



# Let's Get Phygital: Experience the future of shopper research

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# Your team on today's call



**Alison Chaltas**  
Global Shopper  
[alison.chaltas@ipsos.com](mailto:alison.chaltas@ipsos.com)



**Anneli McCracken**  
Simstore  
[anneli.mccracken@ipsos.com](mailto:anneli.mccracken@ipsos.com)



**Mikael Ahlqvist**  
Simstore  
[mikael.ahlqvist@ipsos.com](mailto:mikael.ahlqvist@ipsos.com)



**Mark Berry**  
US Shopper  
[mark.berry@ipsos.com](mailto:mark.berry@ipsos.com)

# Let's get Phygital!

1. Omnichannel Disruption – Thinking differently!
2. Simstore – Taking behavioral insights into action

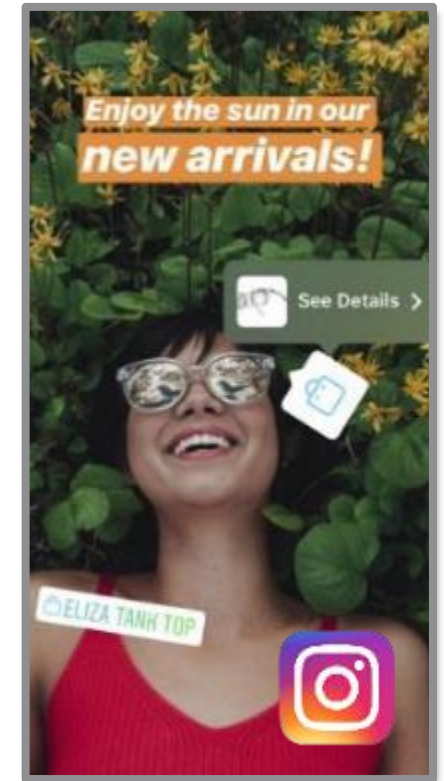
Ipsos.com: <https://www.ipsos.com/en/lets-get-phygital>

Twitter: <https://twitter.com/ipsos/status/1115915896705441793>

LinkedIn: <https://www.linkedin.com/feed/update/urn:li:activity:6521681653063127040>

# We live in **highly disruptive** times...

Technology is delivering a brave new world of always on, fluid and connected commerce; this not only changes the way people shop but it also changes their expectations of convenience.



# Omnichannel disruption is forcing us all to **think differently** about Shopper

## Our Focus: SIMPLIFY – MODERNIZE – STANDARDIZE

*Smarter, more integrated actionable insights to convert today's omnichannel shoppers*



### ATTITUDES

at home, in-store  
and along the way



### ACTIONS

physical and digital  
shopping behavior



### ACTIVATION

tactics that build brands  
through omnichannel retail

*Need for faster, higher tech, more cost-effective shopper insights solutions*

Holistically mapping  
**PATH TO PURCHASE**

Defining  
**OMNICHANNEL STRATEGY**

Driving  
**CONVERSION@POS**

# We need to answer new questions...in new ways



## Holistically mapping **PATH TO PURCHASE**

- What is the new shopper P2P – for the category and my brands – by key retailer?
- How do we capitalize on omnichannel behavior?
- How do we convert pre-store brand saliency to drive sales?
- How do we improve ROI across channels, customers, and touchpoints?



