

Reebok Outlet Stores

Objective	Review merchandise mix and promotions
Data Source	In store intercepts among shoppers nationally
Question	<i>“What’s missing from Reebok Outlet Stores?”</i>



<u>VERBATIMS</u>	<u>ThoughtScan Frequency</u>
sales	68
more	65
sales	59
kids	45

ThoughtTalk	<i>“More merchandise on sale today.”</i> <i>“More kids pro team shirts.”</i> <i>“Make browsers into customers with sales today.”</i>
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Results	Reebok realized that 75% of shoppers are browsers, not buyers. More “immediate” sales are needed to stimulate impulse buying. Kids pro jerseys were added successfully with an immediate jump in sales. www.wallacewashburn.com
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