

IN STORE ACTIVITY PERFORMANCE

Come misurare l'impatto
delle attivazioni in store

A cura di **Diego Persali**
Market Strategy & Understanding Leader



The new omnichannel world is forcing manufacturers and retailers to revisit the way they think about point of sale (POS) activations

To provide a positive return on investment (ROI) for manufacturers and retailers there is a need to come up with new, specific and **effective POS activation solutions**





WE WANT YOU

HOW INCREASE IN-STORE ROI?

Increasing traffic and converting more browsers to buyers!

- ✓ Pushing for an **in-store brand switching** (nudging shoppers to buy your brand and not another brand)
- ✓ **Reinforcing brand equity**, leveraging POS activations to reinforce or create brand beliefs)
- ✓ Generating **unplanned sales**
 - ✓ Persuading people to **buy more of your brand** than they normally would do
- ✓ **Activating planned buyers** of the category to also effectively buy the category
- ✓ **Increasing traffic** in the store (leveraging effective windows)

INCREASING COMPLEXITY OF CHOICE PROMOTES **SHORTCUTS** IN DECISION MAKING

- Most categories have become very **fragmented**
- Our brains cannot handle the **complexity**
- We use **visual shortcut** to selectively focus on what is most important





Shopping is really about “de-selection”

Given the dwelling attention span, it's important to understand what draw Shoppers' attention

Only in this way:

BRANDS can connect with shoppers in the moments that matter most, be that focusing on targeted marketing activities or ensuring optimal visibility in-store.

RETAILERS can attract shoppers in the store and make product selection as intuitive and fluid as possible.

SHOPPER CHOICES ARE HIGHLY INFLUENCED BY THE CONTEXT IN WHICH THEY TAKE THE DECISION

- Each **place** in the POS represents a **different context** which, with its peculiarities and stimuli, draws shopper attention in different ways
- Each **category** creates a **different relationship** with consumers and therefore a different activation time

ATTENTION and **ACTIVATION TIME** are key variables that must be measured and known to get the most out of in-store communication and to design right strategies

ATTENTION ENGAGEMENT

Is my window or my secondary display able to catch shopper attention?

Is my communication in store able to attract young people?

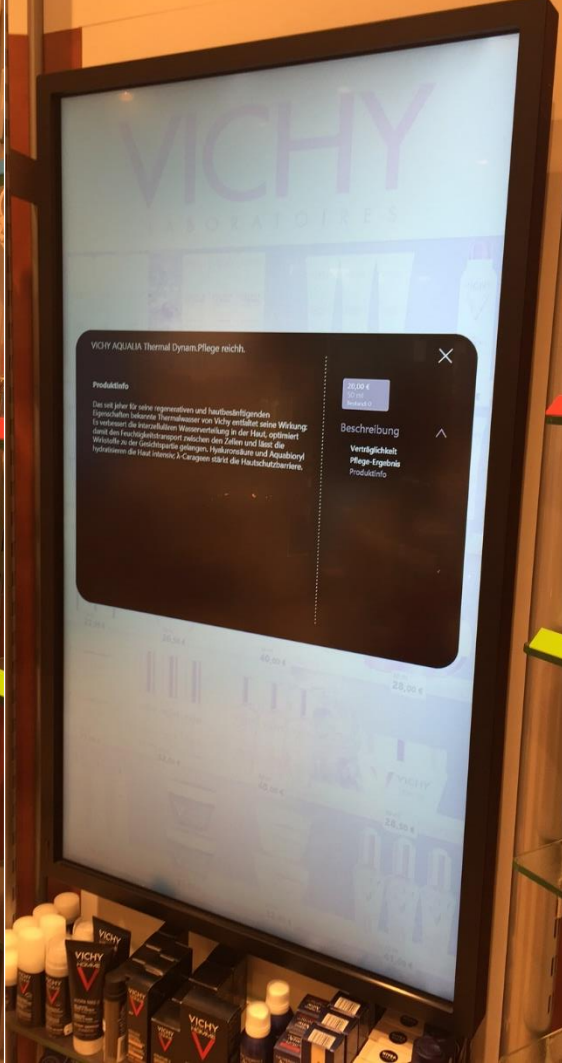
ACTIVATION TIME

Are the info provided appropriate considering the time shoppers spend to buy the category?



