

QuickShop

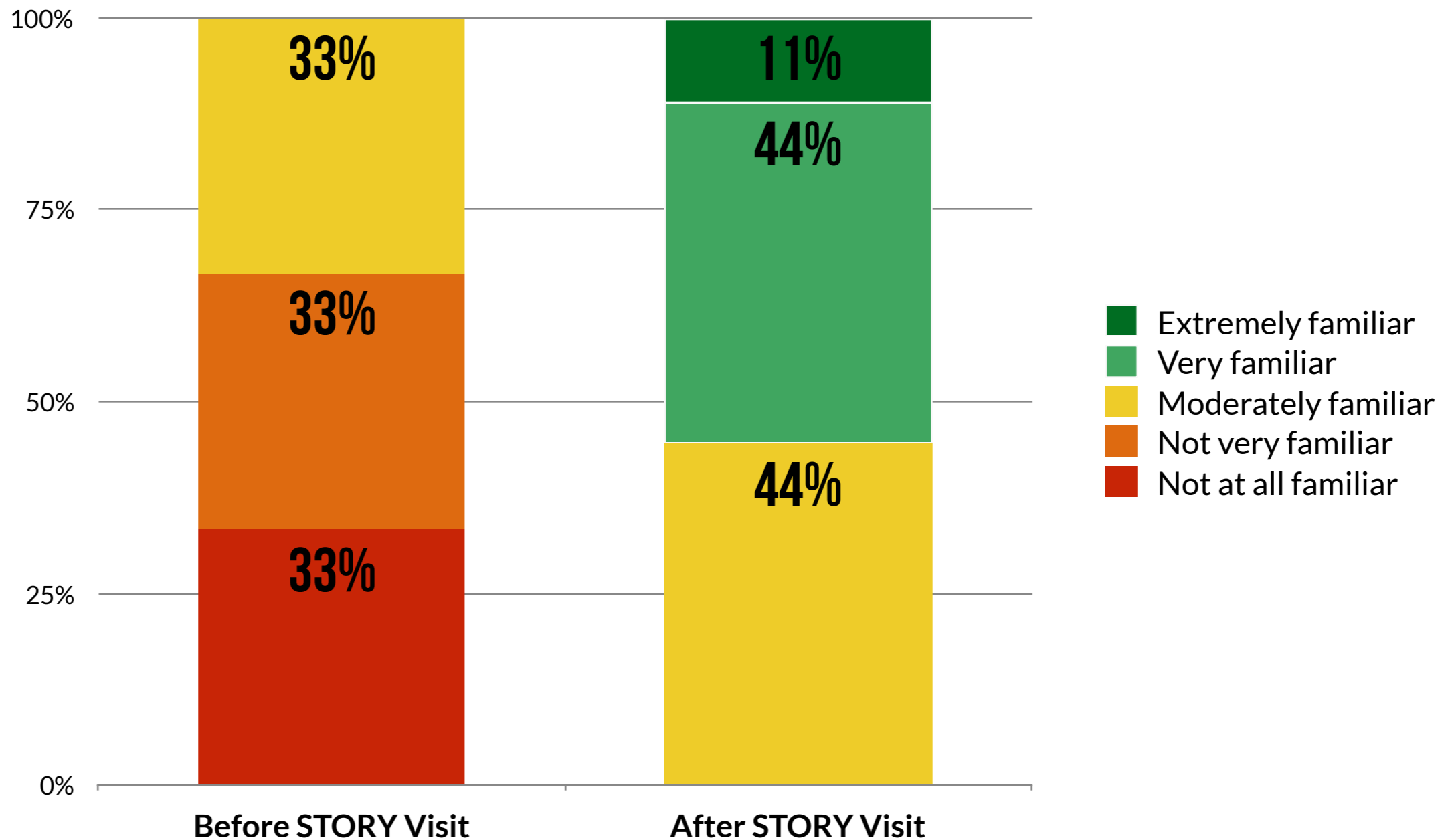
jet.com's

New Pop-Up Shop

5.11.17 - 5.12.17

FIELD AGENT®

How familiar are you with Jet Fresh and what they sell, both before today's visit and after?



What did you learn about Jet Fresh from your experience today?

FRESHNESS OF OFFERINGS

Mentioned by 7 of 9 QuickShoppers

"The first thing I learned was how local they were. You can feel confident that your food will be delivered fresh. It is coming only a short distant to your house."

SPECIAL PACKAGING FOR PRESERVING QUALITY OF GROCERIES

Mentioned by 4 of 9 QuickShoppers

"They offer delivery with packaging that doesn't require you to be at home to receive it."