## Defining OMNICHANNEL **STRATEGY**

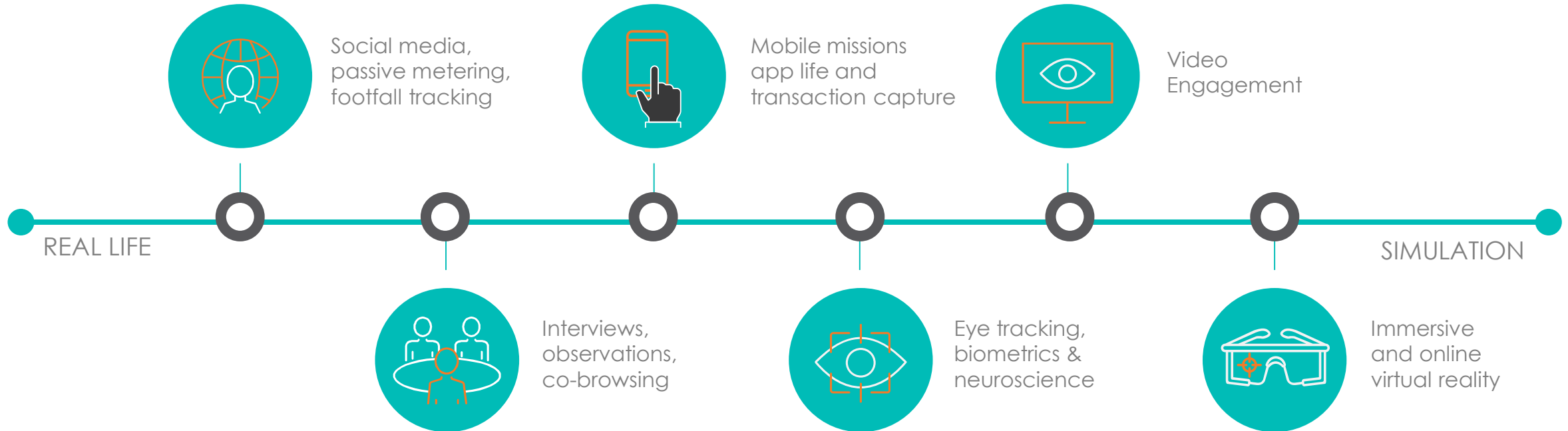
- What is the role of my stores, websites, and apps?
- How can we better engage different shopper segments – in stores, webshops and on phones?
- What channel dynamics matter most and why?
- Where is our common ground to profitably grow categories and brands?



## Optimizing **CONVERSION @POS**

- What are the optimal tactics for both brick & mortar and digital:
  - Placement in-store, on premise and online?
  - Optimizing product assortment?
  - Promotion tactics and activation testing?
  - Price ranges?
- What tactics can go away?
- How to activate the plan?

# Uncovering true behavior requires integrated methodologies



All incorporating behavioral science perspective to better anticipate real world shopping behavior and create more actionable insights

# 3 key Insight Solutions that are our **focus**

## LIFE Path

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*Mapping the path to purchase and what specific influences drive decision making*

## iDNA Suite

---

*Understanding the e-Commerce Shopper and developing the right e-Commerce strategy & tactics*

## Simstore

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*Using VR solutions to test and optimize in-store merchandising and brand activations*





**Winning at the point of sale**

# Simstore helps you to understanding and predict regardless of channel

 **simstore** Different technology platforms used depending on business question



**Shelf view**

2D – environment (HTML5)

[▶ Start demo](#)

Password: simstore



**Store view**

360 - environment

[▶ Start demo](#)



**e-com view**

[▶ Start demo](#)