Virtual enters traditional retail





A new decision interface, changing behavior by changing context



Happy shoppers spend more



Change the context: Fridges don't inspire?



Conoce nuestra **nueva** etiqueta

Gráficos que expresan la forma en que pueden ser cocinados los productos

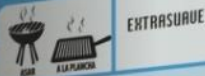


Nombre del producto

Precio del producto x kilo

Fecha en que fue elaborado

¡calidad, fresca y variedad!



EXTRASURUE

HEB T BONE EXTRASURUE
SAZONADO PAQ. FAM



PRECIO / KILLO

\$96.90

ELABORADO

09/29/09

CONSUMO PREPAGADO

10/03/09

HORA 01:58:19AM

PESO NETO

0.720 kg

PRECIO NETO

\$69.77

Variedad de productos:

- Adobado
- Sazonado
- Parrillada
- Congelado
- Previamente congelado
- Fresco
- Familiar
- Regular
- Junior
- Premium
- Prime steak
- Certified Angus Beef
- Selección Especial
- Orgánico

Hora en que se empacó

Peso del producto

Precio final del paquete

H-E-B procesa productos frescos que solo se exhiben 3 días en la vitrina para garantizar su frescura.

Este producto puede ser congelado en su casa y conservará los mismos atributos de calidad.

carne
Selección Especial

La mejor calidad en cortes de res



El pescado contiene proteínas con los aminoácidos necesarios para el desarrollo, crecimiento y mantenimiento corporal.



Se caracteriza por su bajo contenido de grasas y sodio, recomendables en caso de gastritis, úlcera estomacal, indigestión o reflujo.



Tienen un contenido calórico bajo (entre 75-200kcal por 100 gramos) excelente opción para personas con sobrepeso.



Son ricos en omega 3, que ayuda a disminuir el colesterol y grasas en la sangre, contribuyendo a prevenir enfermedades del corazón y de las arterias. También desempeña funciones importantes en el embarazo, la lactancia y la infancia porque forma parte de las membranas celulares, del sistema nervioso y de la retina.



Al igual que los mariscos, son una excelente fuente de yodo esencial para el correcto funcionamiento de la tiroides que interviene en el crecimiento del feto y el desarrollo de su cerebro durante el embarazo.



Es fácil de digerir, además de que contiene todos los nutrientes implicados en el crecimiento y desarrollo como proteínas, omega-3, calcio, hierro, zinc, yodo, vitaminas del grupo B, vitaminas A, D y E.



El pescado cuya espina también se come (sardinas, anchoas, etc.), es una fuente alimenticia de calcio para la formación de huesos.



Ayuda a aliviar los síntomas de enfermedades inflamatorias como la artritis reumatoide.

Education in-store helps to turn-off the autopilot



Milk “3 in a bag”: Increase spending and stand-out at once!





Monumental chocolate!



Italy

In-store delivery!

