

simstore<sup>®</sup>

# Pack validation in a realistic shopping environment





Shoppers only spend a **few seconds** at the shelf deciding what product to buy and the majority of all purchases are made **on autopilot**



If a shopper **cannot find** a product on shelf, or if the pack design is **not attractive** enough, they will quickly turn to a **competitor** or **leave the shelf**

# A new pack design needs to...

... be clean, simple and easy to read

... keep core design elements and colour close to current design

... have colour and images that have a connection with and clearly display what is inside



... look appealing

... give shoppers the feeling the product fits their needs and lifestyle

... and variants within a range should be clearly differentiated

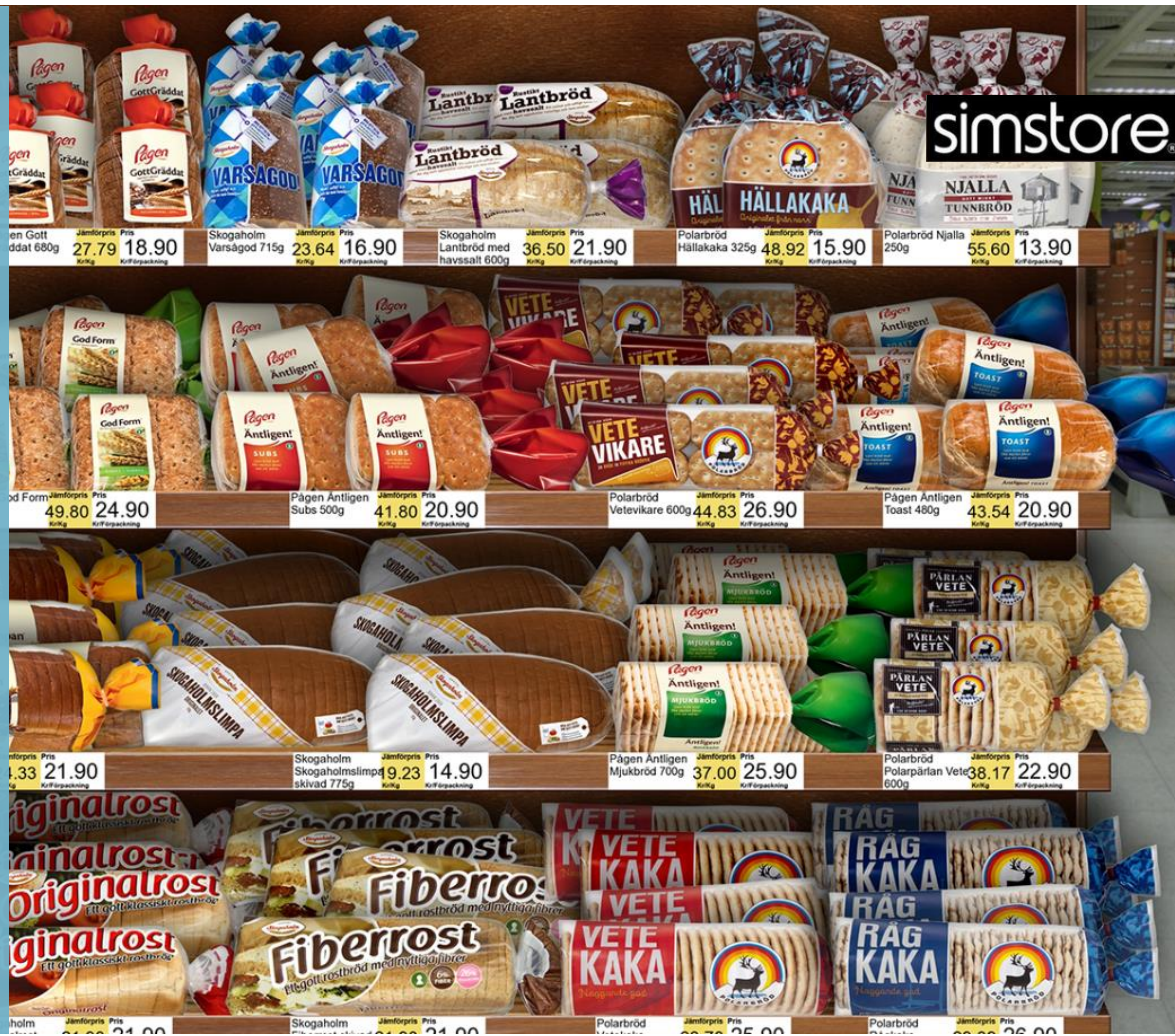
A hand in a high-heeled shoe is shown balancing on a tightrope. The background is a blurred city skyline. The entire image has a teal color overlay.