Password: Ecom\_Demo



Vaj 2 God MORGEN, Clikka Sorter, Pet 0,85l

2 för 0

God MORGEN Eko Apple & Jordgubb 0,85l

0

God MORGEN Eko Apelsin 0,85l

0

Ica Selection Nyssad Apfelsjuice 1l

0

Ica I Love Eco Apfelsjuice 1,75l

0

Innocent Orange Juice With Bits 1,5l

0

Vaj 2 Innocent, Clikka Sorter, Pet 0,90l

2 för 0

Innocent Tropical Juice 0,9l

0



God MORGEN Mango Passion 1l

0

God MORGEN Strawberry Sweet Blend 1l

0

God MORGEN Eko Apple & Fläder 0,85l

0

Tropicana Original Orange 1,5l

0

Ica I Love Eco Apfelsjuice 1l

0

Innocent Apple Juice & Elderflower 0,9l

0

Innocent Orange Juice Without Bits 0,9l

0

Innocent Apple Juice 0,9l

0



God MORGEN Orange & Red Grapefruit 1l

0

God MORGEN Red Grapefruit 1l

0

God MORGEN Florida Orange 1l

0

Tropicana Cloudy Apple 1,5l

0

Tropicana Golden Grapefruit 1l

0

Innocent Orange Juice With Bits 0,9l

0

LeviSberg Råsaft Apelsin, Morot, Apple 0,8l

0

LeviSberg Råsaft Apelsin, Ananas, Citron 0,8l

0



Bravo Apple Juice 1l

0

Bravo Apelsin Juice 2l

0

God MORGEN Sicily Red Orange 1l

0

Tropicana Original Orange 1l

0

Tropicana Ruby Breakfast 1l

0

Vaj 2 Bråmhults, Clikka Sorter, Pet 0,85l

2 för 0

LeviSberg Råsaft Apelsin 0,8l

0

LeviSberg Råsaft Råsaft, Ingefära, Apple, Citron, Apelsin 0,8l

0



Bravo Apelsin & Mandarin Juice M. Apple 1l

0

Bravo Apelsin Juice 1l

0

Bravo Tropisk Juice 1l

0

Tropicana Mandarin Morning 1l

0

Tropicana Pressed Apple 1l

0

Bråmhults Apelsin Ingefära Gurkmeja 0,85l

0

Bråmhults Apelsin Ingefära 0,85l

0

Bråmhults Apelsin Morot Ingefära 0,85l

0

MANHATTAN

NYX

CATRICE  
COSMETICS

MAYBELLINE  
NEW YORK

ess

Augenbrauen  
Eyebrow Kit

MANHATTAN Brow/Tastic  
Eyebrow Kit €4.45

Eyeliner

MANHATTAN Dip Eyeliner  
Waterproof €3.45

Lidschatten

Nyx Dreamcatcher Shadow  
Palette €18.95

Lidschatten

NYX Hot Singles Eye Shadow  
€4.95

Augenbrauen

Catrice Eyebrow Set  
€5.15

Eyeliner

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

MANHATTAN Volume Colourist  
Double Impact Mascara €10.45

Mascara

MANHATTAN Supreme Lash  
Mascara €5.95

Mascara

Nyx Lush Lashes Voluptuous  
Mascara €10.35

Mascara

Nyx Lush Lashes Curvaceous  
Mascara €11.95

Eyeliner

Catrice Eye'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 get BIG! Lashes volume  
boost mascara €3.85

Mascara

MANHATTAN Ultimate Long &  
Curl Mascara €4.95

Mascara

MANHATTAN Superize False  
Lash Look Mascara €4.95

Lidschatten

NYX Lidschatten Jumbo Eye  
Pencil €8.75

Mascara

NYX Doll Eye Mascara  
€15.35

Lidschatten

Catrice Eye'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 rock'n'doll XXXL volume  
mascara black €3.55

Lidschatten

MANHATTAN Eyemazing Eye  
Contouring Palette €10.95

Lidschatten

MANHATTAN Multi Effect  
Eyeshadow €4.95

Mascara

NYX Wimperntusche Skinny  
Mascara €13.55

Mascara

NYX Mascara Double Stacked  
Fiber2 €17.45

Mascara

Catrice Lashes To Kill  
Curl&Volume Mascara €6.85

Mascara

Catrice Glam&Doll 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

MANHATTAN Eyemazing Double  
Effect Eyeshadow & Liner €6.45

Lidschatten

MANHATTAN Eyemazing Effect  
Eyeshadow €6.95

Augenbrauen

NYX Eyebrow Cake Powder  
€10.25

Eyeliner

NYX Slim Eyeliner Pencil  
€2.85

Mascara

Catrice Allround Mascara  
€5.15

Mascara

Catrice Lash Dresser Comb  
Mascara €4.45

Eyeliner

Maybelline Master Ink Mettle  
Liner €6.95

Eyeliner

Maybelline Expression Kajal  
Eyeliner €4.25

Lidschatten

essence 2in1 eyeshadow & liner  
€3.15



Bosch MaxiMUM 15TLDE  
€529.00



Kenwood KMC 05009  
€549.00



Kenwood Chef Sense XL  
€559.00



KitchenAid 5KSM150PSEOB  
€579.00



KitchenAid 5KSM150PSECL  
€579.00



KitchenAid 5KSM150PEYP  
€579.00



KitchenAid 5KSM150PSECD  
€579.00



Bosch MUM 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



Moulinex QA404D Masterchef Gourmet PLUS  
€189.00



Bodum 11381-913 Bistro  
€199.00



Bodum 11381-565 Bistro  
€199.00



Bosch MUM 54020  
€219.00



Bosch MUM 54720  
€219.00



Bosch MUM 54920  
€229.00



Clatronic KM 3476 Cook & Mix  
€229.00



01 €1.50



02 €1.50



03 €1.50



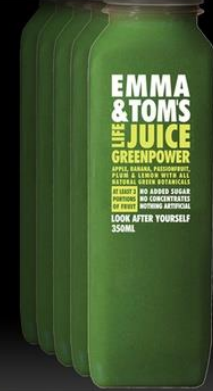
04 €1.50



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

It's hungry... Time to Enjoy





  
**CALANDA**

BRAUEREI  
**ENGADINER BIER**  
SEIT 2008  
*Puntasina*

  
**Schützengarten**

  
**APPENZELLER BIER**

**HALDEN  
GUT**

KUNDSERVICE

SVENSK

A76

folkspel

VINN 25 MILJONER

VINN 25 MILJONER



Färdiga spel Säg bara till i kassan!  
LOTTO 40:- TRISS 50:- KASSA 60:- 120:-

VI - PA 7 TRAD!





