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

DECODE

Behavioral Economics
Psychology
Neuro-Economics
Influencing shopper decisions

WAS €8.00
NOW €5.99
+28%
WAS €8.00
NOW €5.99

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!

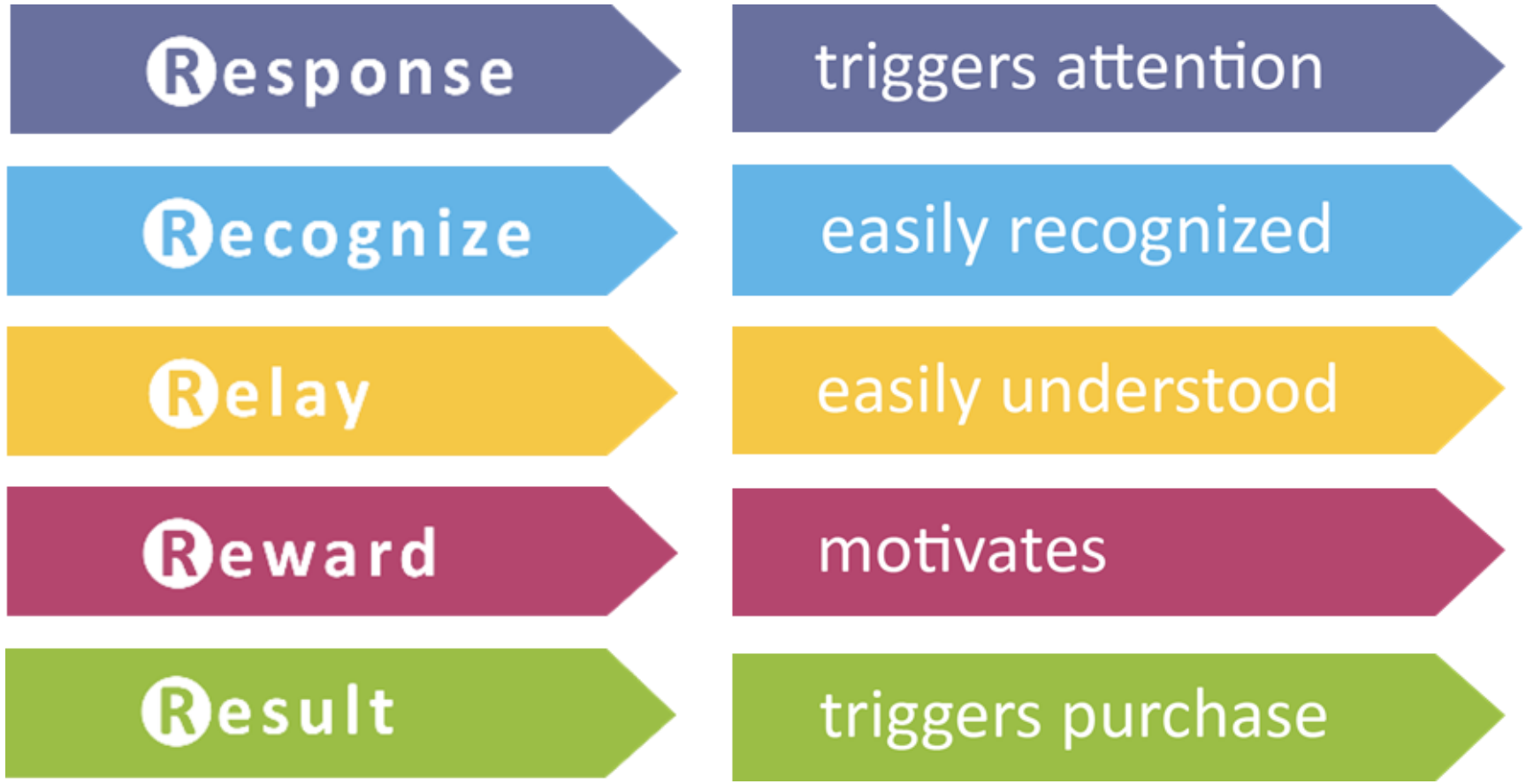
+79%

+20%
purchase intention!

Our approach to shopper

SHOPPTIMIZE

The science of selling more


Response
triggers attention
Recognize
easily recognized
Relay
easily understood
Reward
motivates
Result
triggers purchase

Response	triggers attention
Recognize	easily recognized
Relay	easily understood
Reward	motivates
Result	triggers purchase

Response	triggers attention
Recognize	easily recognized
Relay	easily understood
Reward	motivates
Result	triggers purchase

Response	triggers attention
Recognize	easily recognized
Relay	easily understood
Reward	motivates
Result	triggers purchase

Response	triggers attention
Recognize	easily recognized
Relay	easily understood
Reward	**motivates**
Result	triggers purchase

