POPAI

PART OF THE shopper GLOBAL NETWORK

Unilever Sound, Light and Movement Research

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POPAI UK and Ireland

Working in-store

Project Set up

1. POPAI
2. Unilever
3. Rocket Productions
4. Tesco

Project Objectives

1. Understand the overall impact on sales through the use of various in-store display enhancements.

2. Understand the relative performance levels of different stimuli, ie. light, light and movement, and light movement and sound.

3. Understand the changes in shopper behaviour to the different stimuli.

4. Understand the response from shoppers to the different stimuli.

Methodology

1. Visitrack Video Analysis
2. Shopper Interviews
3. Sales Data (Dunnhumby)

Research Phases

1. Phase 1 – Display only
2. Phase 2 – Display + Light
3. Phase 3 – Display + Light + Movement
4. Phase 4 – Display + Light + Movement + Sound

Stores - Tesco

1. Test : Romford, Sandhurst

2. Control : Peterborough, Weybridge

Sample Size per phase

	Base	Test
1. Video Analysis	200	400
2. Interviews	50	100

Display Tested

Summary

1. Having stimuli on the display positively affects shopper behaviour and response.

2. Display alone was effective in gaining interaction with product.

3. Display and light was most effective in increasing impact and dwell time.

4. Display, light and movement has the least impact of the 4 phases.

5. Display, light, movement and sound had the second greatest impact.

6. TRESemmé out performs other brands in impact, engagement and dwell time with and without the new display. The new display enhances performance vs other brands.

Summary

7. Sound works as an attractor/disruptor. (The % of shoppers who heard sound was higher than in previous research conducted by POPAI.) Specific message recall was also high.

8. Sound had a higher negative response from shoppers.

9. Shoppers wanted more light on the display.

10. Positive comments on the display contain a very low level of "don't knows."

11. Negative comments had a very high proportion of "don't knows."

12. Speed of rotation was too slow. This meant the brand face was hidden for too long.

Recommendations

1. Use display + light for maximum shopper impact.

2. Add sound if commercially viable and retailer acceptable.

3. Increase the light level on the 3 stage build of the display.

4. Trigger the stimuli earlier in the shopper path towards the display and increase the frequency of light sequence and sound .

Dunnhumby Conclusions & Recommendations

- There is considerable evidence that the additional in-store materials can drive sales, especially to the featured products. (Light +122% - Light and Movement +137%)

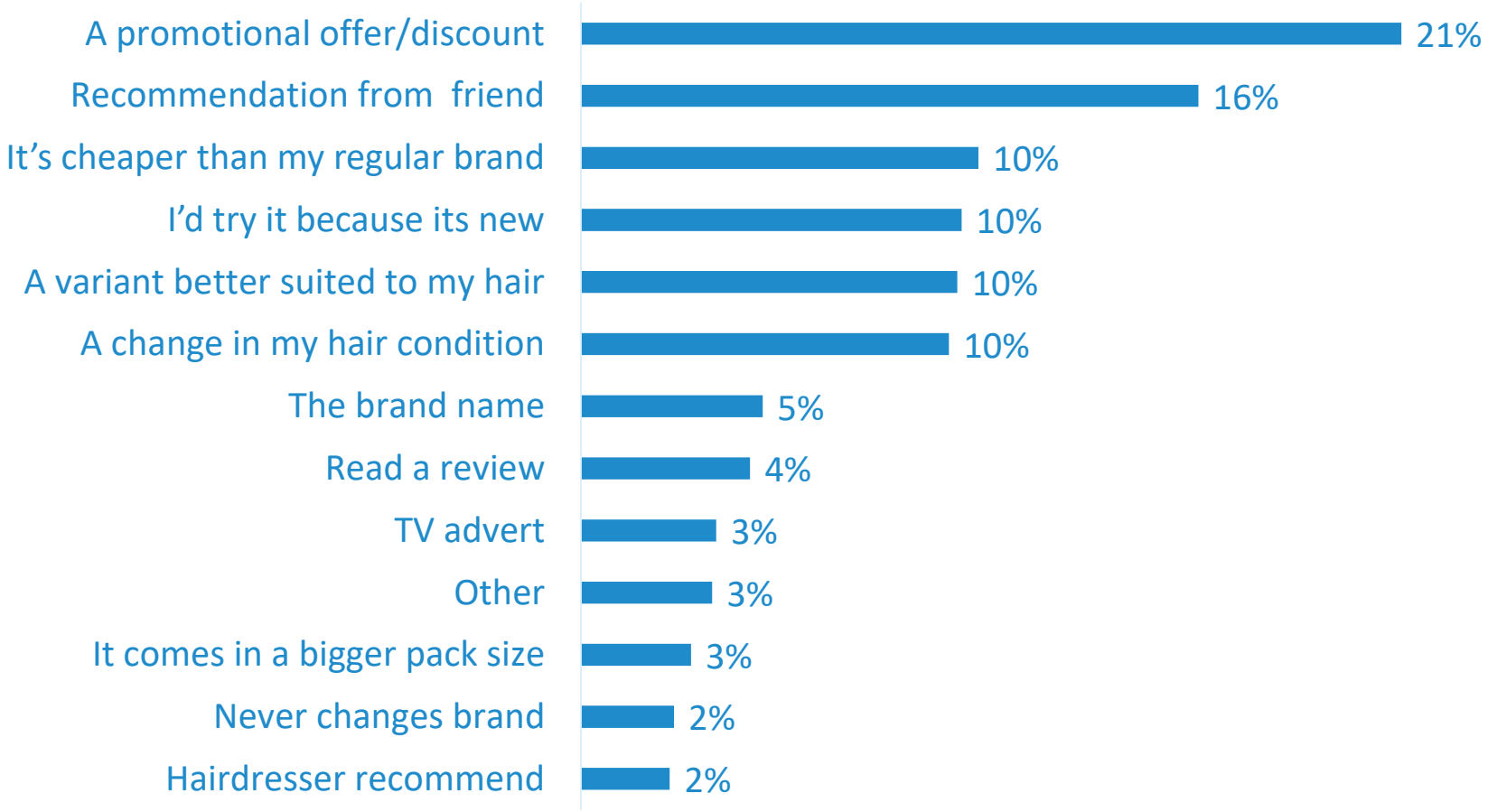
- Some optimisation may be required to drive customers to the fixture, though further evidence is required

