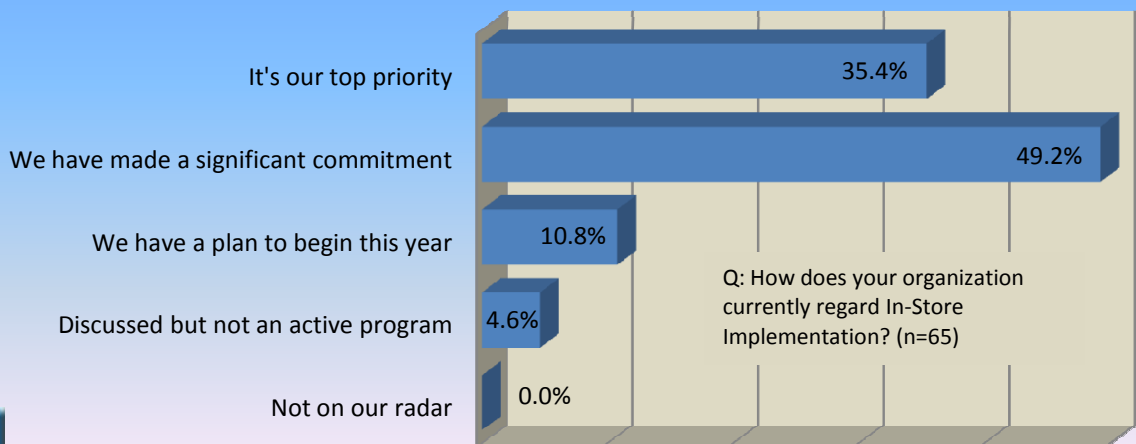
Planogram implementation was identified as the top In-Store Implementation priority by 40% of respondents in a new poll conducted by the ISI Network. Ensuring promotion compliance was next on their lists, top-rated by 27%.

Perhaps more remarkably, 85% of respondents indicated their organizations have made a "significant" or greater commitment to In-Store Implementation, an indication that the pursuit of viable ISI solutions has become an important area for industry innovation.

The first ISI Network "30-Sec Poll" asked manufacturers, retailers, solution providers, merchandising services organizations and sales and marketing agencies brief questions about their current attitudes regarding In-Store Implementation. In coming weeks, additional 30-Sec Polls will explore a variety of ISI-relevant topics and report the findings to the industry.

ISI Network 30-Sec Poll: "ISI Commitment"

An overwhelming majority of respondents (85%) say their organizations have made ISI a significant commitment or top priority



ISI Network 30-Sec. Poll: "ISI Priorities"

Planogram implementation and in-store promotion compliance are of greatest interest to 30-Sec Poll respondents