**FRÅN SVERIGE**  
**Ny märkning!**  
Nu blir det enklare att hitta svenska varor i hyllan  
Läs mer på fransverige.se

**FRÅN SVERIGE**  
**Ny märkning!**  
Nu blir det enklare att hitta svenska varor i hyllan  
Läs mer på fransverige.se

**FRÅN SVERIGE**  
**Ny märkning!**  
Nu blir det enklare att hitta svenska varor i hyllan  
Läs mer på fransverige.se

Väg här så spar du tid i snabbkassan

ÄPPLE 24<sup>95</sup>

GOLDEN DELICIOUS 24<sup>95</sup>

JONA GOLD 19<sup>95</sup>

BERRY SMITH 24<sup>95</sup>

ÄPPLE 29<sup>95</sup>

**Kampanjvara**  
Ekologiskt  
**EKO RÖDBETOR**  
10<sup>:-</sup> /st

**Kampanjvara**  
Ekologiskt  
**EKO PALSTERNACKOR**  
10<sup>:-</sup> /st

**Frukt och Grönvaror**

DEKORATIONSPÅSA  
19<sup>95</sup>

**Kampanjvara**  
Ekologiskt  
**AIRTRADE-BANANER**  
19<sup>95</sup> /kg



100 product(s) found for

Beverages : Tea

Sort by:



### Categories

#### Beverages

Coffee

Tea

  Gifting (5)

  Green (20)

  Green (benefit) (1)

  Herbal (29)

  Herbal (Benefit) (9)

  Loose (green) (4)

  Loose (Herbal) (4)

  Loose (Specialty Black) (2)

  Mainstream (Cup) (5)

  Mainstream (Family) (5)

  Matcha (Green) (2)

  Matcha (Green, Powder) (3)

  Specialty Black (20)

  Tea K-Cup Spec Black (9)

  Tea K-Cup Green (2)

  Tea K-Cup Herbal (3)

  Tea K-Cup Iced Black (2)

  Variety (5)

Soft Drinks

Energy Drinks

Juice

### Refine by

#### Brand



Tetley USA Round Iced Tea Blend Family Size, 24-Count Pack...

★★★★★ - 47

\$14.<sup>24</sup> (0.40 / Pounds)

Add to cart



Twinings Earl Grey Tea, Tea Bags, 50-Count Boxes (Pack of ...

★★★★★ - 727

\$30.<sup>67</sup> (1.45 / Pound)

Add to cart



Harney & Sons Black Tea, Paris, 50 Tea Bags

★★★★★ - 338

\$10.<sup>42</sup> (2.92 / Ounce)

Add to cart



Frontier Co-op Organic Chamomile Flowers, German, Whole, 1...



Taylors of Harrogate Classic Tea Variety Box, 48 Count



Bigelow Tea Company Products - Tea Tray Pack, 8 Assorted T...

Show results for

< Any Category

< Beauty

Hair Care

Hair Dryers

Brand

- ghd
- Babyliss Pro
- Parlux
- Hot Tools
- Cloud Nine
- Dyson
- Diva
- T3

Delivery Option

- Free UK Delivery by Amazon



Dyson hair dryer

£ 399.00 Eligible for FREE UK Delivery

Buy



Hot Tools Hair dryer Cool Touch

£ 62.95 Eligible for FREE UK Delivery

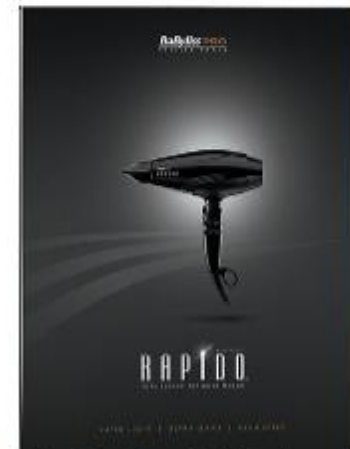
Buy



Parlux 2000 superturbo hairdryer

£ 64.95 Eligible for FREE UK Delivery

Buy



Babyliss Pro Rapido Hairdryer

£ 119.00 Eligible for FREE UK Delivery

Buy



T3 Feather weight Hairdryer



Diva Stormforce 6000 Pro black



ghd air Hair dryer



Cloud Nine The Airshot

Contrary to popular belief, people are **not rational**

We have a plan, we write a list, we visit the store or go online.