Questionnaires

Ages of respondents

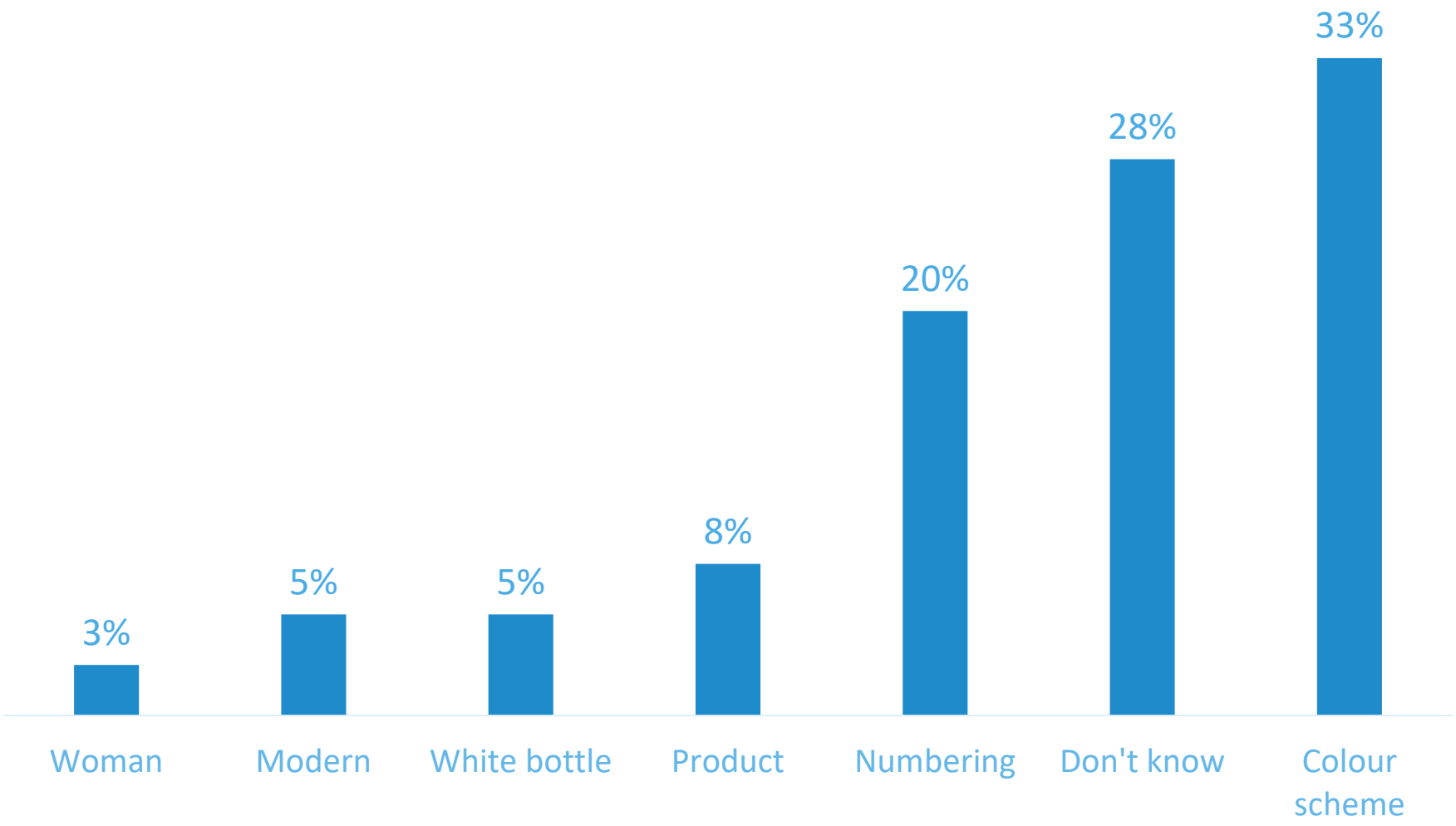
	Peterborough	Romford	Sandhurst	Weybridge	Total
<18	0.00%	0.00%	5.08%	7.41%	**2.59%**
18-25	12.50%	7.45%	10.73%	7.41%	**9.20%**
26-35	9.38%	9.04%	10.73%	11.11%	**9.91%**
36-45	28.13%	15.96%	17.51%	3.70%	**16.75%**
46-55	18.75%	25.00%	23.16%	25.93%	**23.82%**
56-65	15.63%	19.15%	13.56%	18.52%	**16.51%**
65+	15.63%	23.40%	19.21%	25.93%	**21.23%**
Total	100.00%	100.00%	100.00%	100.00%	**100.00%**

What is your most likely reason to change your regular hair care brand?

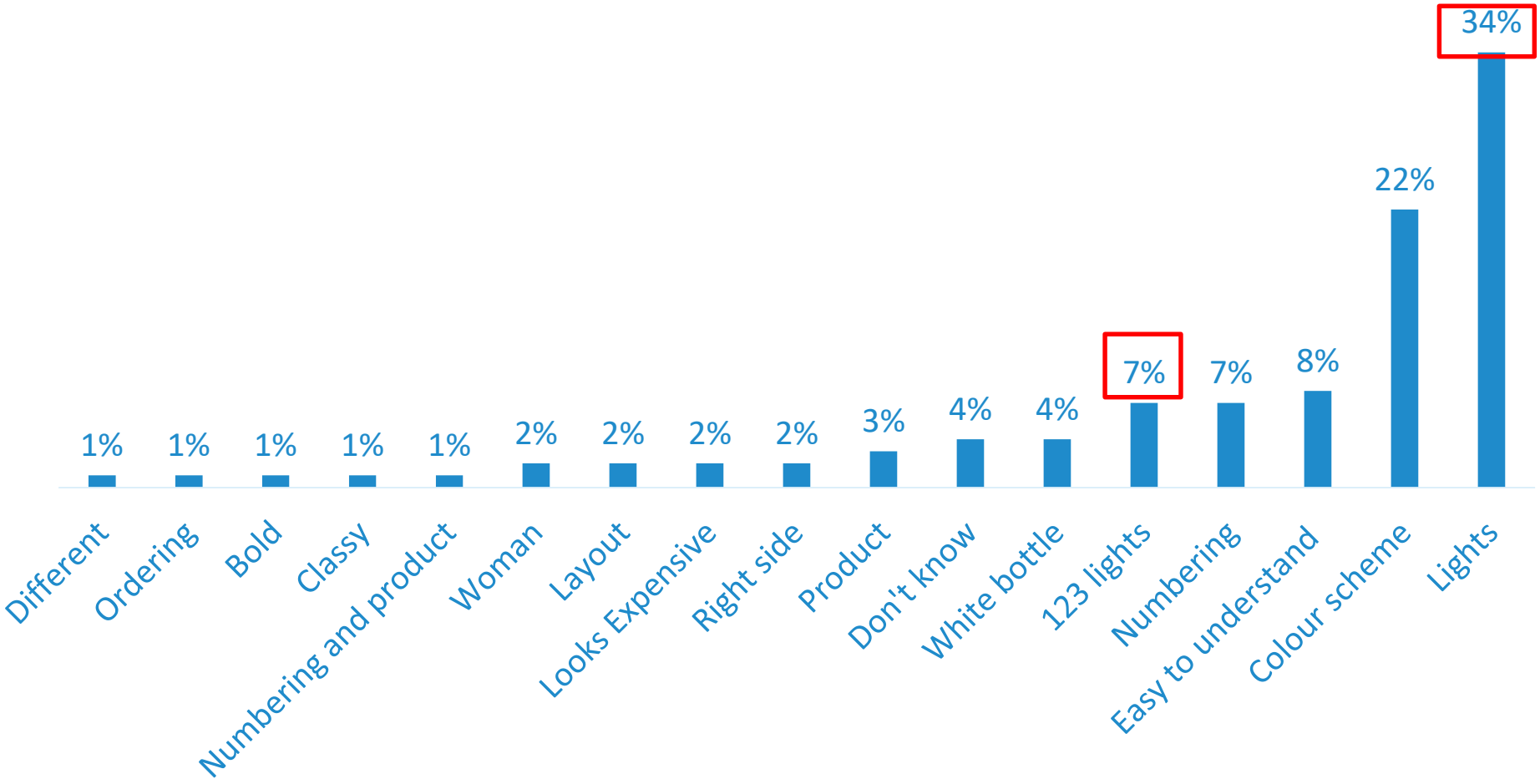


NEW BEAUTY-FULL VOLUME
Step 1: Start with the Pre-Wash Conditioner.
Step 2: Rinse then Shampoo.
Step 3: Use the mousse for serious body and all-day lift.
REVERSE
2X VOLUME SMOOTHNESS*
TRESemmé
EXPERT SELECTION
1 USE BEFORE SHAMPOO
PRE CONDITION FOR SOFTNESS
2 WASH AWAY WEIGHT
3 ADDITIONAL BODY & BOUNCE
TRESemmé
USED BY PROFESSIONALS
Any for 2

