



## Causal Conditions

### Definitions for Causal Collection

**Features:** A feature is a retailer print advertisement that is used to promote a specific product or group of products.

IRI collects chain wide advertising from the following sources:

- Newspapers
  - Circulars or door hangers
  - Rotos – full-color glossy inserts
  - ROPs – Features printed Right on the NewsPaper
- In-Store Flyers
- Mailers
- Coupon Booklets (coded for Census stores only if received from corporate offices)
- Monthly Ads

#### *Frequent Shopper Features*

In addition to collecting information about the size of a feature and the vehicle in which it is located, IRI also collects information about whether or not the feature advertised a frequent shopper program offer.

**Displays:** A display is a mechanism used by a retailer or manufacturer to increase sales by stocking products in high traffic locations throughout the retail environment. A display is defined by its location in the retail outlet.

**Price Reductions:** Price Reductions are price decreases of at least 5 % from the regular shelf price. Price Reductions are identified by IRI systems at a store-week-UPC level by comparing the movement price with IRI's base price. If a price is reduced for more than six consecutive weeks without feature or display, the reduced price becomes the new base price in the seventh week.

Please note the following:

Unadvertised FSP price reductions will be captured and identified as price reductions by IRI's systems—retailers do not provide enough detail to discriminate between FSP price reductions and general price reductions.

**Special Packs:** Special Packs are package based promotions that generally offer consumers free product with purchase. They are unique UPCs of the corresponding regular pack and temporarily replace the regular pack on the shelf during the promotion period



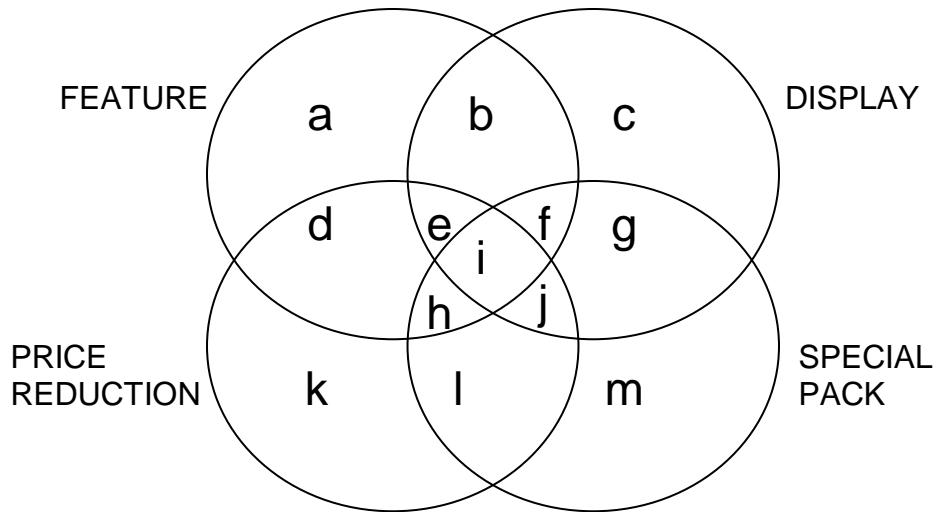
## Reporting Causal Conditions in ILD

Using information about the merchandising activity defined in the previous section, IRI can report measures for a variety of causal conditions.

Causal conditions are defined based on the presence or absence of each of four merchandising activities: feature, display, price reduction, and special pack.

### All Outlets Causal Conditions

Any Merch	Any and/or all of the causal conditions present – feature, display, price reduction, special pack
No Merch	No promo present
Price Reduction Only	Price reduction without presence of feature, display, and/or special pack
Feature Only	Feature without display, may or may not include a price reduction or special pack
Display Only	Display without feature, may or may not include a price reduction or special pack
Special Pack Only	Special pack without feature or display, may or may not include a price reduction
Feature and Display	Both feature and display, may or may not include a price reduction or special pack
Feature and/or Display	Feature and display or feature without display or display without feature, may or may not include a price reduction or special pack
Any Special Pack	Special pack, may or may not include a feature, display or price reduction
Any Price Reduction	Price reduction, may or may not include a feature, display, or special pack
Any Feature	Feature, may or may not include a display, price reduction, or special pack
Any Display	Display, may or may not include a feature, price reduction, or special pack
Advertised Frequent Shopper	Frequent Shopper feature, may or may not include a display, price reduction, or special pack



Any Display  
 Any Feature  
 Feature Only  
 Display Only  
 Feature & Disp  
 No Merch

- $b+c+e+f+g+i+j$
- $a+b+d+e+f+h+i$
- $a+d+h$
- $c+g+j$
- $b+e+f+i$
- No promo present

Feature &/or Display  
 Any Merch  
 Price Red Only  
 Any Price Reduction  
 Special Pack Only  
 Any Special Pack

- $a+b+c+d+e+f+g+h+i+j$
- $a+b+c+d+e+f+g+h+i+j+k+l+m$
- $k$
- $d+e+h+i+j+k+l$
- $l+m$
- $f+g+h+i+j+l+m$

Causal Collection by Outlet

There are some outlets for which IRI does not collect Features and/or Displays.

For example, Displays are not collected in Dollar stores and Features are not collected in DeCA (Defense Commissary) stores. No causal is collected in NEXCOM (Naval commissary) stores.