It's all about balance...

# Key drivers that determine the success of new pack initiatives

With Simstore we measure shopper behaviour in a competitive context

Interactive and intuitive!





Samsung laptops.

Office 365

Samsung Notebook 9 Pro 15 inch

4,395

Office 365

Samsung Notebook 9 Pro 15 inch

4,195

Office 365

Samsung Notebook 9 Pro 15 inch

4,892

Office 365

Samsung Notebook 9 Pro 15 inch

4,376

Office 365

Microsoft Surface Laptop 2 Platinum

799

Office 365

Microsoft Surface Laptop 2 Platinum

4,299

Office 365

Microsoft Surface Laptop 2 Platinum

4,299

Office 365

Microsoft Surface Laptop 2 Black

4,299

Microsoft Surface

The most productive devices on the planet.

Surface Laptop 2

Surface Pro 6



<p>PHYSIOMER SAINT-MER Bébé</p> <p>100% EAU DE MER</p> <p>HYGIÈNE DU NEZ</p> <p>NOUVEAU</p>	<p>PHYSIOMER SAINT-MER Enfants</p> <p>100% EAU DE MER</p> <p>HYGIÈNE DU NEZ</p> <p>NOUVEAU</p>	<p>PHYSIOMER SAINT-MER Jet Dynamique</p> <p>100% EAU DE MER</p> <p>HYGIÈNE DU NEZ</p> <p>NOUVEAU</p>	<p>PHYSIOMER SAINT-MER Jet Dynamique</p> <p>100% EAU DE MER</p> <p>HYGIÈNE DU NEZ</p> <p>NOUVEAU</p>	<p>PHYSIOMER SAINT-MER Jet Dynamique</p> <p>100% EAU DE MER</p> <p>HYGIÈNE DU NEZ</p> <p>NOUVEAU</p>	<p>PHYSIOMER SAINT-MER Nez Bouché</p> <p>100% EAU DE MER</p> <p>NEZ BOUCHÉ HYPERTONIQUE</p> <p>NOUVEAU</p>	<p>PHYSIOMER SAINT-MER Rhume</p> <p>90% EAU DE MER</p> <p>RHUME</p>	<p>PHYSIOMER SAINT-MER Arom</p> <p>90% EAU DE MER</p> <p>AROM</p>	<p>PHYSIOMER SAINT-MER Arom</p> <p>90% EAU DE MER</p> <p>AROM</p>	<p>PHYSIOMER SAINT-MER Arom</p> <p>90% EAU DE MER</p> <p>AROM</p>
Physiomer Spray Jouissances Jeunes Enfants 135ml	Physiomer Spray Brumisateur 135ml	Physiomer Spray Jet Dynamique 135ml	Physiomer Spray Jet Dynamique 135ml	Physiomer Spray Hyper-tonique 135ml	Physiomer Rhume Inpe Act on 20ml	Physiomer Arom Spray Décongestionnant Hyper-tonique 20ml			
€ 5.23	€ 5.26	€ 5.34	€ 5.34	€ 6.50	€ 6.58	€ 7.63			