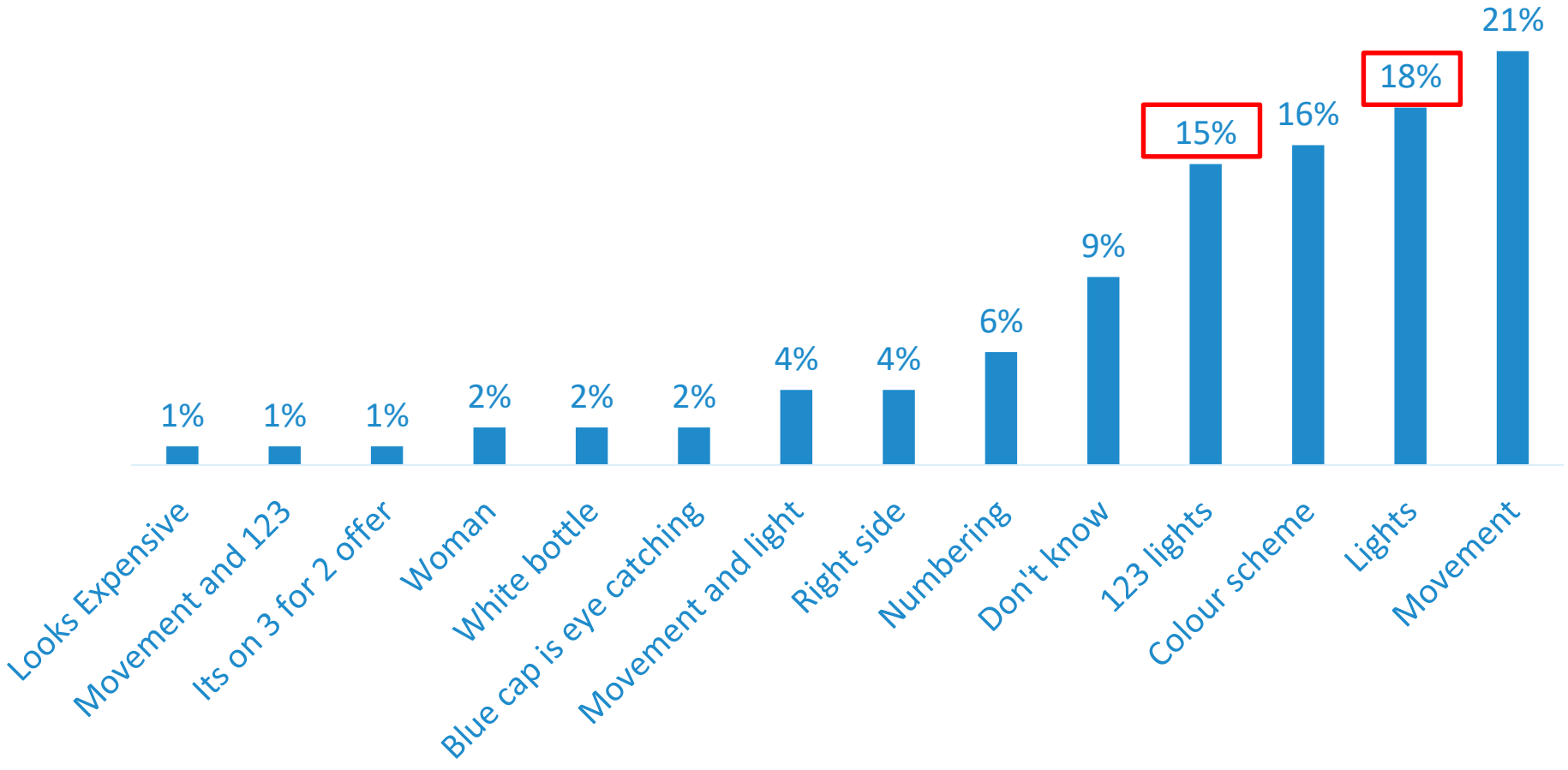
What is the most eye catching element of the display? Display Only



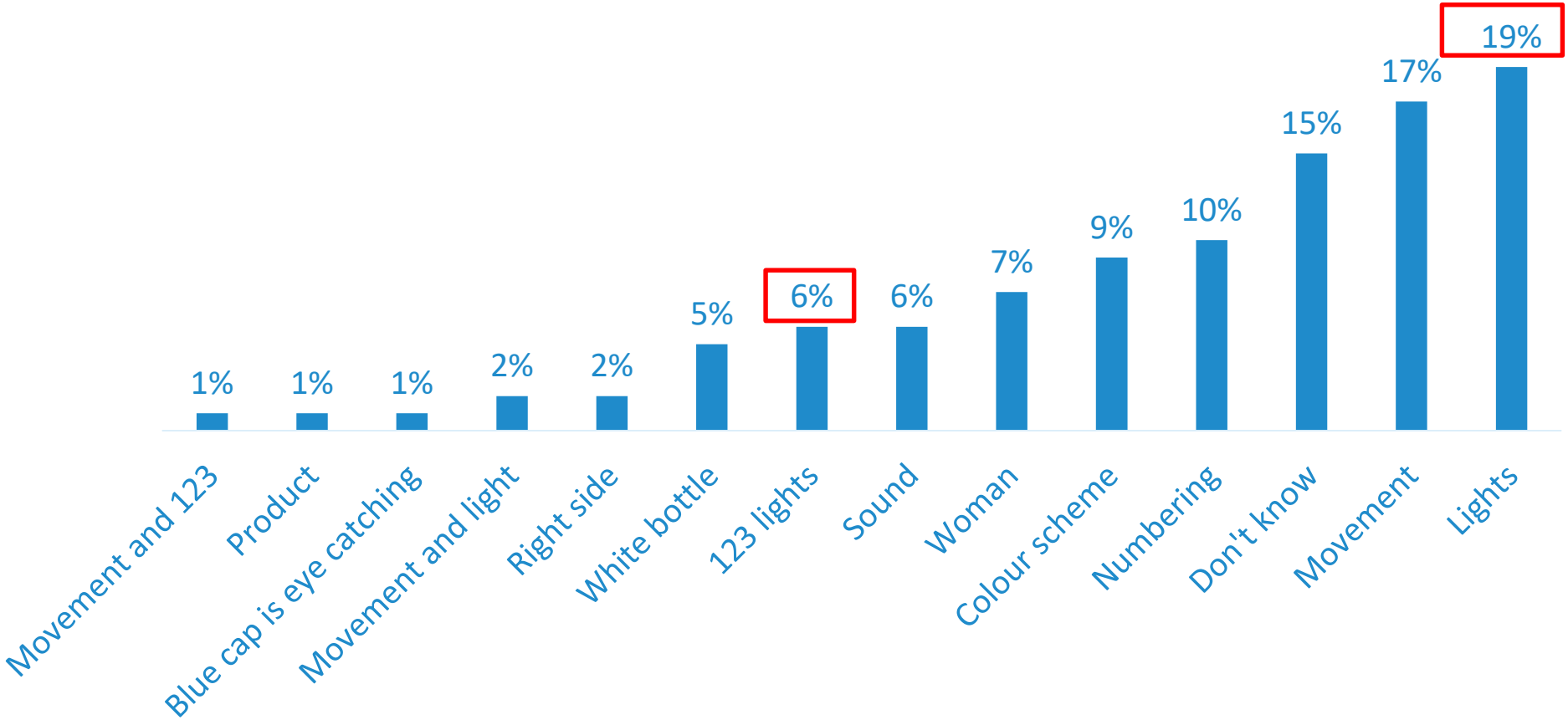
What is the most eye catching element of the display? Display + Light



