SHOPPER DECISION TREES SUPPORTING CATEGORY MANAGEMENT STRATEGY

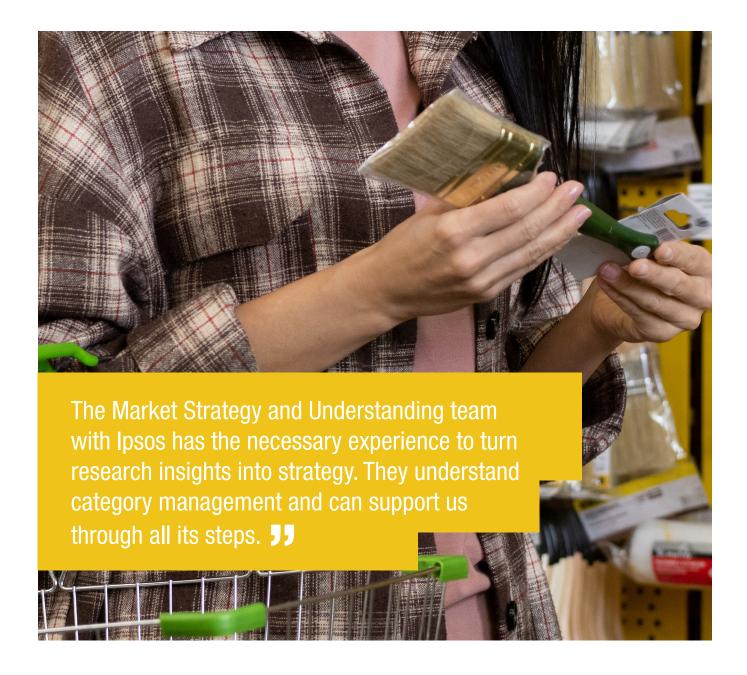How understanding real-life shopper behavior helps optimize shelf layout, on-pack communication and retailer dialogue.

Orkla
House Care

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> I BELIEVE, IPSOS' SIMSTORE SHOPPER SOLUTION IS THE BEST IF YOU WANT TO MAP AND UNDERSTAND YOUR MARKET FROM A SHOPPER-CENTRIC POINT OF VIEW. IT'S INTUITIVE BECAUSE IT MIMES A GENUINE SHOPPER SITUATION – AND IT DELIVERS DEEP STRATEGIC INSIGHTS HELPING US TO UNDERSTAND AND OPTIMIZE OUR PORTFOLIO.
>
> Category Development Manager, Orkla Home Care

Ipsos

> The Market Strategy and Understanding team with Ipsos has the necessary experience to turn research insights into strategy. They understand category management and can support us through all its steps. **"**

DECODING SHOPPER BEHAVIOR

Orkla House Care is a major player in the paintbrushes and rollers market and aims to be the category leader. Central to this is a new market-driven strategy, managed from Denmark, with the ambition to understand shoppers sooner and better than competitors. Ipsos has used the unique Simstore Shopper tool to map consumers' purchasing behavior for brushes and rollers.

By recreating a virtual version of the store's shelf, with both Orkla and competitor products, consumers' preferences, knowledge of the category and intuitive purchasing behavior have been mapped in detail. Data also reveals which alternative products they choose if one or more of their first choices are sold out. The result is detailed Decision Trees that reveal the

shoppers' decision making, category structure as well as strategic recommendations for different segments and markets.

CHEAP BRUSHES
Few choices to boost upsells of other products

QUALITY BRUSHES
More choices to cover your needs

THE CHALLENGE

Orkla Home Care wants to establish the research setup to support a revised data-driven category management strategy. The challenge is to:

- Decode shoppers' decision hierarchy when shopping for brushes and rollers as well as main competitors with regard to price, brand, product type etc.

- Help build shelves that resonate with consumers in order to boost Orkla product sales and strengthen Orkla product preferences.

- Identify category challenges as well as innovation spaces/ opportunities for elevating the entire category.

THE PROCESS

Testing of actual shopper behavior with Ipsos' Simstore Shopper. By setting up real-life purchase situations based on 'virtual shelves' mimicking actual Orkla and competitor products within category.

Each interview covers: Initial questions regarding shopper journey and last purchase. Followed by virtual shopping mission (multiproduct) and out-of-stock situation(exercise). Finalised with background questions about drivers, experience and category navigation.

Category: Paint brushes and paint rollers & accessories.
Markets: UK and Sweden, 2600+ interview in both countries.
Shelf size: UK 144 SKU (Stock-Keeping Units), Sweden 158 SKU's.
Planogrammes, SKU and chosen competitors delivered by client.

THE RESULT

"We got confirmation that consumers have a very basic understanding of the category. Product awareness is low and so is their involvement. This means that we have to handle the category in a completely different way – we can't just communicate our way out of it."

Category Development Manager, Orkla Home Care

Confirmation of a huge potential to influence consumers via shelf management – most shoppers make their product choices in the store.

Significant market differences lower in the decision-hierarchy pointing to a number of optimization possibilities – and the value of shopper studies.

Uncovering which products has growth potential and which ones drives brand and category sales on specific markets and within specific segments.

" We know occasion and project drives customers. But if they only navigate our category by headlines, their choice of products may be arbitrary. Ipsos provided the data and insights helping us build stronger shelves – to both educate customers and boost sales."

"Because Ipsos' reporting is so actionable and visually recognizable it's easier for our organization to understand and integrate the insights into our workstream. Ipsos has helped us to internally communicate the power of data driven portfolio management. And strong shopper insights always strengthen our retailer dialogue."

Category Development Manager, Orkla Home Care

BE SURE. ACT SMARTER.

Simstore is Ipsos' virtual shelf technology platform helping clients quantify winning strategies through simulated shopping environments. With Simstore clients can get to the root of how shoppers make decisions, improve navigation, and optimize retail conditions. By employing advanced techniques like conjoint analysis, we can map out consumers' priorities and preferences at each stage as Decision Trees, thus strengthening a data-driven portfolio or category management even further.

Click here or scan the QR code to get more info about the tool

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