



# The “now what” of shopper brain (actionable science for real world impact)

Kathryn Purchase

DECODE head of shopper

# DECODE



## Kathryn Purchase

Head of Shopper  
DECODE Marketing





## CARWASH PASS

Collect a point each time you use the carwash.  
Receive a free carwash for a complete card!



## CARWASH PASS

Collect a point each time you use the carwash.  
Receive a free carwash for a complete card!



**+79%**



**+20%**  
**purchase intention!**





## Our approach to shopper



# SHOPPTIMIZE

The science of selling more

**R**esponse

triggers attention

**R**ecognize

easily recognized

**R**elay

easily understood

**R**eward

motivates

**R**esult

triggers purchase

**R**esponse

triggers attention

**R**ecognize

easily recognized

**R**elay

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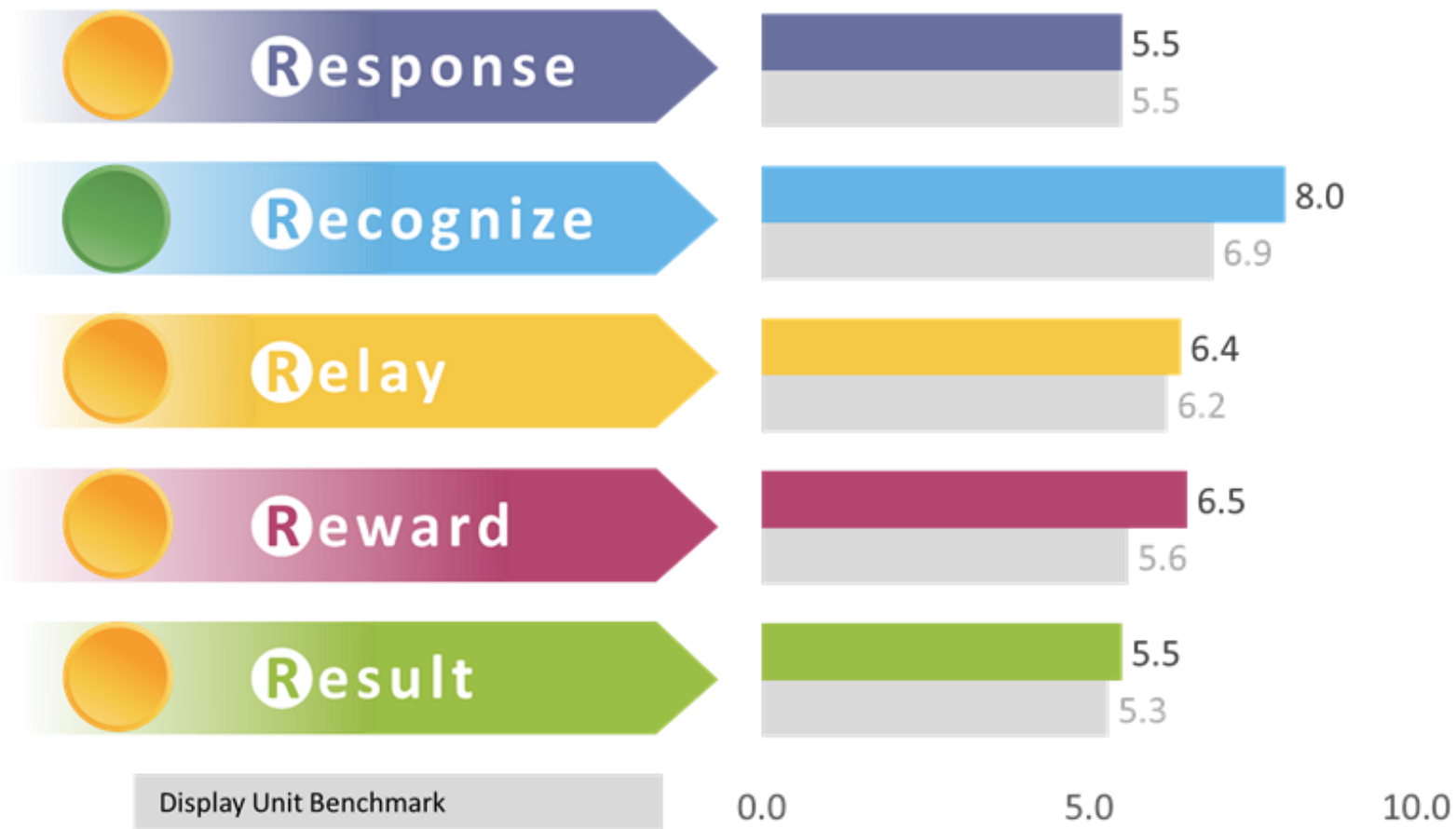


Shopptimize in action



| 1. Display units   | 2. Promo feature space  | 3. At fixture  | 4. Print advert  | 5. Poster  |
|--|---|--|--|--|
|   |   |   |   |   |
| 6. Promo packaging   | 7. Packaging  | 8. On floor adverts  | 9. Secondary units   | 10. Digital adverts  |
|  |  |  |  |  |

### Shoptimize Scores vs Benchmark





# SHOPTIMIZE

## Clarity

How well does the visual make sure that shoppers can easily navigate through the message and understand their intention?