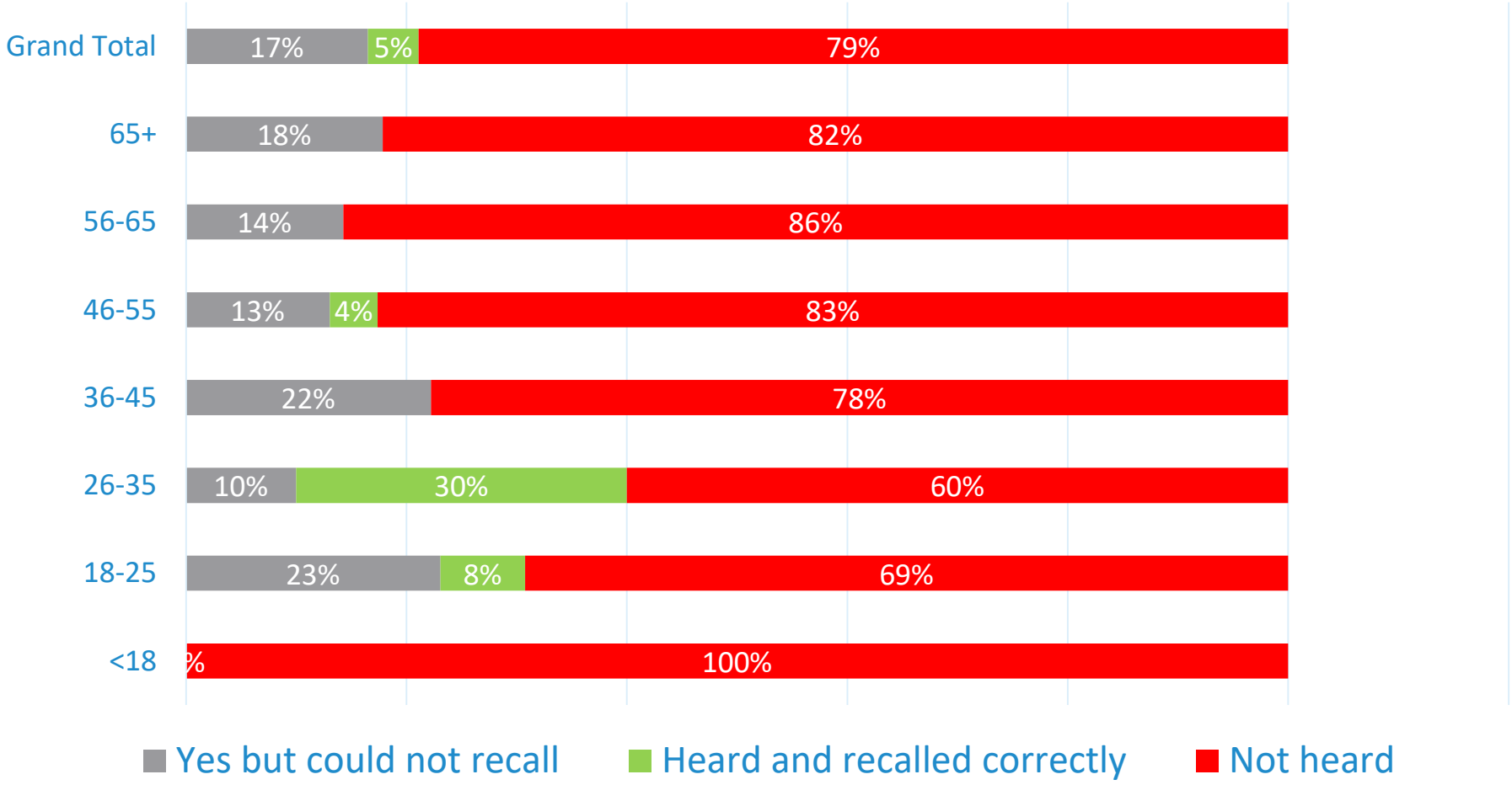
What is the most eye catching element of the display? Display + Light + Movement



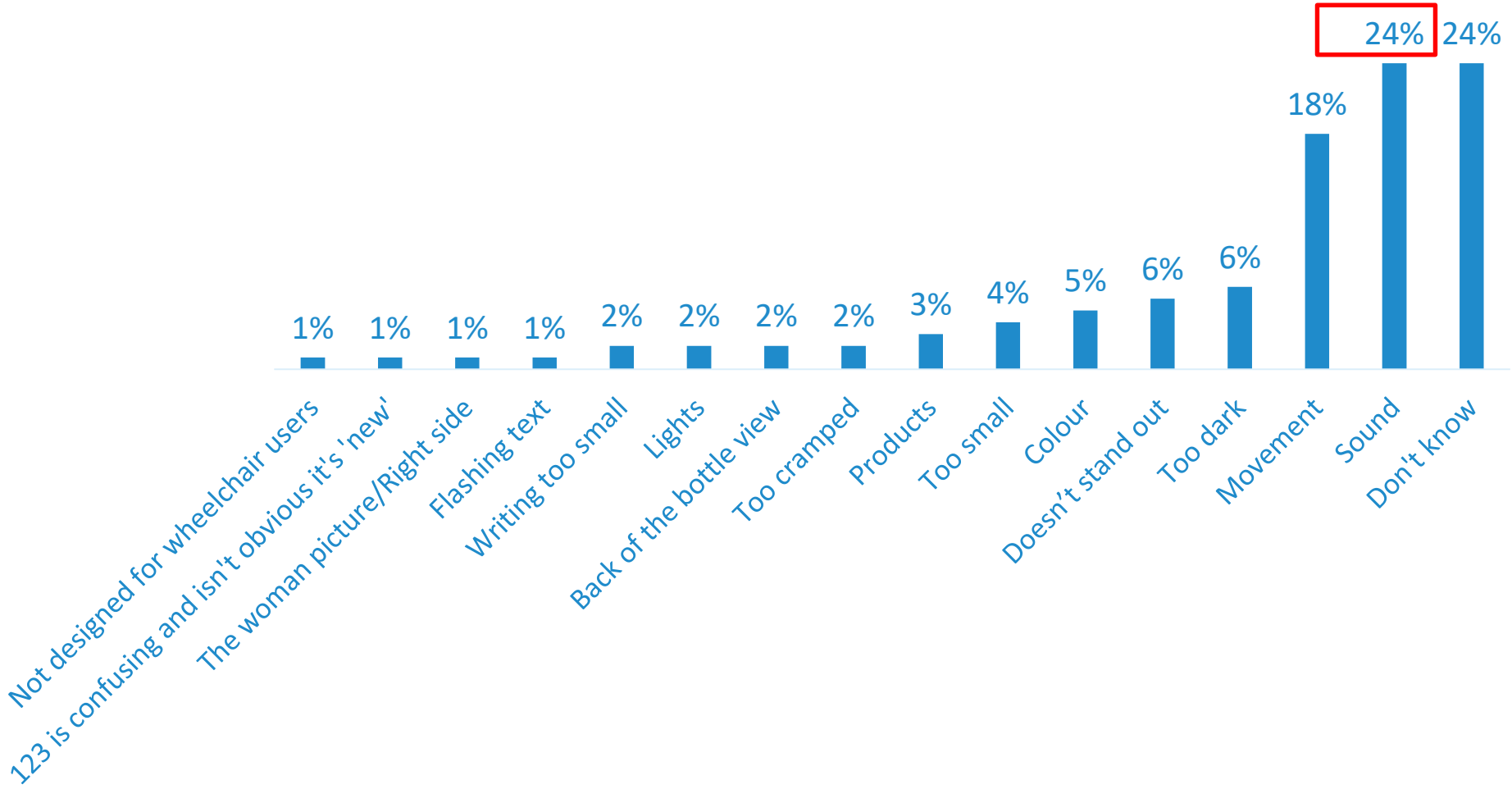
What is the most eye catching element of the display? Display + Light + Movement + Sound