And then everything changes...

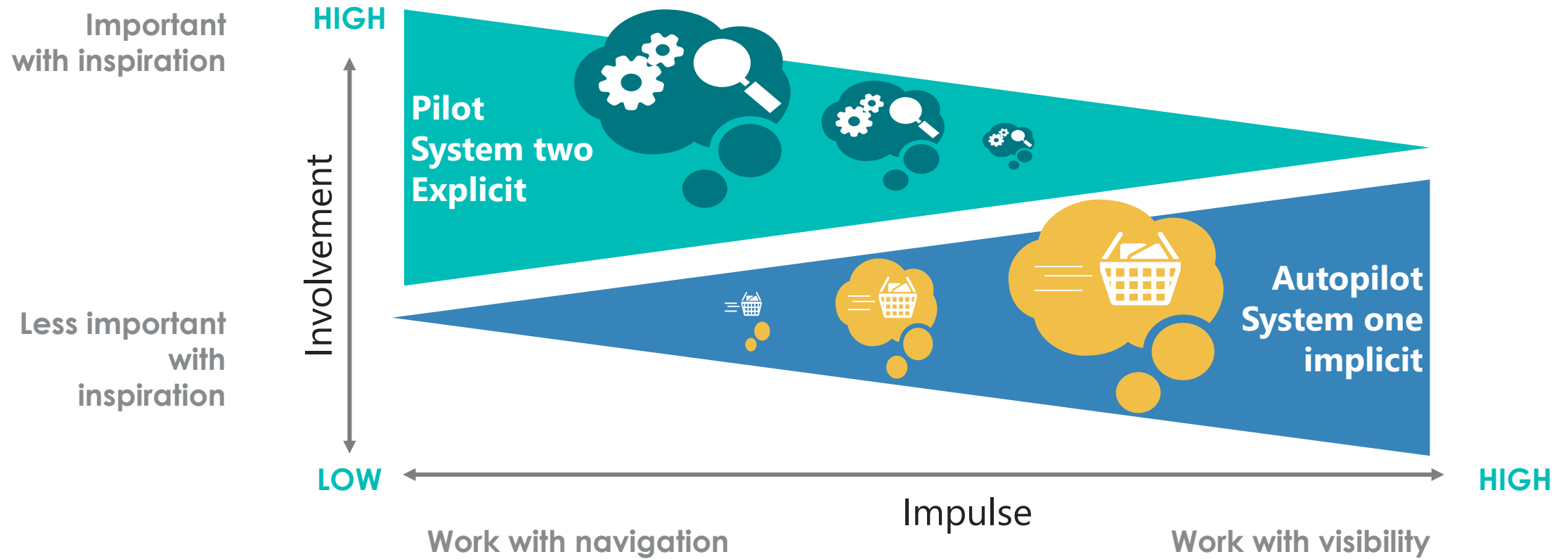




Change behavior  
by **changing the  
context**



# Level of involvement and frequency fuel marketing tactics



# Level of involvement and impulse fuel marketing tactics



# Drive growth of olive oil

## Client challenge



1.

Which growth potentials do exist for the 'olive oil' category?

2.

What does the purchase decision process for olive oil look like?

3.

How can the diversity of product variants be communicated by means of shelf layout?

4.

How can the most important areas of application for olive oil be communicated?