ALSO MENTIONED MORE THAN ONCE:

Lower Prices, Delivery right to your door, Variety of offerings

What did you most LIKE about any and all Jet Fresh features inside the store?

"I like that they had stickers on certain items available for purchase on Jet.com."

"The Jet.com wall."

"I loveeeee that you get a fresh produce item with purchase!"

"The first thing I really liked is when I entered the store I noticed that all the displays were bright and cheery and inviting."

"I really enjoyed how each section is curated around different food items and all the items in that section are a really cool representation of that food item somehow."

"They showed the packaging they use."

"The graphics [signage] were both informative and 'fun'. It helped me understand Jet.com as being committed to your health and a 'cool to shop with' company."

"They brought out fresh baked cookies at the register and when I asked why they said it was National Chocolate Chip Cookie Day."

Which one EMOJI best captures how you FEEL about The Fresh Story and Jet.com's role in it?



Agent Photo

48%



33%



13%



6%



What WORDS would you use to describe The Fresh Story and, specifically, Jet.com's role in it?



Agent Photo

FRESH

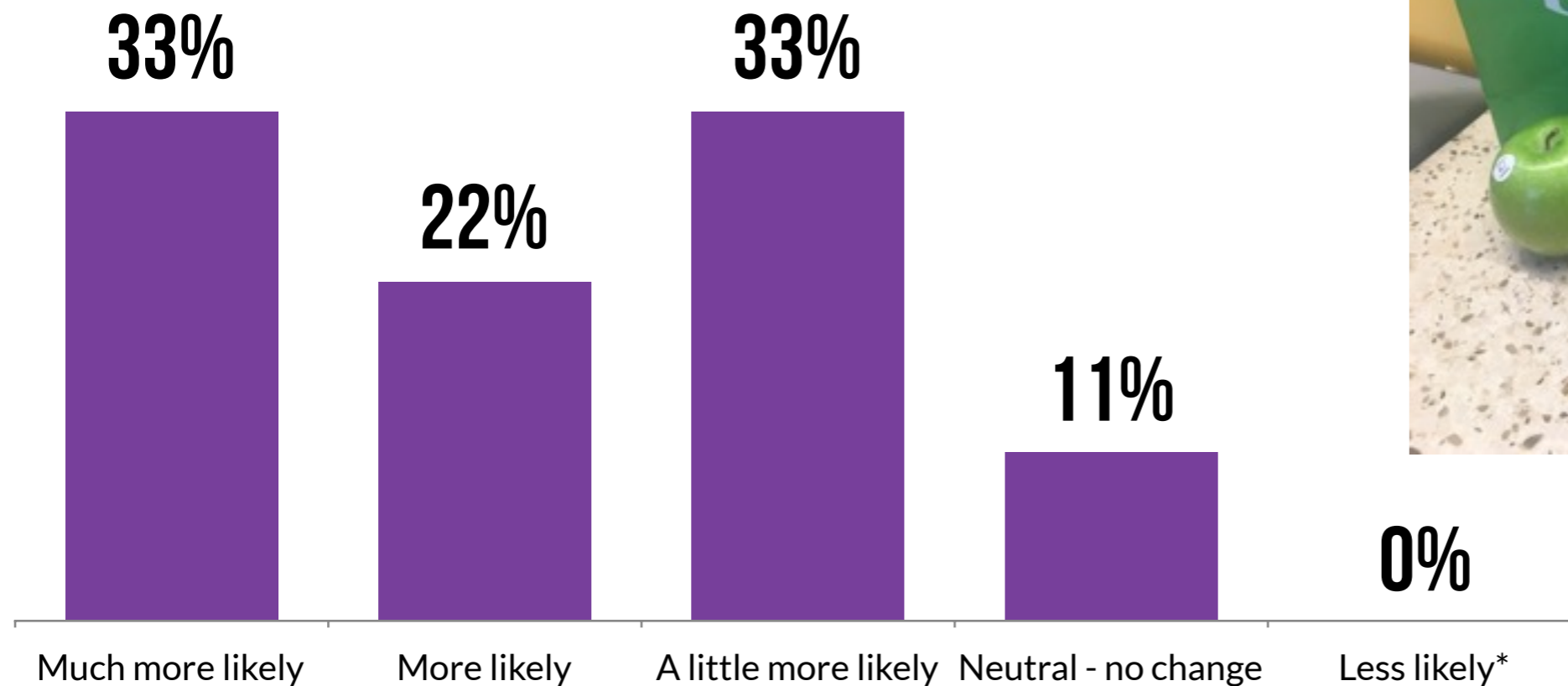