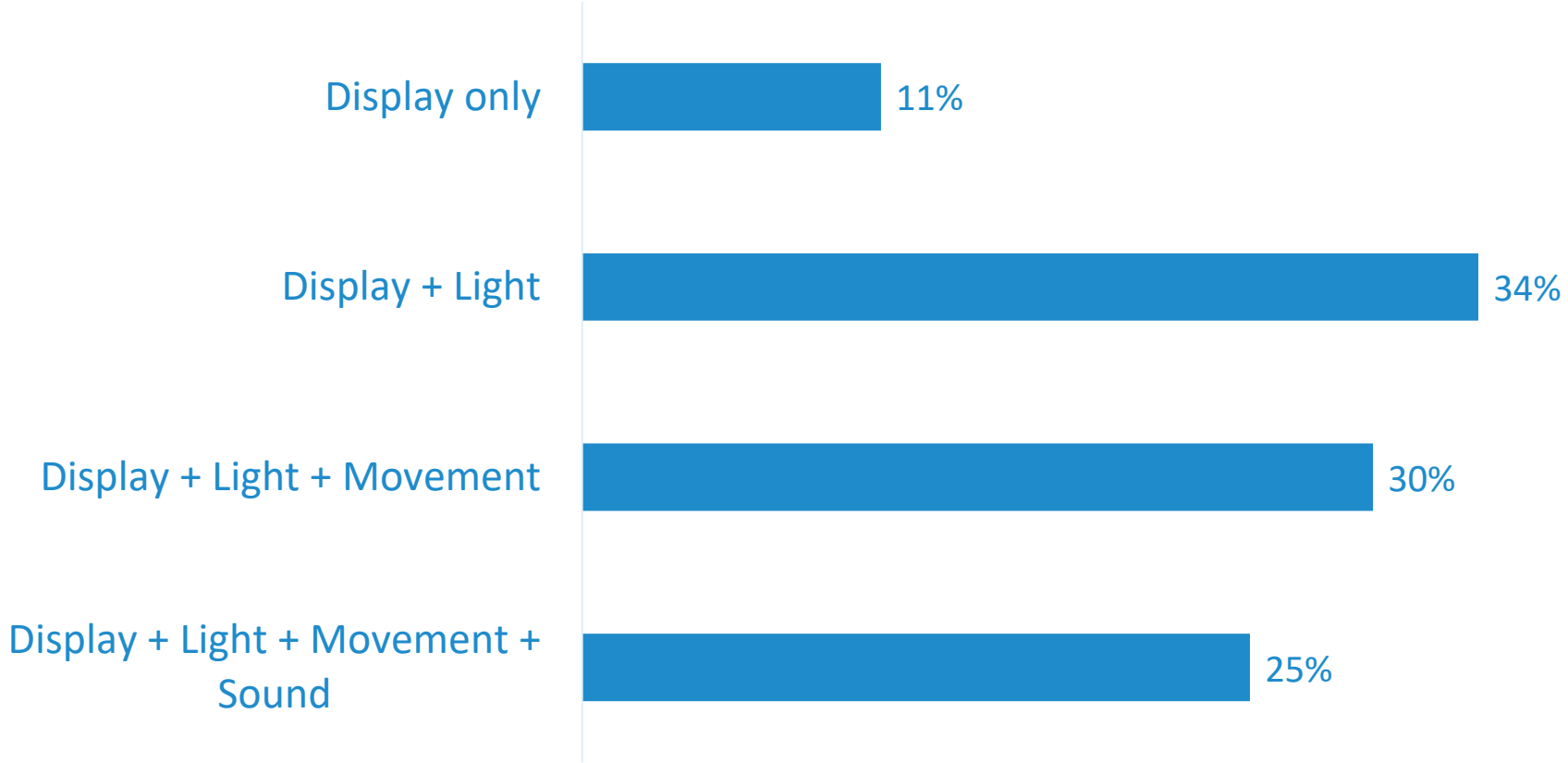
Was sound heard and could you recall the message?



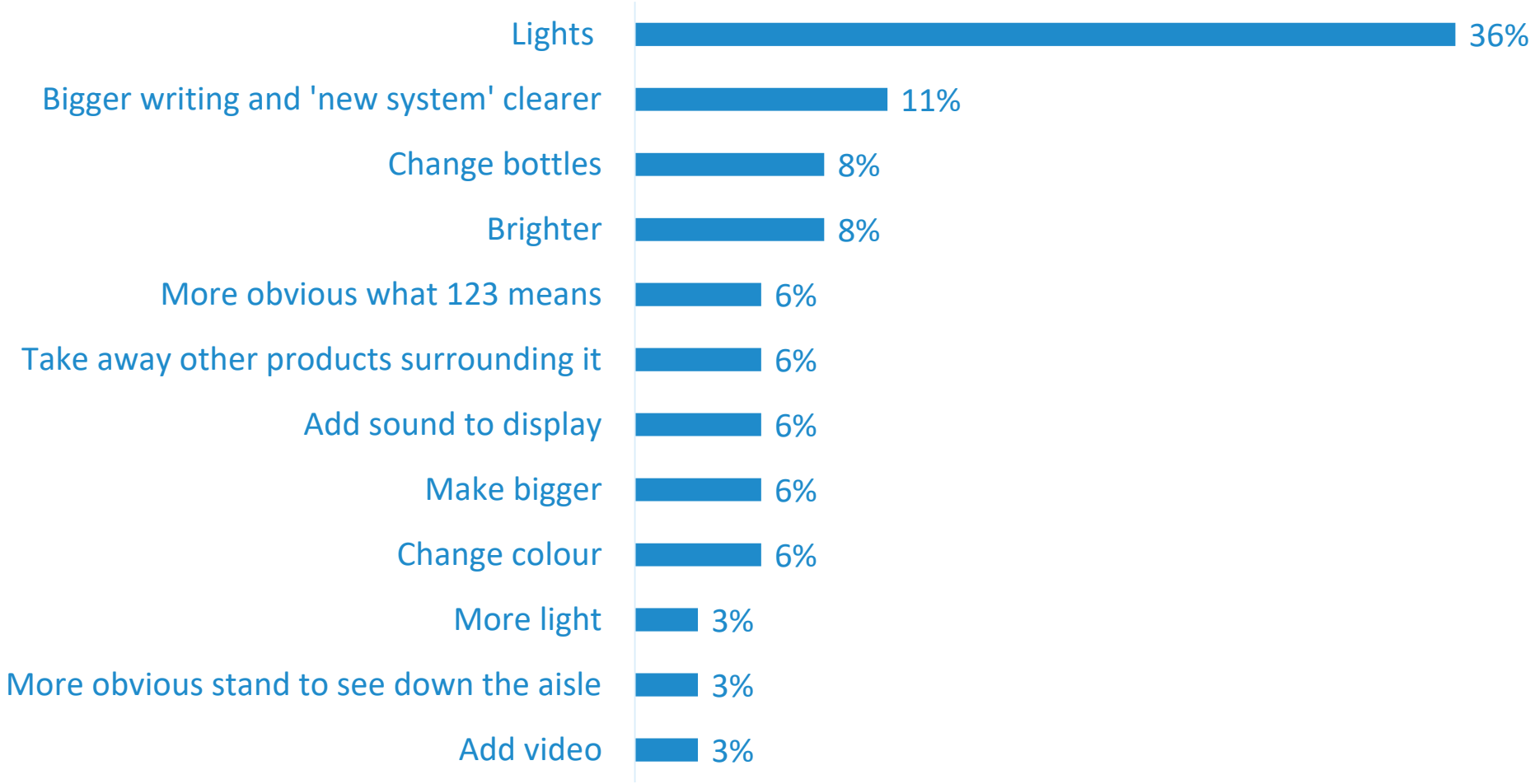
What are the least effective elements?
Display + Lights + Movement + Sound