<p>ProRhinel Hygiène du nez À l'eau VERA</p> <p>SOLUTION NATURELLE D'EAU DE MER</p> <p>LAITONNE</p>	<p>ProRhinel Hygiène du nez À l'eau VERA</p> <p>SOLUTION NATURELLE D'EAU DE MER</p> <p>LAITONNE</p>	<p>ProRhinel Spray Bébé</p> <p>SOLUTION NATURELLE D'EAU DE MER</p> <p>LAITONNE</p>	<p>ProRhinel Spray Enfants/Adultes</p> <p>SOLUTION NATURELLE D'EAU DE MER</p> <p>LAITONNE</p>	<p>ProRhinel Spray Enfants/Adultes</p> <p>SOLUTION NATURELLE D'EAU DE MER</p> <p>LAITONNE</p>	<p>ProRhinel Spray Jet Tonique</p> <p>SOLUTION NATURELLE D'EAU DE MER</p> <p>LAITONNE</p>	<p>ProRhinel Eau Eucalyptus</p> <p>SOLUTION NATURELLE D'EAU DE MER</p> <p>LAITONNE</p>	<p>EUVANOL Spray</p> <p>SOLUTION NATURELLE D'EAU DE MER</p> <p>LAITONNE</p>	<p>EUVANOL Spray</p> <p>SOLUTION NATURELLE D'EAU DE MER</p> <p>LAITONNE</p>	<p>EUVANOL Spray</p> <p>SOLUTION NATURELLE D'EAU DE MER</p> <p>LAITONNE</p>
ProRhinel Spray Hygiène Du Nez Aloe Vera Enfants 100ml	ProRhinel Spray Hygiène Du Nez Aloe Vera Enfants 100ml	ProRhinel Spray Bébé 100ml	ProRhinel Spray Enfants/Adultes 100ml	ProRhinel Spray Enfants/Adultes 100ml	ProRhinel Spray Jet Tonique 100ml	ProRhinel Eau Eucalyptus	Euvanol Spray 15ml	Euvanol Respi- 15ml	Euvanol Respi- 15ml
€ 6.11	€ 6.04	€ 6.38	€ 6.46	€ 6.46	€ 7.50	€ 6.82	€ 5.35	€ 6.02	€ 6.02
<p>HUMER HYGIÈNE DU NEZ</p> <p>SOLUTION SALINE</p> <p>LAITONNE</p>	<p>HUMER HYGIÈNE DU NEZ</p> <p>SOLUTION SALINE</p> <p>LAITONNE</p>	<p>HUMER HYGIÈNE DU NEZ</p> <p>SOLUTION SALINE</p> <p>LAITONNE</p>	<p>HUMER RHUME</p> <p>SOLUTION SALINE</p> <p>LAITONNE</p>	<p>HUMER RHUME</p> <p>SOLUTION SALINE</p> <p>LAITONNE</p>	<p>STERIMAR Neuhigiène Nasenhygiene</p> <p>SOLUTION SALINE</p> <p>LAITONNE</p>	<p>STERIMAR HYGIÈNE DU NEZ</p> <p>SOLUTION SALINE</p> <p>LAITONNE</p>	<p>STERIMAR NEZ BOUCHÉ</p> <p>SOLUTION SALINE</p> <p>LAITONNE</p>	<p>STERIMAR STOP</p> <p>SOLUTION SALINE</p> <p>LAITONNE</p>	<p>STERIMAR STOP</p> <p>SOLUTION SALINE</p> <p>LAITONNE</p>
Humer Spray Hygiène Du Nez Jouissances Jeunes Enfants 150 ml	Humer Spray Hygiène Du Nez 150ml	Humer Spray Hygiène Du Nez 150ml	Humer Spray Nez Bouche 50ml	Humer Spray Nez Bouche 50ml	Sterimar Spray Hygiène Du Nez 100ml	Sterimar Spray Hygiène Du Nez 100ml	Sterimar Spray Nez Bouche 100ml	Sterimar Spray Stop & Protect Rhume Grippe Et Sinusite 20ml	Sterimar Spray Stop & Protect Rhume Grippe Et Sinusite 20ml
€ 5.15	€ 5.19	€ 5.19	€ 5.19	€ 5.31	€ 6.06	€ 6.43	€ 6.54	€ 7.94	€ 7.94