Shopper touch point design must RELAY key information to ensure messages are easily understood by shoppers. Understanding how human brains capture and process information can improve the effectiveness of shopper touch points. Shopper touch points need to clearly and simply say "It is easy to tell you."

Score 7.0/10



## effective scan path

The effective scan path contains some elements that move from top left to bottom right, however improvements could be made with the placement of the face on the left hand side and above the Unleash and Global tags. The Designer brand on the locally and the Unleash logo the product name is shown within the effective scan path. The Designer and the Unleash tags on the top left could be more effectively placed within the scan path.

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# SHOPTIMIZE

## Clarity

How easy does the visual make it for shoppers to recognize who they are and what they are about?

The ease by which shoppers RECOGNIZE the brand and the category is important to generating a positive response into purchase. Recognition can be achieved implicitly and explicitly. Shopper touch points need to say "You know me"

Score 7.5/10



The use of the cat instantly enables the shopper to recognize the Kitty Care brand and the cat food category. However, if the cat is not recognized as a "Kitty" cat it is a generic cat, while this category is recognizable category used it does lower the ability of the shopper to recognizing the brand.

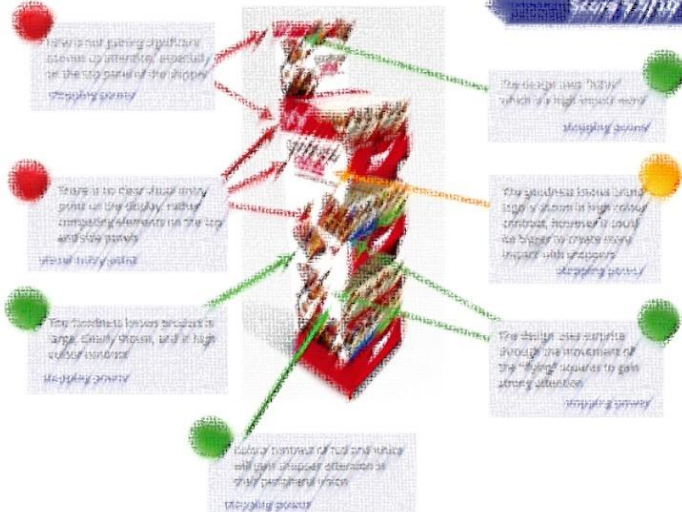
The use of the pack with the key visual design will trigger the cat food category for shoppers, with the distinctive deep blue of the pack. The limited edition pack utilizes a bright pink to signal it is a special pack, resulting in a different set of colours. This design may interfere with brand recognition in the mind of the shopper.

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# SHOPTIMIZE

## Clarity

How well does the visual and its key elements cut through the clutter?



How is the visual clarity across all elements, especially on the top panel of the display. By "busy" is distracting the shopper, there is a need to increase the size of the message, such as the logo and key panels. In addition to see, the key message could be supported by use of the top panel, through secondary and decorative or a draw of the top panel in a similar way as the top square on the right hand side of the panel.

The shape contrast of the top square which appears "Kitty" of the display will gain attention, as important, with appears prominent, is successful in gaining bottom up attention. The curved edges of the side panel will also gain attention through colour contrast. The colour contrast of red and white will work very well in gaining shoppers attention in their peripheral vision. The Designer brand logo has high colour contrast to the background, however it could gain more impact if larger.

There is no clear focal entry point on the display, rather competing elements on the top and side panels. Providing a clear focal entry point will improve impact in store.

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# SHOPPTIMIZE

## Summary



### Recommendations & next steps

#### Strengths

- ✓ The visual effectively leverages the authority principle which increases credibility and value perception.
- ✓ The design does a good job of meeting the emotional and functional goals of shoppers, combining caring and protection with hygiene and germ-kill.
- ✓ The child's face acts as a clear visual entry point, especially with the direct eye gaze.
- ✓ The brand and the category are easy for shoppers to recognize implicitly from the design.
- ✓ The visual codes effectively trigger the impression that Domestos protects children from aggressive germs.
- ✓ Behavioral needs for participating are low.