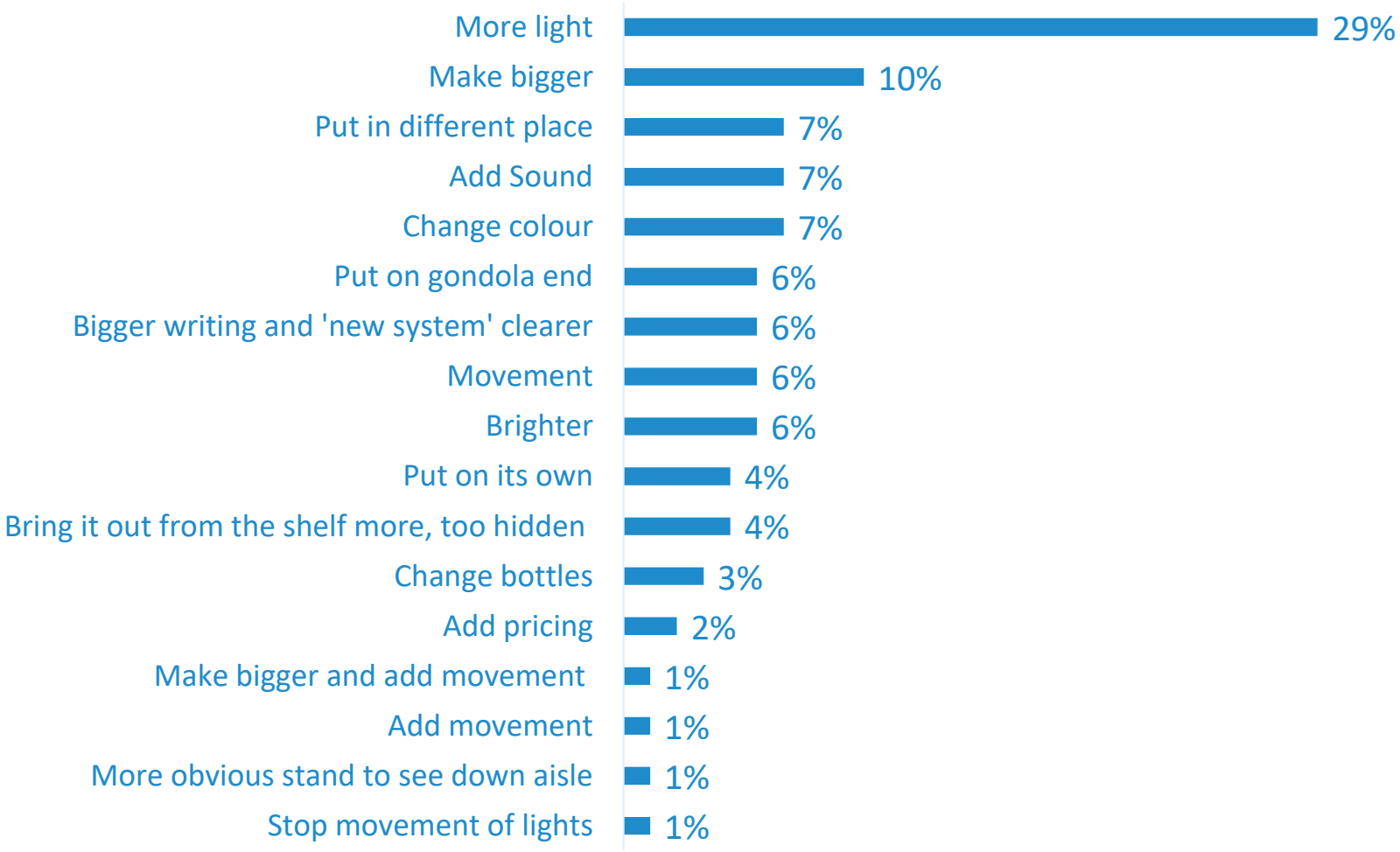
Are you more likely to purchase TRESemmé products having seen the display?



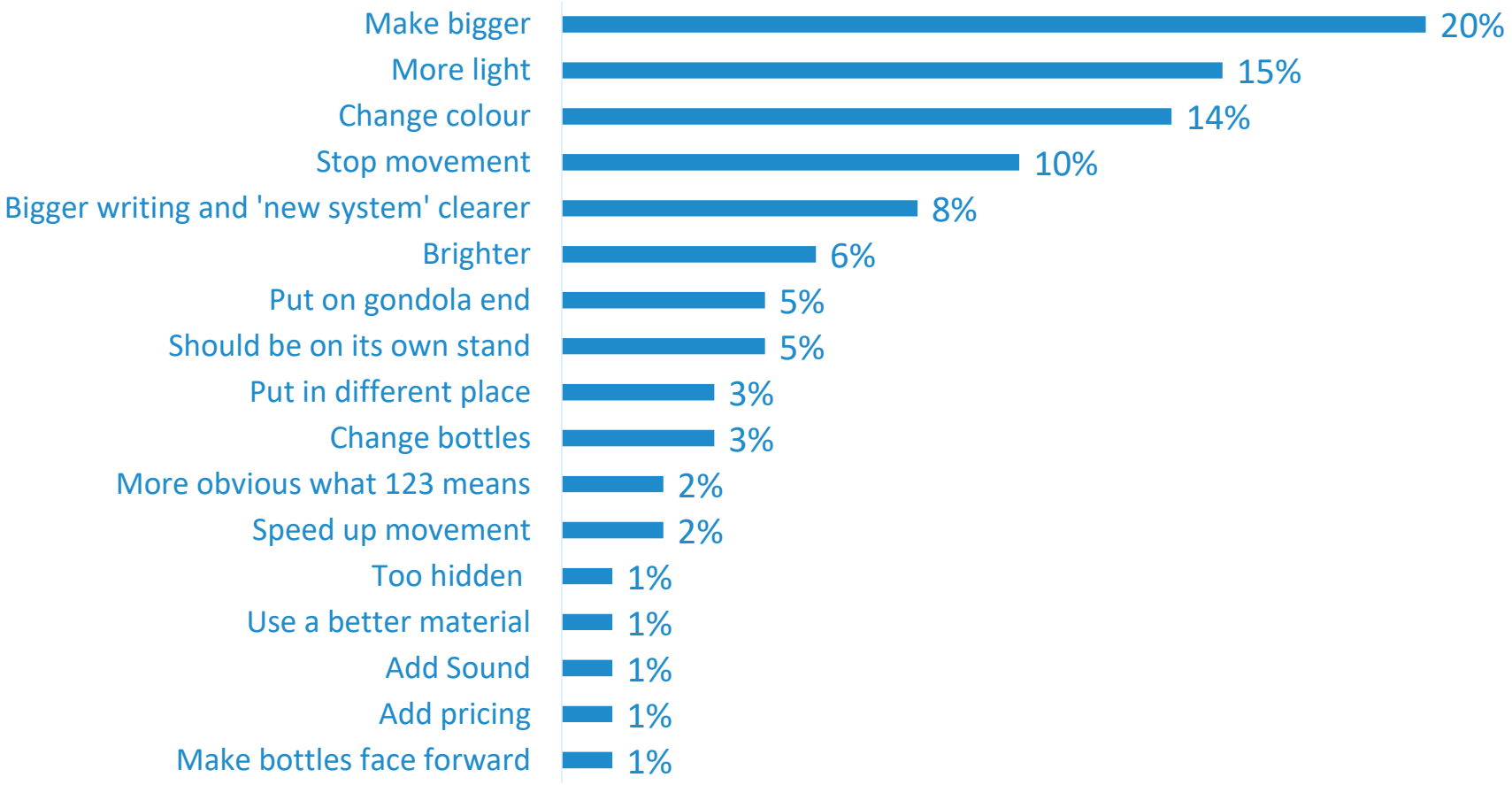
What are the shoppers suggested improvements? Display only