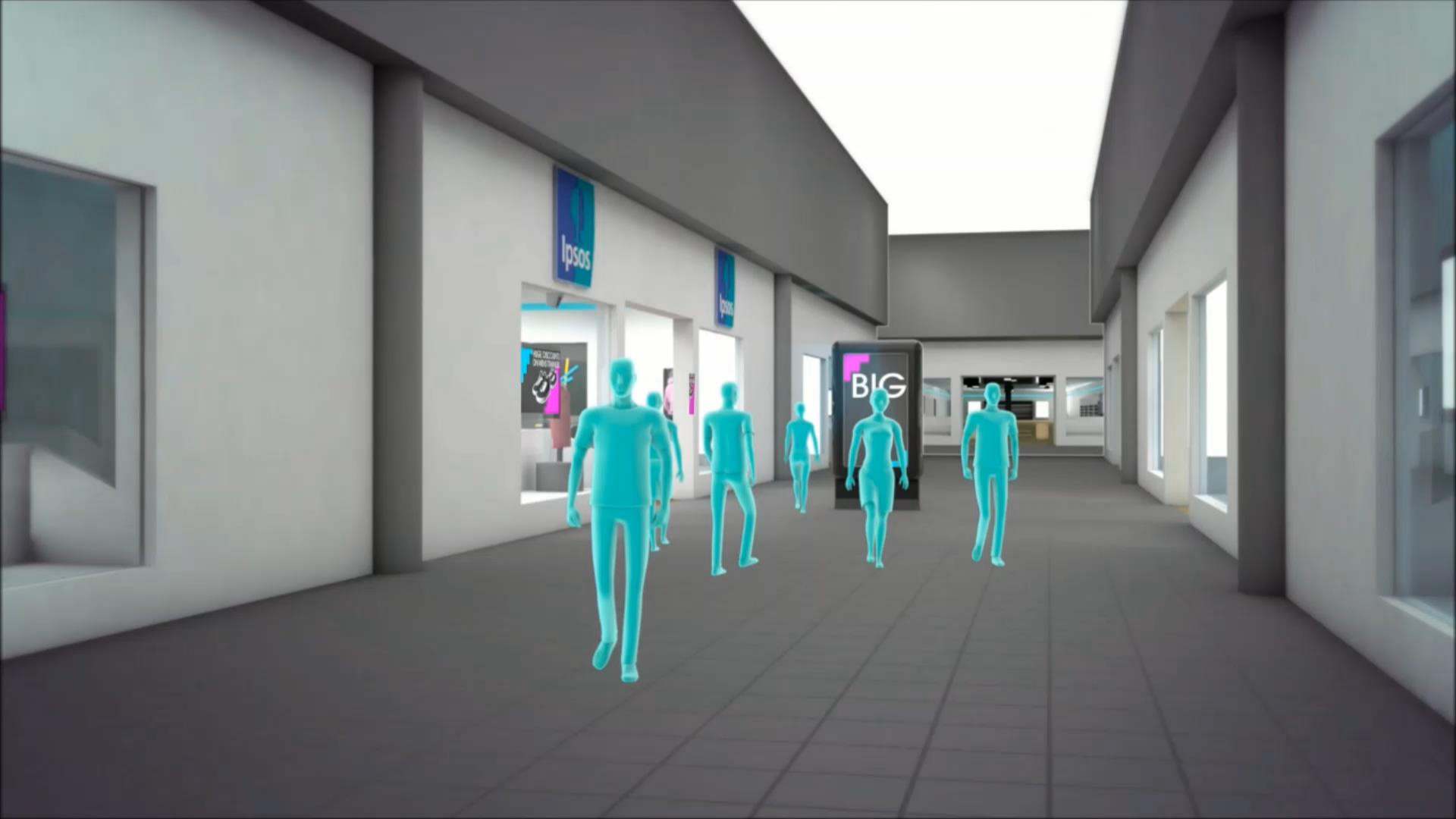
OBSERVING SHOPPERS IS KEY

For a better understanding of how consumer experience the world and make decisions **nothing is better than observing them** in the real context avoiding any break-in in their natural shopping behaviors

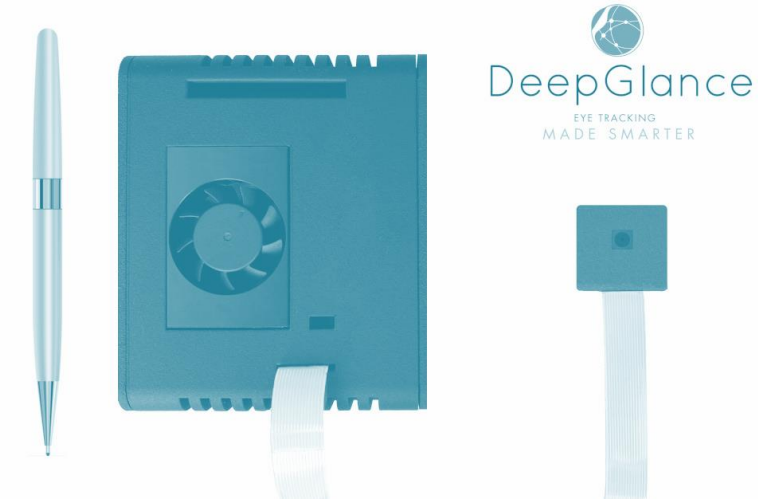
You can plan and measure the effectiveness of **windows, promotions, displays, merchandising and products** with confidence

Ipsos deliver behavioral insights based on **shopper observations** to help clients measure performance and make the right decisions, driven by quantitative, solid and validated data





NEW TECHNOLOGY IS THE CORE



Discreet video and traffic sensors **categorise and log** face patterns of consumers and convert that information into analytical data.