simstore

Talisker 10 J  
700ml  
€36.99

Highland Park  
12 J 700ml  
€38.99

Ardbeg 10 J  
700ml  
€39.99

John D. Squire  
10 J 700ml  
€42.99

Maker's Mark  
700ml  
€16.99

Maker's Mark  
700ml  
€22.99

Four Roses  
700ml  
€15.99

John D. Squire  
700ml  
€18.99

Highland Park  
700ml  
€34.99

Wild Turkey  
101  
700ml  
€26.99

Honey  
700ml  
€14.99

Honey  
700ml  
€14.99

Harenjäger  
700ml  
€12.99

Apple  
700ml  
€8.99

Apple  
700ml  
€8.99

Bacardi  
700ml  
€12.49

Bacardi  
700ml  
€12.49

Bacardi  
700ml  
€12.49

Bacardi  
700ml  
€12.49

Bacardi  
700ml  
€12.49

Bacardi  
700ml  
€12.49

Bacardi  
700ml  
€12.49

Bacardi  
700ml  
€12.49

Bacardi  
700ml  
€12.49



Laphroaig 10 J  
700ml  
€32.99



Glenmorangie  
Original  
700ml  
€33.99



Ardbeg  
700ml  
€35.99



Johnnie Walker  
18 J 700ml  
€35.99



Jack Daniel's  
18 J  
Barnell  
700ml  
€32.99



Jack Daniel's  
700ml  
€26.99



Jack Daniel's  
700ml  
€19.99



Jack Daniel's  
700ml  
€19.99



Jack Daniel's  
700ml  
€19.99



Jack Daniel's  
700ml  
€19.99



Southern  
Comfort  
700ml  
€16.49



Southern  
Comfort  
700ml  
€16.49



Southern  
Comfort  
700ml  
€16.49



Southern  
Comfort  
700ml  
€16.49



Bacardi  
700ml  
€12.49



Bacardi  
700ml  
€12.49



The Glenlivet  
12 J  
700ml  
€24.99



Bovamore  
12 J  
700ml  
€29.99



Cardhu  
12 J  
700ml  
€29.99



Aberlour  
10 J  
700ml  
€32.99



DixiePilsner  
700ml  
€ 9.99



DixiePilsner  
700ml  
€ 9.99



Jim Beam  
700ml  
€19.99



Jim Beam  
700ml  
€16.99



Jim Beam  
700ml  
€12.99



Jim Beam  
700ml  
€13.99



Jim Beam  
700ml  
€13.99



Jim Beam  
700ml  
€13.99



Havana Club  
700ml  
€12.99



Havana Club  
700ml  
€12.99



Havana Club  
700ml  
€12.99



Havana Club  
700ml  
€12.99



Glen Grant  
700ml  
Ipsos



Glenfiddich  
12 J  
700ml



Glenfiddich  
12 J  
700ml



Teacher's  
700ml



Famous Grouse  
700ml



Famous Grouse  
700ml



Johnnie Walker  
700ml



Johnnie Walker  
700ml



Johnnie Walker  
700ml



Dimple  
15 J  
700ml



Dimple  
15 J  
700ml



Chivas Regal  
12 J 700ml



Chivas Regal  
12 J 700ml



Chivas Regal  
12 J 700ml



Chivas Regal  
12 J 700ml



Pott  
700ml

Nybakade  
Kanelbullar  
23 kr styck