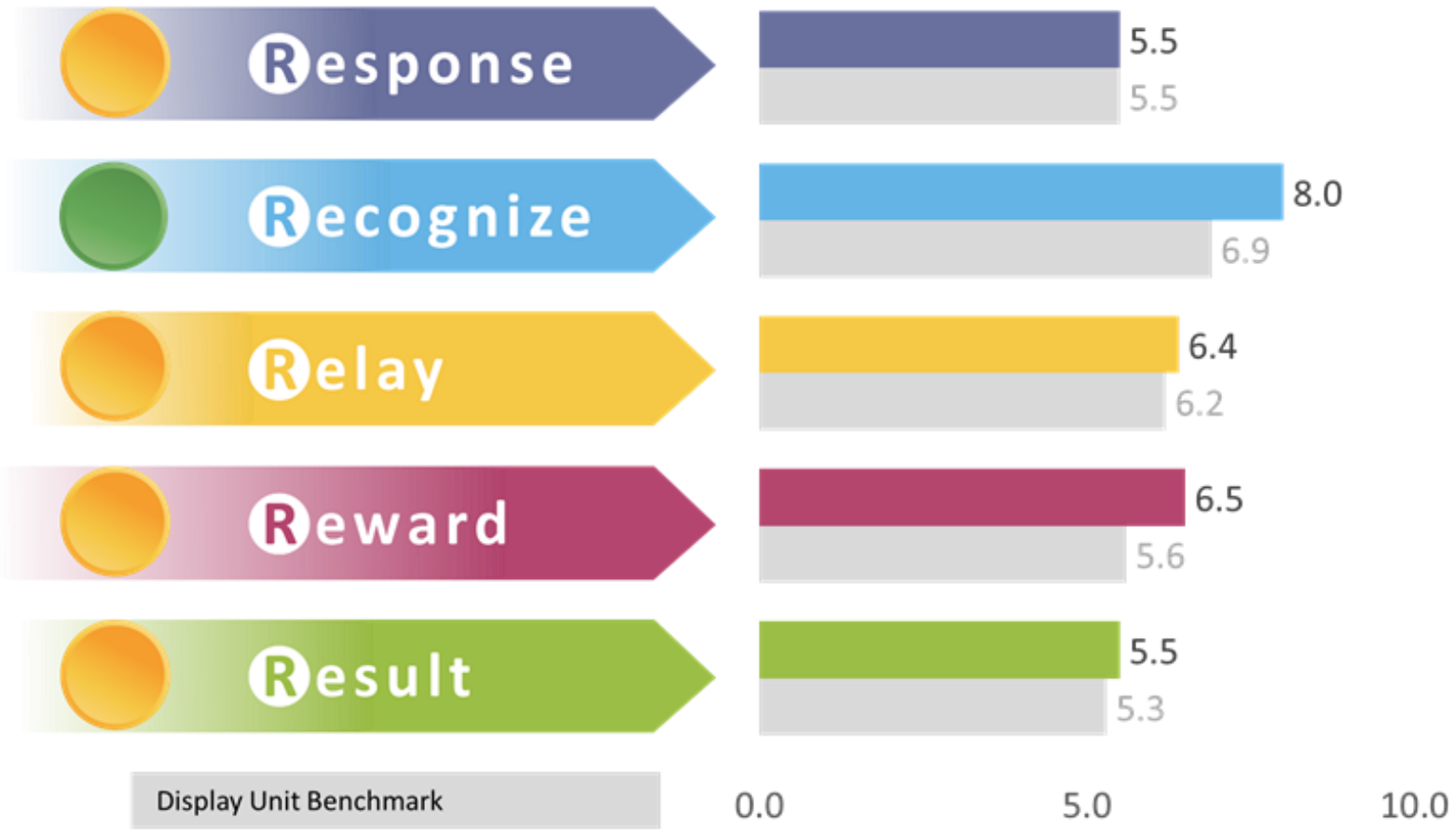
Response	triggers attention
Recognize	easily recognized
Relay	easily understood
Reward	motivates
Result	triggers purchase