Info by gender and age band info are provided but **No personal image or data** is stored in the systems and therefore anonymity is assured.

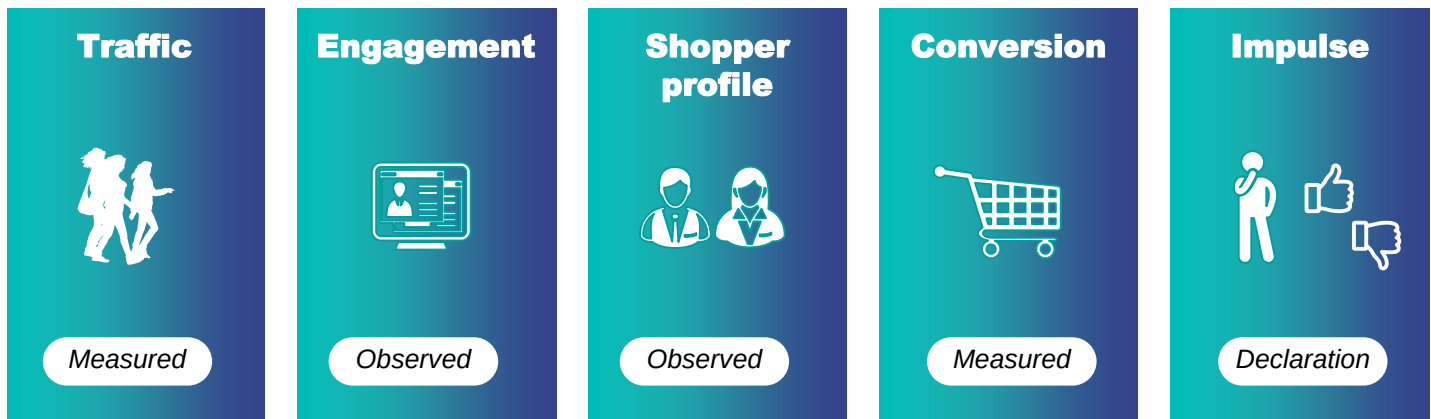


Data is **monitored, checked and validated** by the Ipsos team.

Our facial profiling technology helps you find out **how different customer groups respond to in-store initiatives** and what you can do to target the most valuable ones.

DISPLAY PERFORMANCE: DIAGNOSTICS AND SOURCES OF INFORMATION

Mix of integrated sources of information



HOW IT WORKS? A DIFFERENTIAL APPROACH

It can be used to compare different shop windows, digital displays, merchandising, in-store communications, special corner.



Our approach is **flexible** and can be **applied to different scenarios**:

- In one store with same observation periods
- In one store with consequent observation periods
- In 'twin' stores in same observation periods

EXAMPLE OF POSSIBLE APPLICATION

Windows

Scenario 1
Window for Women



Scenario 2
Window for Men



Activations

Scenario 1
Brand blocking –
Horizontal (Current)



Scenario 2
Brand blocking –
Vertical



Shelf

Scenario 1
Brand blocking –
Horizontal (Current)