KALANCHOE 5,22    BROMELIA 10,22    ANTHURIUM 10,22    SPATHIPHYLLUM 5,22



ANTHURIUM 10,22    ORCHIDEE 14,22    BROMELIA 10,22



FISCUS 4,22



CUSIA 7,22

simstore



₩8500

₩6300

₩5800

₩5100

₩3800

₩2990

simstore



₩5300



₩4900



₩3900



₩3290



₩5990



₩4800



₩4490



₩5490



₩3690



₩4990



₩6490



₩5900



₩6490



₩7990



₩1990



₩3490

Ipsos



simstore

Ipsos

MANHATTAN

NYX

CATRICE  
COSMETICS

MAYBELLINE  
NEW YORK

simstore  
essence

Augenbrauen  
Manhattan

MANHATTAN Brow/Tailc  
Eyebrow Kit

€4.45

Eyelineur  
Manhattan

MANHATTAN Dip Eyeliner  
Waterproof

€3.45

Lidschatten  
Manhattan

Nyx Dreamcatcher Shadow  
Palette

€18.95

Lidschatten  
Manhattan

NYX Hot Singles Eye Shadow

€4.95

Augenbrauen

Catrice Eyebrow Sat

€5.15

Eyelineur

Catrice Kohl Kajal

€2.55

Lidschatten

Maybelline The Nudes Palette

€9.95

Lidschatten

Maybelline Master Smoky  
Shadow Pencil

€8.95

Mascara

essence the false lashes  
mascara dramatic volume  
unlimited

€4.15

Mascara

essence lastprincess volume  
mascara

€2.95

Mascara

MANHATTAN Volume Colourist  
Double Impact Mascara

€10.45

Mascara

MANHATTAN Supreme Lash  
Mascara

€5.95

Mascara

Nyx Lush Lashes Voluminous  
Mascara

€10.35

Mascara

Nyx Lush Lashes Curvaceous  
Mascara

€11.95

Eyelineur

Catrice Eye<sup>®</sup> Matic Dip Liner  
waterproof

€3.75

Lidschatten

Catrice Collection Eyeshadow  
Palette

€4.95

Mascara

Maybelline Go Colossal Mascara  
leatherblack

€9.15

Mascara

Maybelline Volum' Express  
Mascara

€10.35

Mascara

essence gel BIG! Lashes volume  
boost mascara

€3.85

Mascara

essence love extreme volume  
mascara waterproof

€3.15

Mascara

MANHATTAN Ultimate Long &  
Curl Mascara

€4.95

Mascara

MANHATTAN Superize False  
Lash Look Mascara

€4.95

Lidschatten

NYX Lidschatten Junco Eye  
Pencil

€8.75

Mascara

NYX Doll Eye Mascara

€15.35

Lidschatten

Catrice Eye<sup>®</sup>Matic Eyepowder  
Pen

€4.55

Lidschatten

Catrice Absolute Eye Colour

€4.15

Mascara

Maybelline Mascara Lash  
Sensational very black

€17.25

Mascara

Maybelline Volum'Express The  
Lift Mascara

€5.65

Mascara

essence rockroot 33XL volume  
mascara black

€3.55

Augenbrauen

essence eyebrow stylist gel

€2.45

Lidschatten

MANHATTAN Eyemazing Eye  
Contouring Palette

€10.95