#### Weaknesses

- ✓ Making UNICEF, its partnership with Domestos, and its benefits more prominent and clear could improve the perceived value of the design.
- ✓ The design needs to create more impact. This could be achieved by using more contrasting colors, or by increasing the size of the Domestos bottle to get the design noticed.
- ✓ There is an opportunity to improve the effectiveness of the scan path by moving the child to the left and having all persuasion driven lower than the eyes of the child. The head line text should be after the Domestos and UNICEF brands within the scan path.

#### Optional Actions

- ✓ Providing the child with a name and a country of origin.
- ✓ Reduce the distraction between the right and left sides by removing the dark blue area on left.
- ✓ Increase the size of the Domestos and UNICEF brands, which could be achieved using a bigger bottle or bigger logo.
- ✓ Integrating the word "buy" into the head line could support meeting shopping goals.
- ✓ Simplify the head-line to UNICEF, and consider communicating the UNICEF programme via icons or at a lower level of the hierarchy of messages.
- ✓ Increase the contribution level from 2p or add an extra target to increase the shopper perception of the value of the charitable contribution.

### Priority Actions

- FREE is used in other campaign touch points and could have more impact in the total campaign
- Socialising and friendship could be better implicitly communicated, as the head-line dramatizes the benefits of friendship, however the visuals do not. An example of this could be to use two bottles clinking together to associate with a social occasion
- When used, the man is the focus and not the social group, which doesn't implicitly relay celebrating with friends. His eye gaze could be used to demonstrate a social connection
- Refreshment and taste are not well communicated. People drinking beer would trigger mirror neurons and increase motivation and should be considered

### Optional Actions

- Socialising with friends is a high frequency occasion, however the birthday month is a specific time of year and limits participation
- The symbols from the playing cards are integrated into the design, however they could activate the brand more effectively if similar colours were used
- The head-lines do not trigger purchase or an immediate or specific occasion
- The background colour contrast is low reducing impact
- On the first visual, there is a level of competition for the visual entry point between the balloon and the cards on the bottle
- Head-lines are simple to understand, however capital letters are more difficult to process

## Case studies















Shopptimize in action

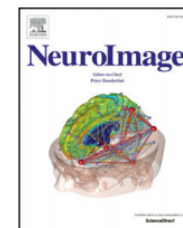






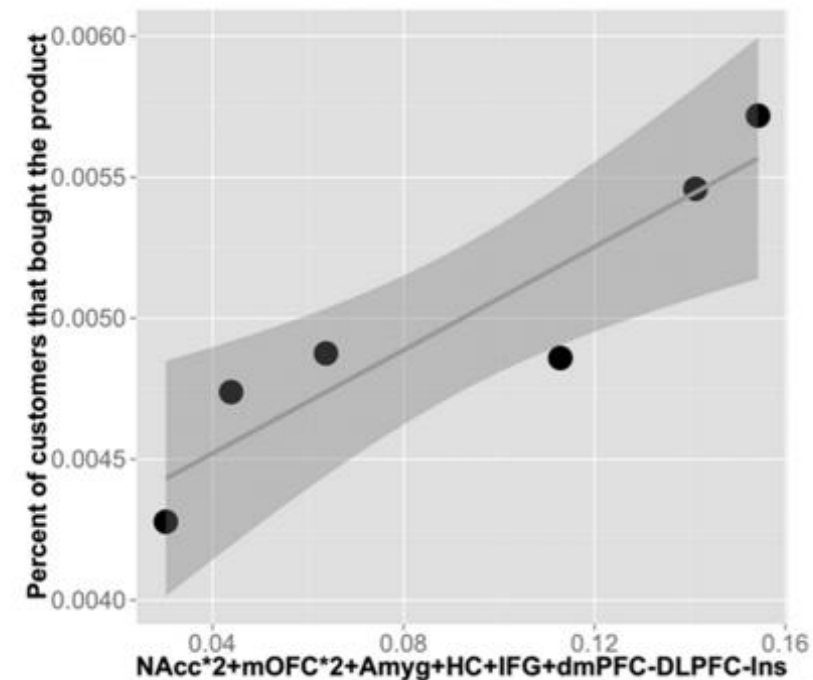
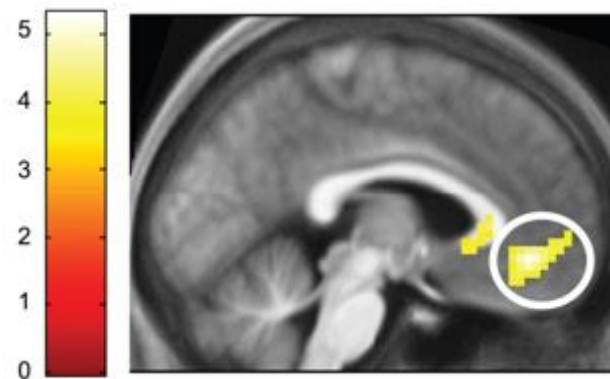