Olive oil  
in-store





HOT

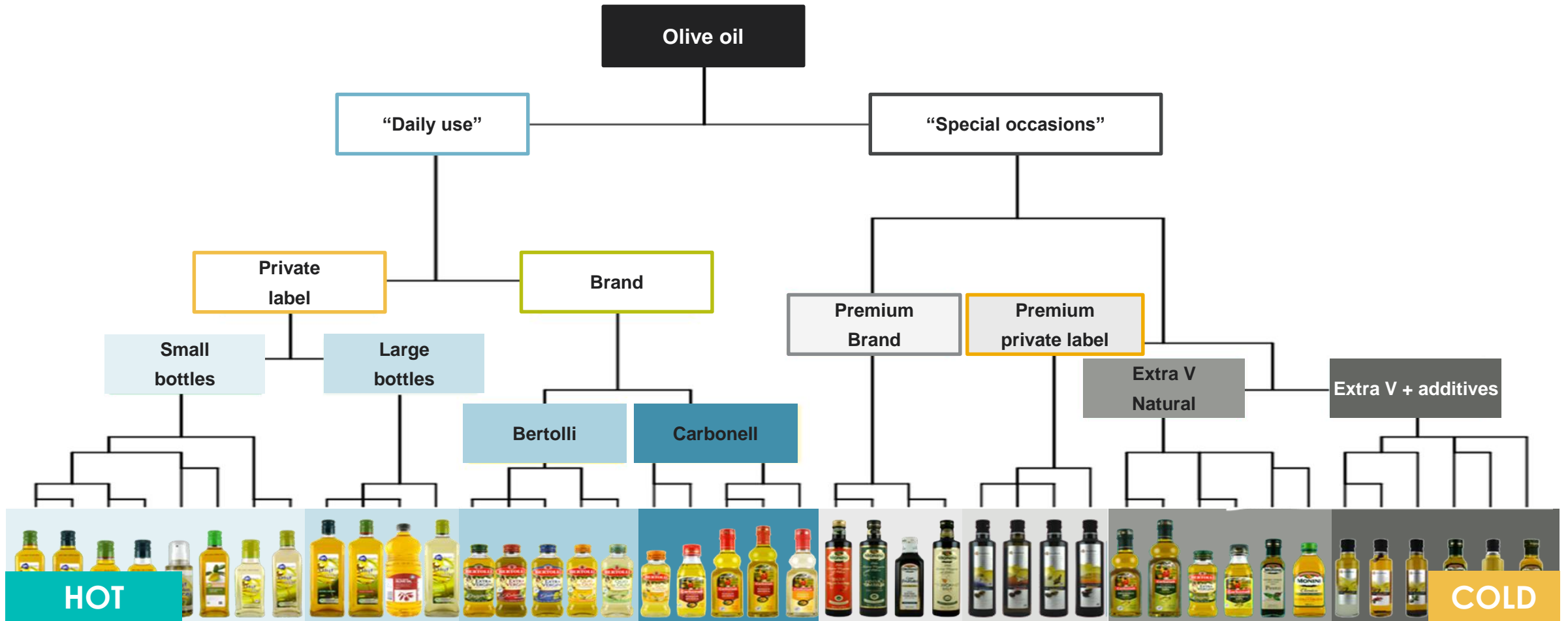
Category  
Vision



COLD



# Behavioural based category segmentation matches the category vision



# Scenario 1: Accomplish trading up

## Inspiration

Wooden shelves provide more inspiration and focus on the A-brands



## Trading up

Signage communicates advantage of buying large bottles



# Scenario 2: Increase variety seeking

## Variety

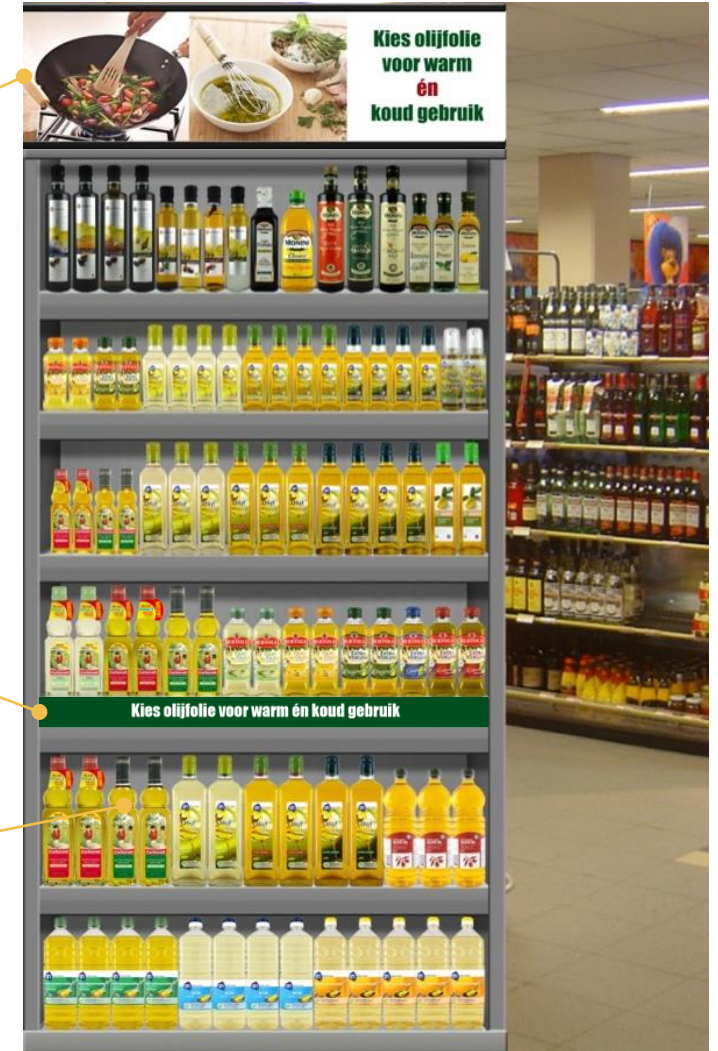
Signing communicates both hot and cold applications