Lidschatten

MANHATTAN Multi Effect  
Eyeshadow

€4.95

Mascara

NYX Wimperflusche Skinny  
Mascara

€13.55

Mascara

NYX Mascara Double Stacked  
Fiber2

€17.45

Mascara

Catrice Lashes To Kill  
Curl/Volume Mascara

€6.85

Mascara

Catrice GlamDoll False Lashes  
Mascara

€5.95

Mascara

Maybelline Mascara Colossal Big  
Shot

€12.95

Augenbrauen

Maybelline Master Brow pro  
palette

€13.45

Augenbrauen

essence eyebrow designer

€2.65

Lidschatten

essence quattro eyeshadow

€5.15

Lidschatten

MANHATTAN Eyemazing Double  
Effect Eyeshadow & Liner

€6.45

Lidschatten

MANHATTAN Eyemazing Effect  
Eyeshadow

€6.95

Augenbrauen

NYX Eyebrow Cake Powder

€10.25

Eyelineur

NYX Slim Eyeliner Pencil

€2.85

Mascara

Catrice Allround Mascara

€5.15

Mascara

Catrice Lash Dresser Comb  
Mascara

€4.45

Eyelineur

Maybelline Master Ink Matte  
Liner

€6.95

Eyelineur

Maybelline Expression Kajal  
Eyeliner

€4.25

Lidschatten

essence 2in1 eyeshadow & liner

€3.15

Eyelineur

essence kajal pencil

€1.75





Kenwood MaxiMUM  
5TLDE  
€529.00



Kenwood KMC 05009  
€549.00



Kenwood Chef Sense  
XL  
€559.00



KitchenAid  
5KSM150PSEOB  
€579.00



KitchenAid  
5KSM150PSECL  
€579.00



KitchenAid  
5KSM150PSEYP  
€579.00



KitchenAid  
5KSM150PSECD  
€579.00



Kenwood MaxiMUM  
54211  
€269.00



Krups KA3031  
€269.00



Bosch MUM 57810  
€319.00



Philips HR7954  
€319.99



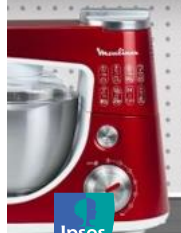
AEG KM 4400  
€329.00



Philips HR7958  
€359.99



Philips HR7978  
€379.99



Bosch MUM 54020  
€319.00



Bosch MUM 54720  
€329.00



Bosch MUM 54920  
€329.00



Bosch MUM 54020  
€319.00



Bosch MUM 54720  
€329.00



Bosch MUM 54920  
€329.00



Clatronic KM 3476  
Cook & Mix  
€229.00



01 £1.50



02 £1.50



03 £1.50



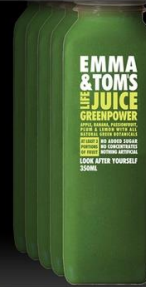
04 £1.50



05 £1.50



06 £1.50



07 £1.50



08 £1.50



09 £1.50



10 £1.50



11 £1.50



12 £1.50



13 £1.50



14 £1.50



15 £1.50



16 £1.50



17 £1.50



18 £1.50



19 £1.50



20 £1.50



21 £1.50

Using SimStore...  
Time To Enjoy



simstore



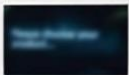
07 € 8.00 08 € 10.00 09 € 18.00 10 € 10.00 11 € 10.00 12 € 18.00 13 € 10.00



14 € 8.00 15 € 13.50 16 € 5.00 17 € 7.00 18 € 8.00 19 € 13.50 20 € 18.00 21 € 8.00