INNOVATIVE

UNIQUE

HEALTHY/WHOLESOME

ENTICING/INVITING

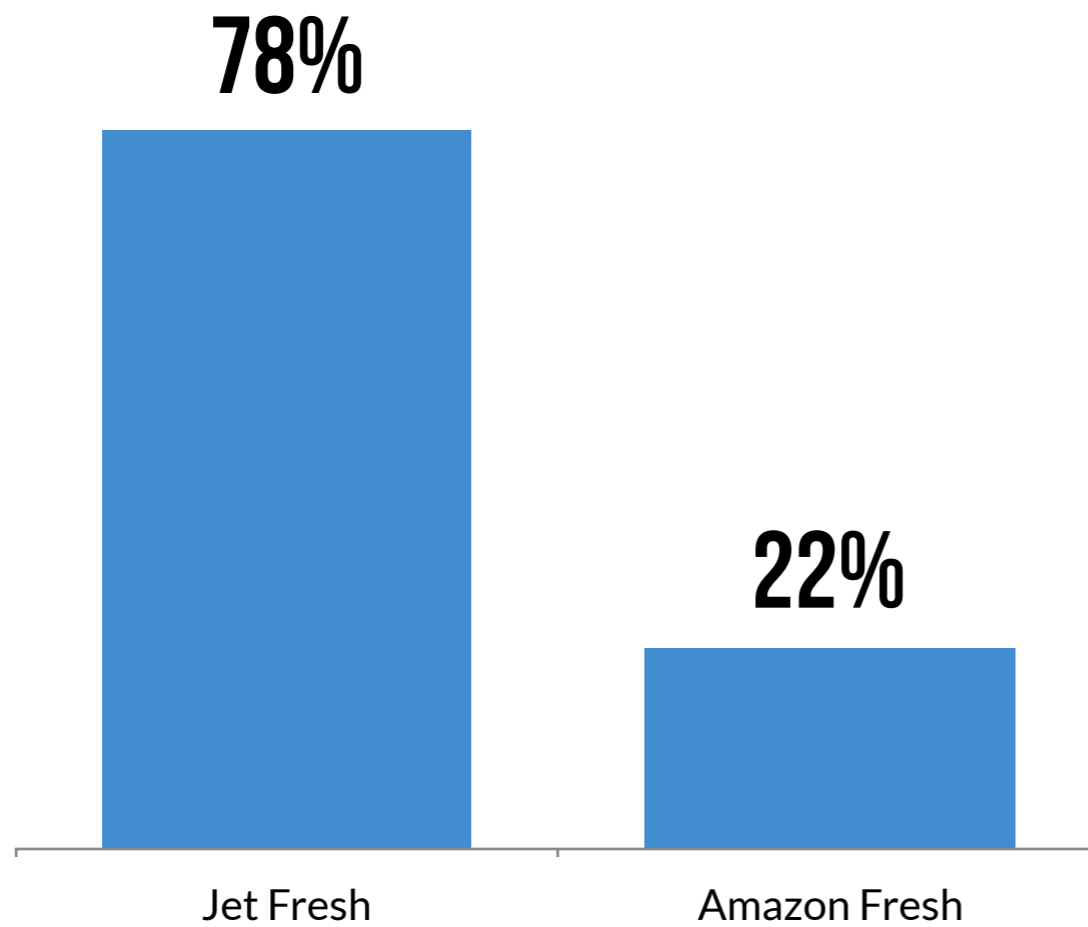
After your experience today, how much more/less likely are you to specifically use Jet Fresh?



Agent Photo

*Combines "a little less likely," "less likely," and "much less likely"

After your experience today, if you had to choose between Jet Fresh and Amazon Fresh, which would you select?



Agent Photo

Do you think having a physical, brick-and-mortar presence in big cities will help Jet.com compete with Amazon Fresh?



Agent Photo

"Yes, because Story did a great job showing the quality products Jet had to offer."

"Maybe not because everyone is already familiar with Amazon. Another incentive is needed."

"Yes, it would draw people who are not used to ordering online and slowly introduce the concept to them."

Number of QuickShoppers: 9

Female - 67%

Male - 33%

25-34 - 44%

35-44 - 22%

45-54 - 22%

55-64 - 11%

Prior to the study:

Visited the STORY retail space before? **No - 100%**

Ever made an ONLINE purchase with Jet.com? **No - 100%**

Ever purchased FRESH foods through Jet Fresh? **No - 100%**

Ever used Amazon Fresh? **No - 67%, Yes - 33%**



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