Choose olive oil for hot and cold usage

## Health

Carbonell neck tags focus on informing the shopper about Omega-3





# Drive growth of American whiskeys

Client challenge



1. What is the sales effect of adding POS materials?
2. Which shelf layout leads to highest sales for AW?
3. Which shelf layout best supports navigation / ease of selection?
4. Which shelf layout do shoppers prefer and why?



# ENTDECKE AMERICAN WHISKEY



Talismaner Highland Park Jura  
€36.99 €38.99 €39.99 €42.99

WÄHLE DEINER WHISKEY  
USA  
BOURBON

Ein Whiskey mit einem Charakter von mindestens 51% in handgemachten neuen Eichen gefüllt für ein warmes Aroma aus Vanille, Zimt und getrockneten Schokolade.



BOURBON LIKÖR  
€16.99 €22.99 €15.99 €18.99 €34.99 €26.99 €14.99 €12.99 € 8.99

WÄHLE DEINER GESCHMACK  
MILDE ENTSPANNT  
Erlebung und Lust im Geschmack mit einem Hauch von Getreide- und Holznoten.



Bacardi  
€12.49 €12.49 €17.99 €23.99



Amaro  
€32.99 €33.99 €35.99 €35.99

TENNESSEE WHISKEY  
Langsam  
Warten für Freizeiter auch ohne die große Hochleistungsleistung. Dieser Prozess verleiht dem Unschmelz und macht einen Bourbon zu einem unvergleichlichen und unvergleichlichen Tennessee Whiskey.



TENNESSEE WHISKEY LIKÖR  
€32.99 €26.99 €19.99 €19.99 €16.49

WÄHLE DEINER  
VIEL FÜR DIE  
Viel Freude und Verträglichkeit mit dem Geschmack.



Liqueur  
€12.99 €12.49



Glenlivet Amaro  
€24.99 €20.99 €29.99 €32.99

LIKÖR  
Abgelehnt mit einer  
Kühler Kombination  
Kühler Kombination und volle Frucht- und Charakter, geeignet für einen kalten Tag.



LIKÖR  
€ 9.99 €10.99 €16.99 €12.99 €13.99 €13.99 €13.99

WÄHLE DEINER  
Kühler Kombination  
Kühler Kombination und volle Frucht- und Charakter, geeignet für einen kalten Tag.



Liqueur  
€12.99 €12.99

The winning shelf scenario was tested in-store





Real market test  
Current vs New

Virtual shelf test  
Current vs New



Volumetric KPIs		Value (€)	118	121
		Unit volume	113	117
Behavioral KPIs		Frequency	121	115
		Dwell time	105	109

# Our learnings



## Relevant engagement.

Shoppers simply don't have time to reflect in-store.



Therefore **make things easier** and people will spend more!  
Use anchoring, priming and categorization.



Address **shopping missions**, own **occasions**, remove **purchase barriers**  
and disrupt behaviour to execute winning strategies in-store successfully.



Think in terms of **solutions** because this will help to  
increase mental availability.



# Thank you!

For more information  
contact:

[Mark.Berry@ipsos.com](mailto:Mark.Berry@ipsos.com)  
[Brittany.Calvert@ipsos.com](mailto:Brittany.Calvert@ipsos.com)