Ipsos

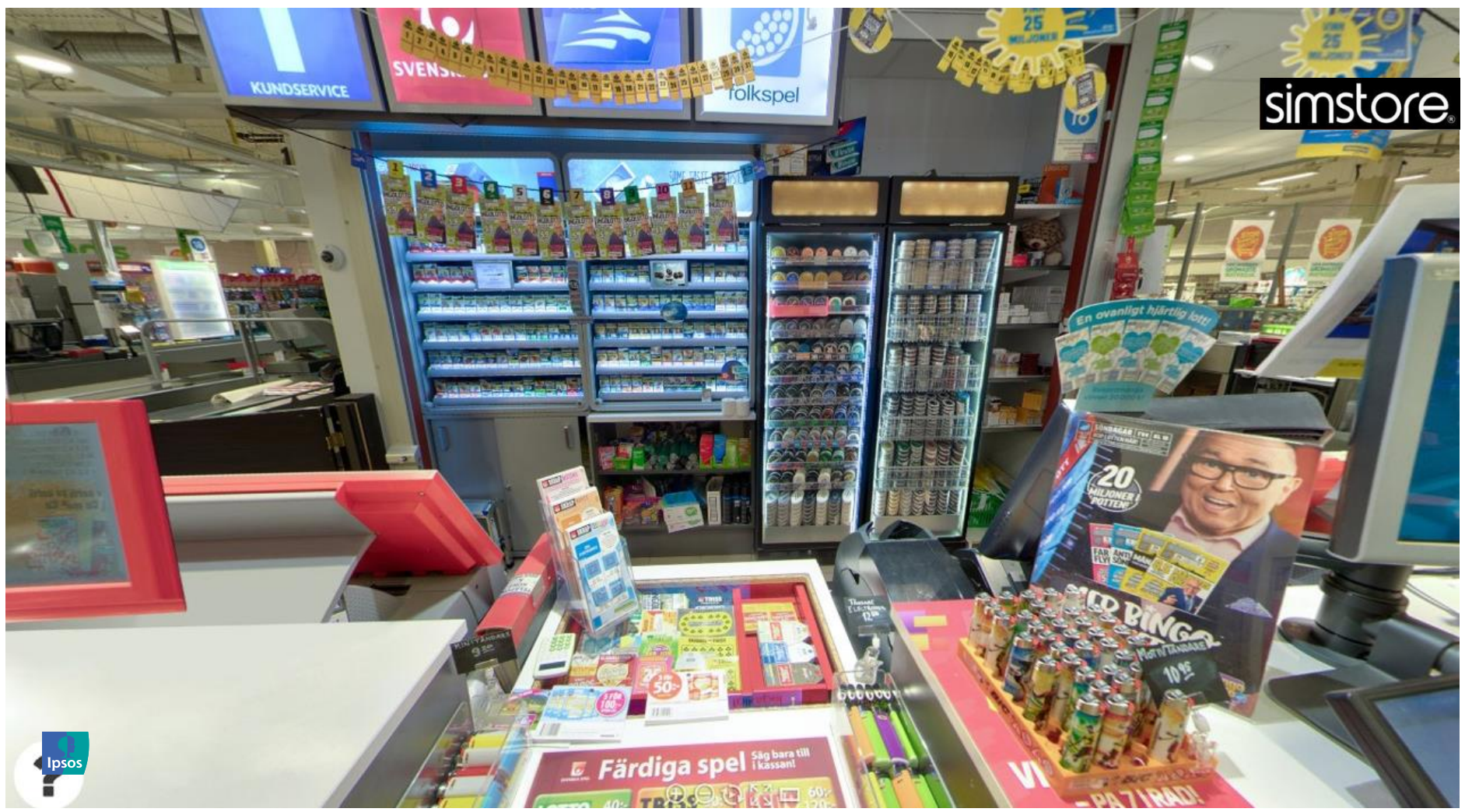


KUNDSERVICE

SVENSK

Folkspel

simstore

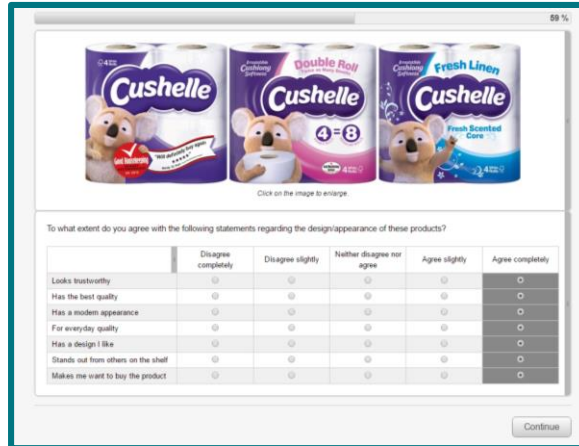




# A smart combination of key behavioural, attitudinal and diagnostic measurements



Purchase simulation & findability exercise



Attitudinal evaluation



Element diagnostics

# Add-on possibilities tailored to your needs

## Eye-tracking



## Flash test



# Add-on possibilities tailored to your needs

## Anchoring



## Blurred





# Embracing the future



## Dual pack strategy?

### Online

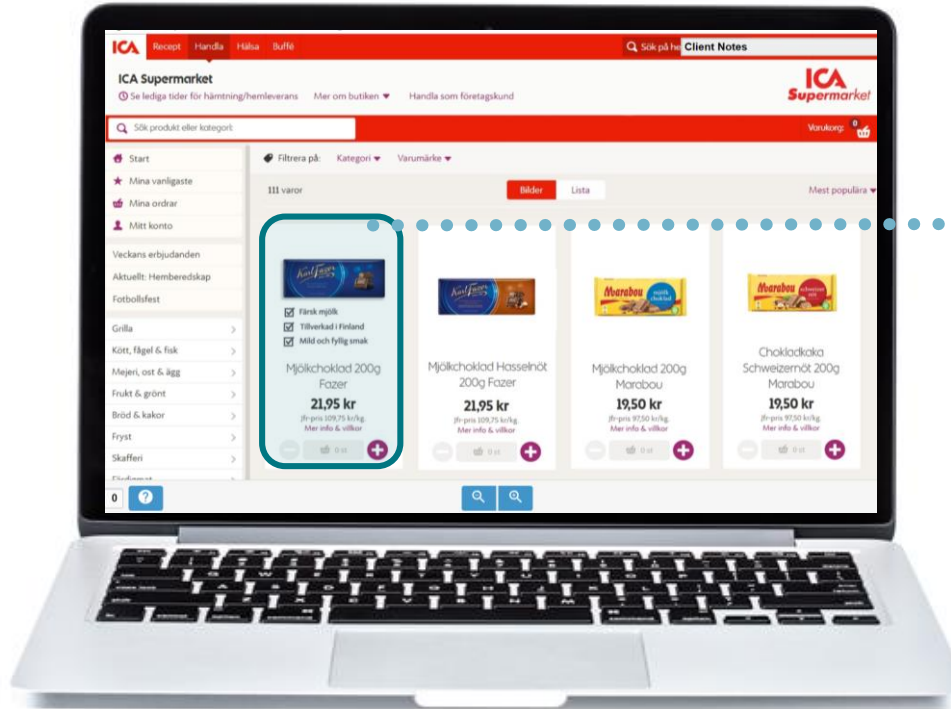
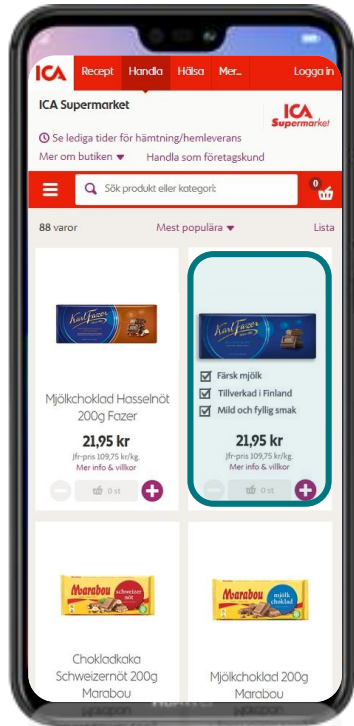
De-cluttered design to strengthen brand and variant communication



### On-shelf

Shout out clearly to consumers to trigger recognition, benefit claims and drive purchase

# Online: test different pack & image options



# Use images to bring back on-shelf experience

## What works well?




**Help, guide and inspire shoppers** with e.g. sizes and product USPs that get lost when the possibility to "touch and feel" disappears

## What doesn't work well?



**Show what you sell:** When the packaging is removed, shoppers lose the context and it becomes a barrier to purchase

A black Amazon Echo smart speaker is positioned on a white marble table. To its left is a stack of four white mugs with blue horizontal stripes. The background shows a blurred kitchen setting with dark cabinets. Two speech bubbles are overlaid on the image: a dark teal one at the top left and a light blue one at the bottom center.

Alexa, buy some Earl Grey Tea, the yellow pack with a red label

Do you want Lipton Earl Grey Tea in your basket?