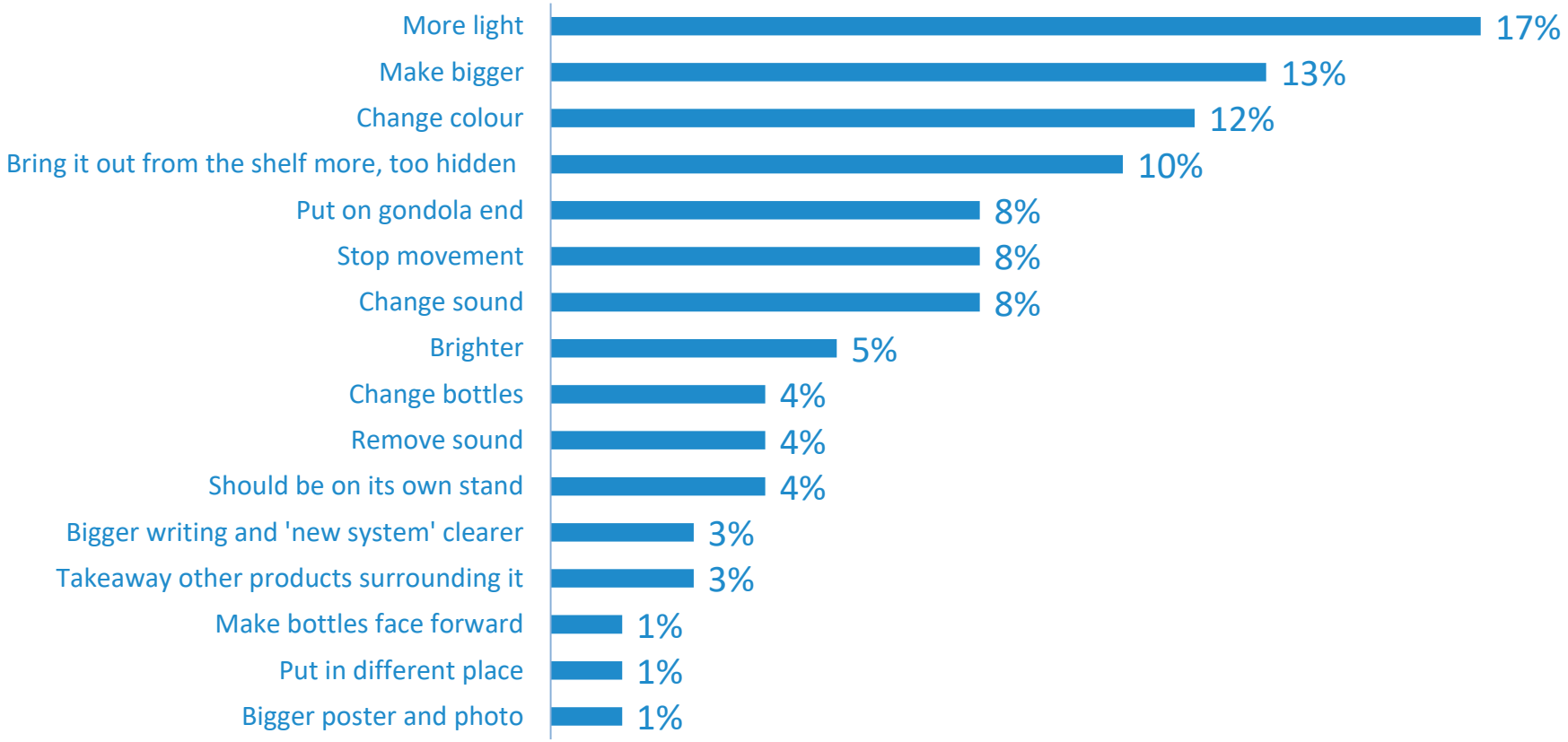
What are the shoppers suggested improvements? Display + Light



What are the shoppers suggested improvements? Display + Light + Movement



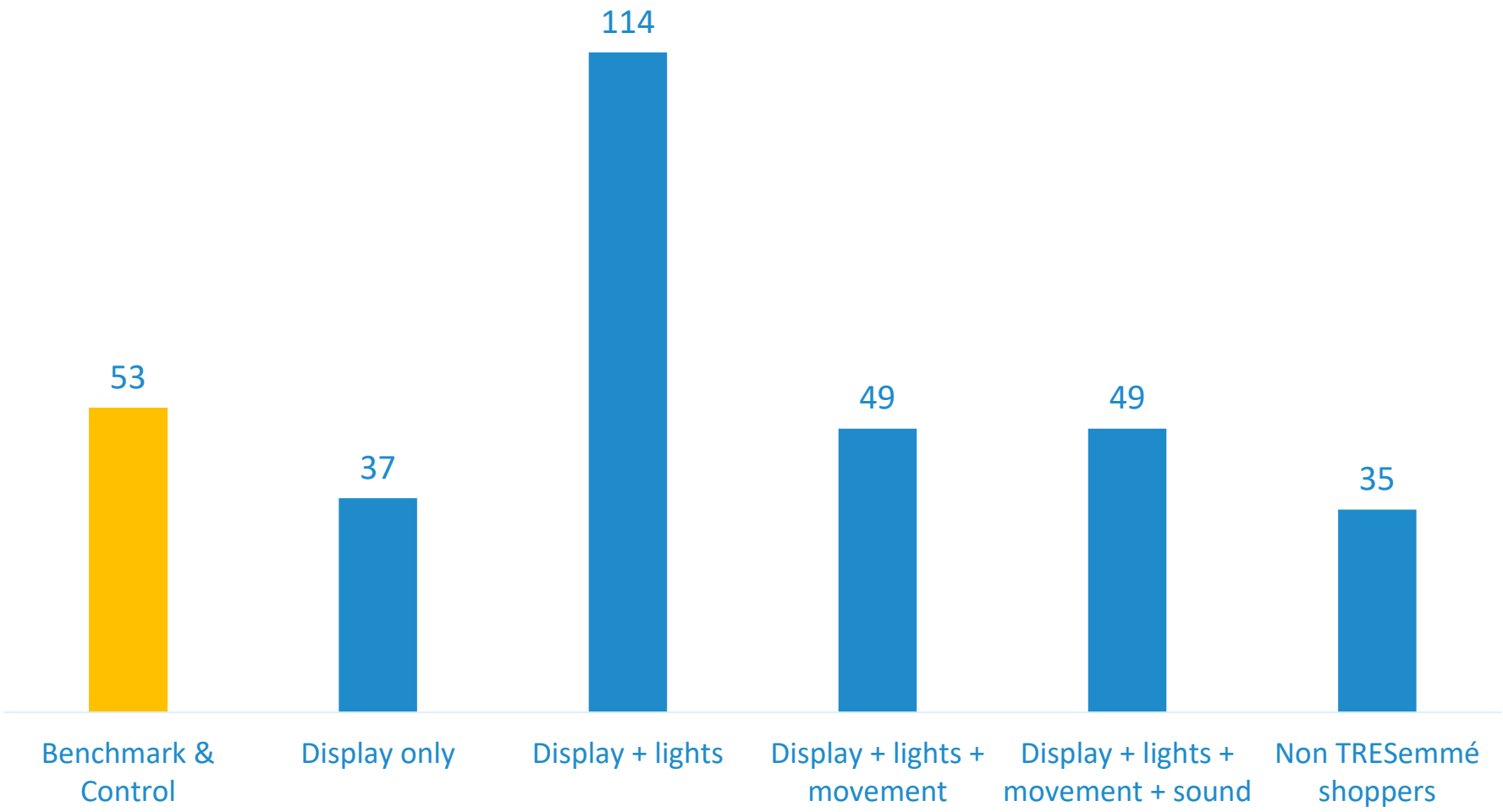
What are the shoppers suggested improvements? Display + Light + Movement + Sound