NeuroImage

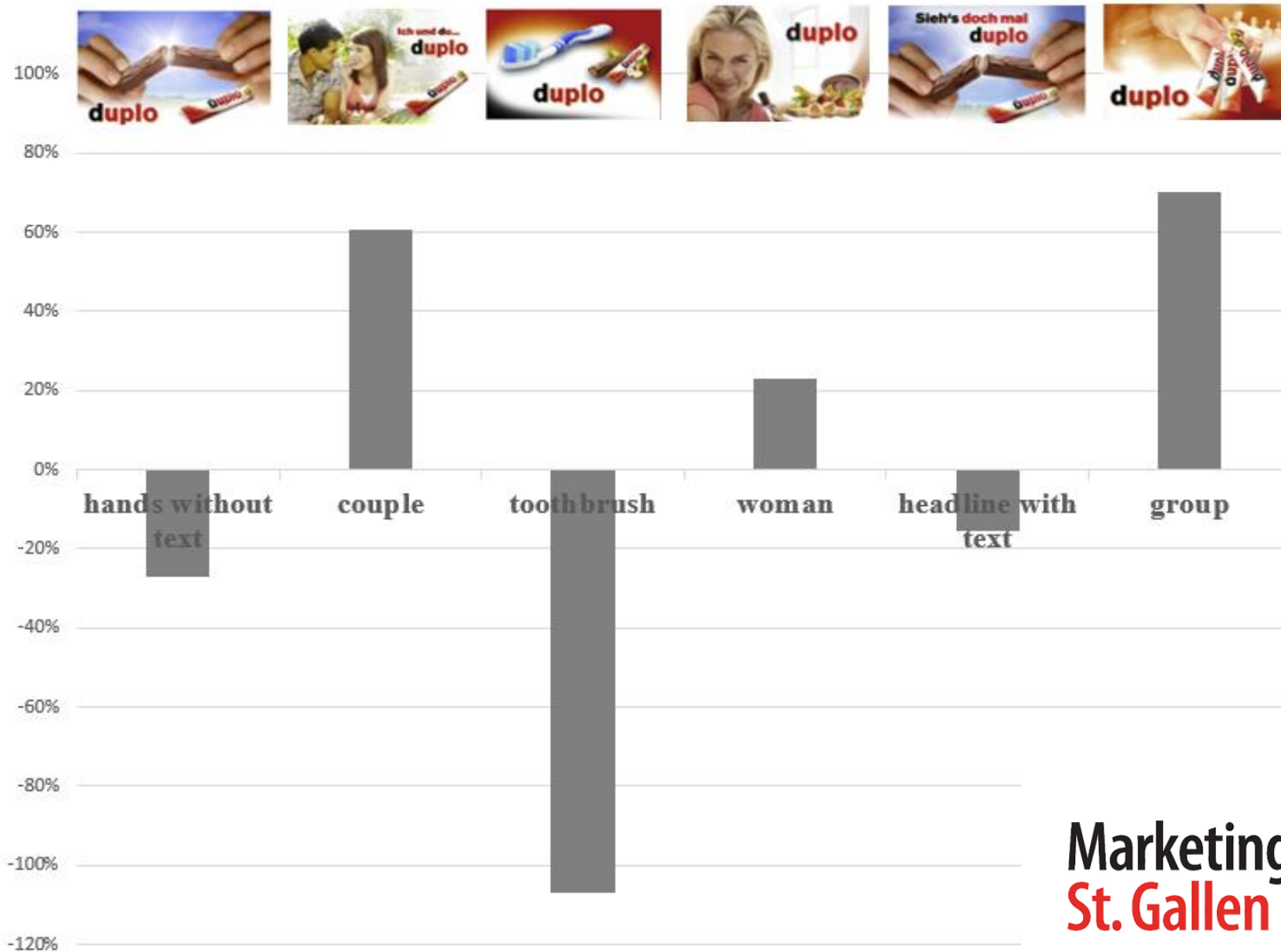


## Multiple “buy buttons” in the brain: Forecasting chocolate sales at point-of-sale based on functional brain activation using fMRI

Simone Kühn<sup>a,\*</sup>, Enrique Strelow<sup>b</sup>, Jürgen Gallinat<sup>a</sup>







Marketing Review  
St. Gallen



A final thought



**DECODE**

Thank you