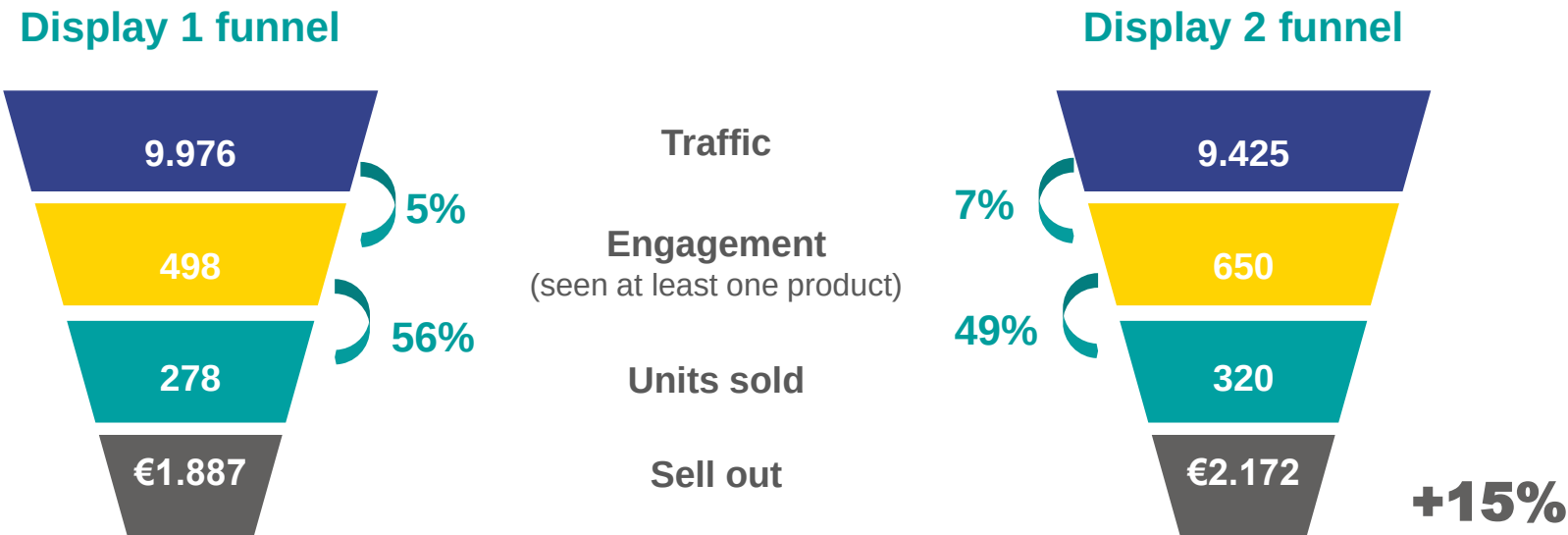


Scenario 2
Brand blocking –
Vertical



It can be used to compare different shop windows, digital displays, merchandising, in-store communications, promotions, special corner, shelves, etc..

THE ROLE OF THE INCREASE IN THE ENGAGEMENT



The second display is able to generate more revenue but a mix between the 2 would be the best solution.

→ Use **Display 2 layout** with **Display 1 planogram**

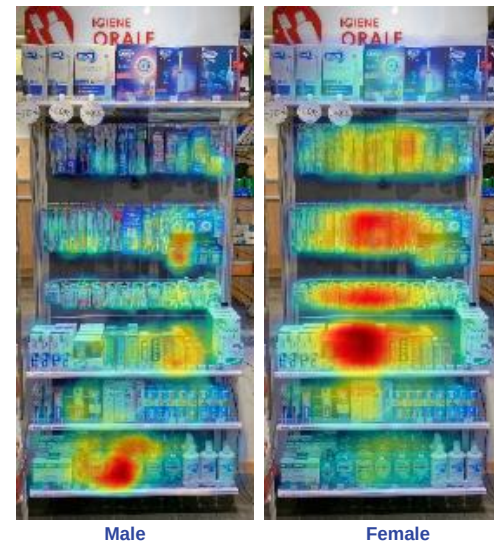
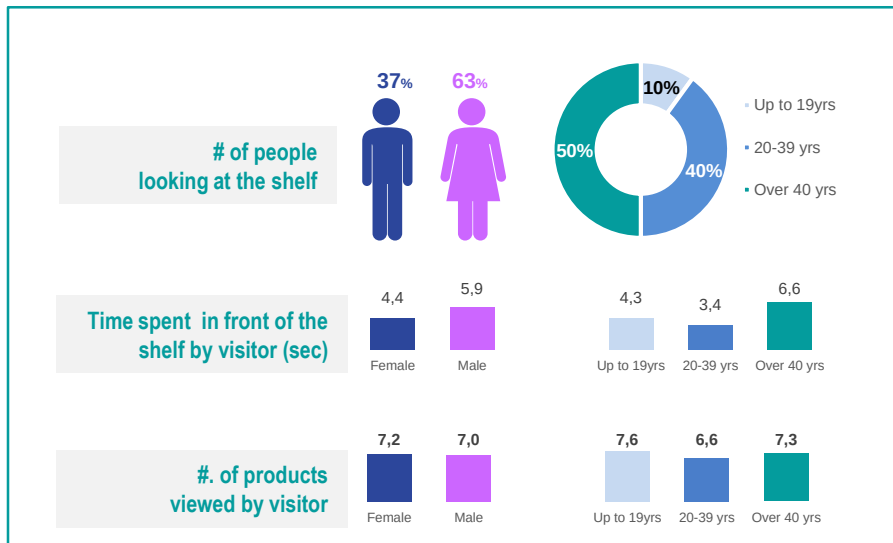
SHOPPER PROFILING: IS IT ALIGNED WITH MY TARGET?