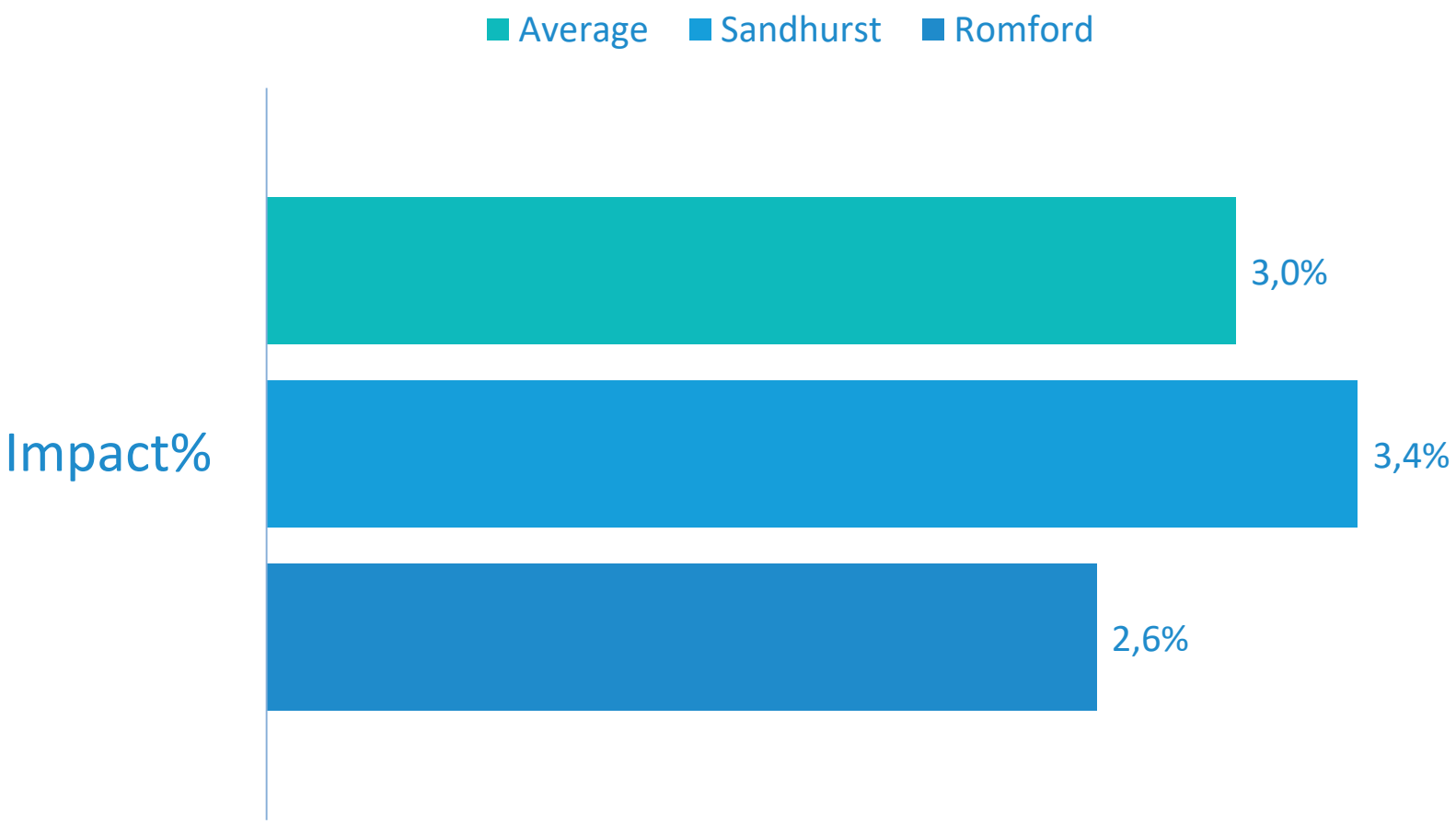
Video Analysis

Looks at display

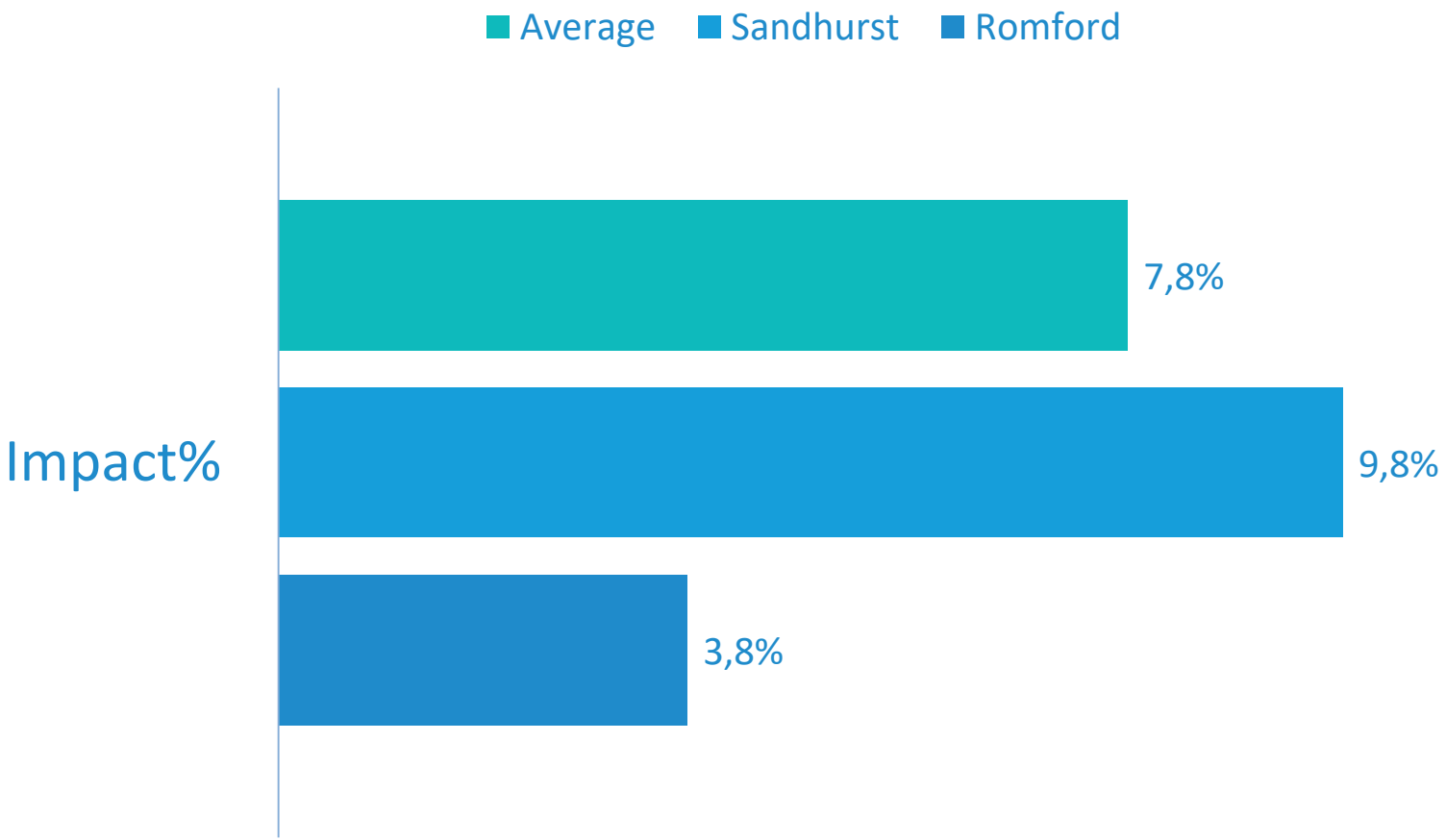
Average dwell time per TRESemmé shopper (in seconds)



Impact ratio for random shoppers – Display only



Impact ratio for random shoppers – Display and Light only



Turns bottle around on display

Touch display and interact at shelf

Recommendations

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