

IPSOS – IMMERSIVE REALITY: SHOPPER INNOVATION

Evaluating in-store consumer motivations

At Ipsos we have the expertise to understand the true decision process that underpins a consumer's choice within a category and how they navigate the store. From measuring how they move across the store environment to their behaviour at shelf, aisle and gondola, we have the capabilities to truly get under the skin of the consumer.

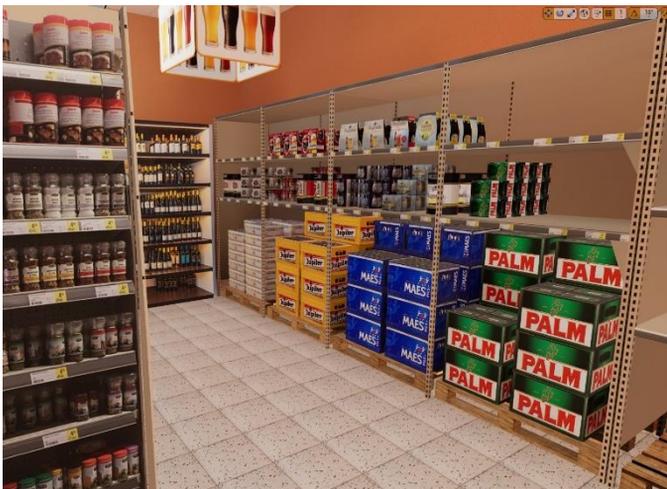
By placing consumers into an extremely realistic virtual store, they will instantly obtain that natural-feeling experience, with no collateral effect. It will be possible to interact with the shelves, products and baskets, as well as walk and teleport themselves inside a surface thousands of square metres wide with a simple click.

Ipsos works with leading edge technology partners that are experts in the field of shopper research and pushing the boundaries of the research world.



Benefits

- You will be able to simulate the shopping experience in generic or specific stores, with real product concepts that you can touch. They can also be easily switched out or updated.
- You will be able to analyse what the consumer is doing inside the virtual store, in real-time as well as shopping behaviour data e.g. % of picked products, time of holding the product, average bill value and much more.
- Eye-tracking, biometric and path tracking enables us to analyse the shopping experience in every detail.
- Very scalable as you can bring the store or even entire shopping mall into a small room and test multiple consumers at once. Even set it up in multiple countries, quickly & efficiently.



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Typical Approach

Building a virtual store environment that consists of fully stocked aisles that include Heineken brands as well as competitors, including local market products. Also place different point of sale and advertising across the store to truly give the consumers a realistic experience.

Place consumers into the environment - track & observe what they do throughout. Ask them to complete certain tasks whilst shopping e.g. can they find a certain product? Did they notice point of sale communications or advertising throughout?

Conduct an interview afterwards on their experience and what they saw and why they picked up certain products or why they dwelled in certain areas of the store or aisle.

Case studies

We've worked with multiple clients on different immersive research projects. To highlight:

- **Leading global drinks brand:** developed a VR shopper environment to test out where best to place their different products within the aisle. Benefits & key outputs was the flexibility and scalability of changing the products. Also, now have a blueprint for future testing.
- **CPG brand:** 360 recordings of when people spray their fragrances during their daily, bathroom routines. Benefit was the ability to observe them without influencing their natural routine as well seeing what their daily bathroom routine is.

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