Who looks at the shelf?

There are more women looking at the shelf than men and they spend 10% of time more in front of it. Despite this difference, the no. products viewed is almost the same.

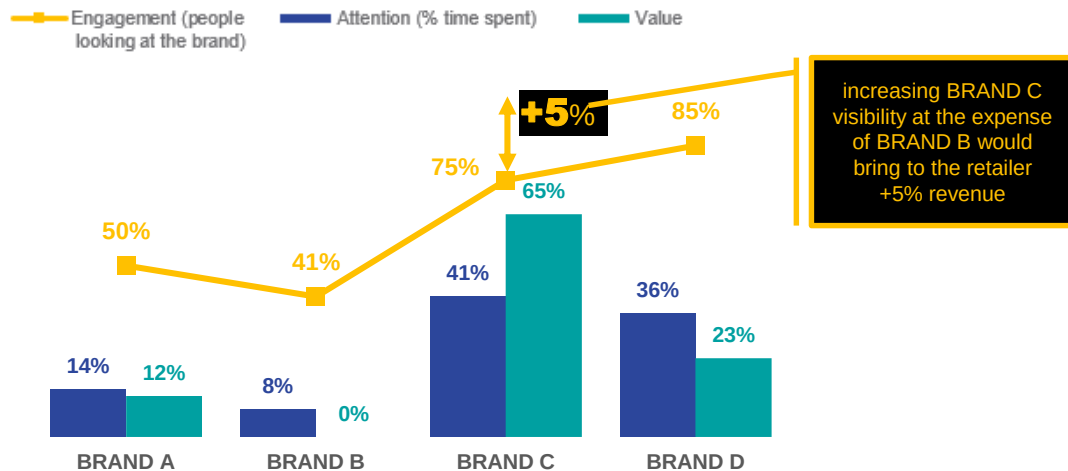
People over 40 yrs is the group spending more time looking at the shelf



If your aim was to be appealing for women and mature people, that's fine but if you had in mind to conquer a different target, you probably need to rethink the display

IPSOS POINT OF DIFFERENCE:

REAL PASSIVE EYE-TRACKING DELIVERING GRANULAR AND PRECISE ANALYSIS



“

*It is not a generic analysis done with cameras intercepting the direction of the face, it is a **true passive eye tracking** able of measuring with great granularity and precision what was looked at and for how long, up to visual areas of at least 15 cm.*

*Compared to the active ET we have a **universal sample** and for each of them we identify the subjects and code them for the entire shopper experience.*

”

Index Value per engagement





WHAT CAN YOU FIND OUT?

Our insights help you gain a deeper understanding of buying habits and answer to different questions such as:

- What additional footfall is a **new window** bringing in?
- Is anyone looking at your new **expensive digital advert**?
- How cost effective is the **new fixture**?
- How long are customers looking at a **new product** during its launch?
- Is a **new layout** converting customers?
- Which **signage** is working?
- Which products are the least and most **engaging** to look at?
- Which **areas of the display** are capturing the consumers' interest the most?
- What **info** shoppers read?
- Am I able to attract to the shelf the **target** I want to conquer?



IN STORE ACTIVITY PERFORMANCE

Triple A solution



Appropriate: it is a modern ideal tool to objectively and quantitatively measure shopper behaviours and provide reliable data to trade marketing

Agile: once the device is positioned, data are automatically collected and rapidly delivered as actionable insights

Affordable: The data collected do not refer to a sample of shoppers but to a universe, nevertheless the passive measurement allow to get a cost effective solution

Saremmo lieti di approfondire con voi

Diego Persali

Market Strategy &
Understanding Leader

Diego.Persali@ipsos.com

📞 338 71 55 745



Carlo Oldrini

Vice President Ipsos
Marketing

Carlo.Oldrini@ipsos.com

📞 348 44 29 774



**BE
SURE.
ACT
SMARTER.**

Thank you!