Shopptimize in action

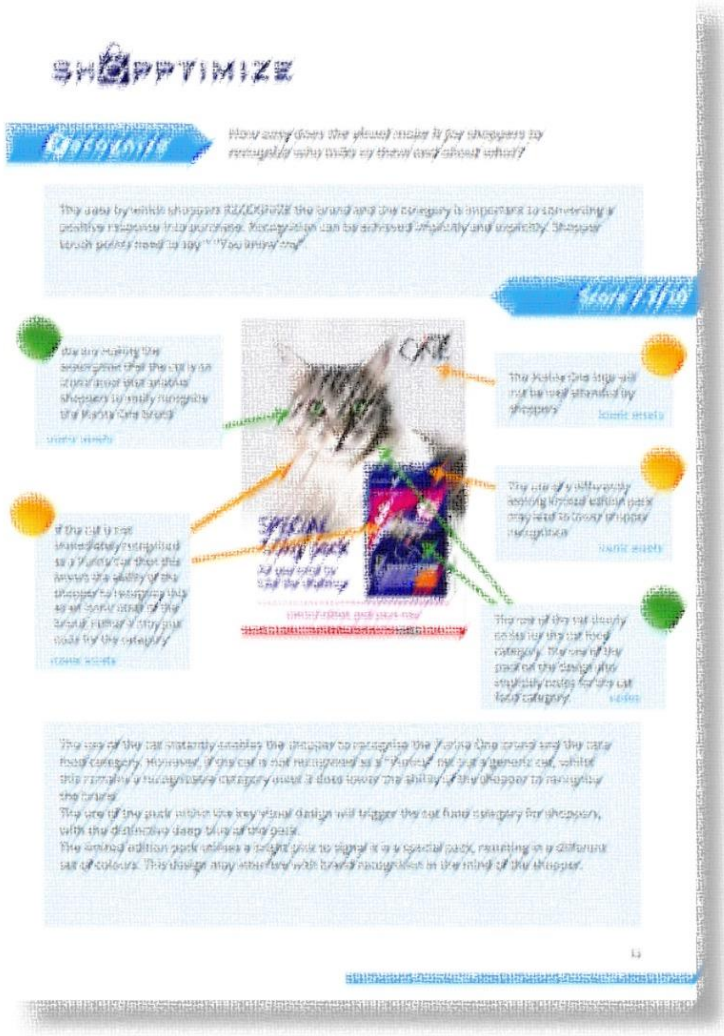
SHOPPTIMIZE
Expert

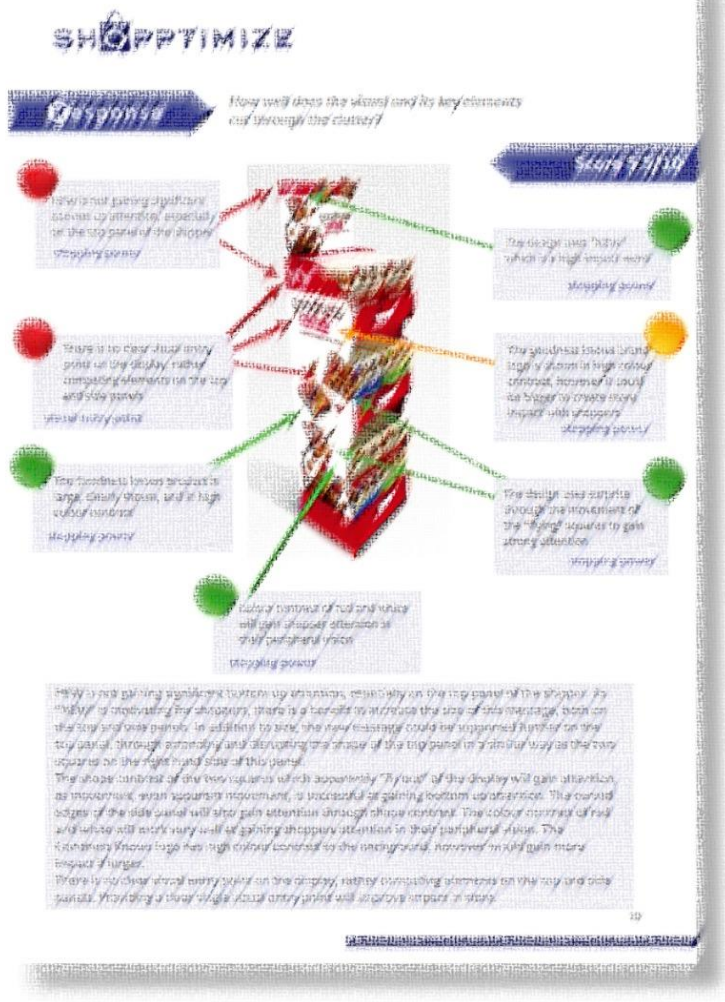
1. Display units	2. Promo feature space	3. At fixture	4. Print advert	5. Poster
6. Promo packaging	**7. Packaging**	**8. On floor adverts**	**9. Secondary units**	**10. Digital adverts**

Shopptimize Scores vs Benchmark



SHOPPTIMIZE
Relay
Score 7/10
effective scan path


SHOPPTIMIZE
Recognize
Score 7/10


SHOPPTIMIZE
Response
Score 9/10

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 situational and functional goals of shoppers, combining caring and attention 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 cues effectively trigger the impression that Domestos protects children from aggressive germs.
- Behavioural costs for participating are low.

Priority Actions

- Having UNICEF, its partnership with Domestos, and its benefits more prominent and clear could improve the persuasiveness of the design.
- The design needs to create more impact. This could be achieved by using more contrasting colours, 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 perception driven lower that 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 image.
- Integrating the word "buy" into the head line could support boosting 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 3p or add an total target to increase the shopper perception of the value of the charitable contribution.

7

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
Expert

Shopptimize in action

SHOPPTIMIZE
Implicit

duplo

Ich und du...
duplo

duplo

Sieh's doch mal
duplo

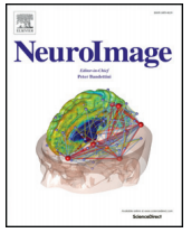
duplo

duplo

2010
duplo
2.59
duplo

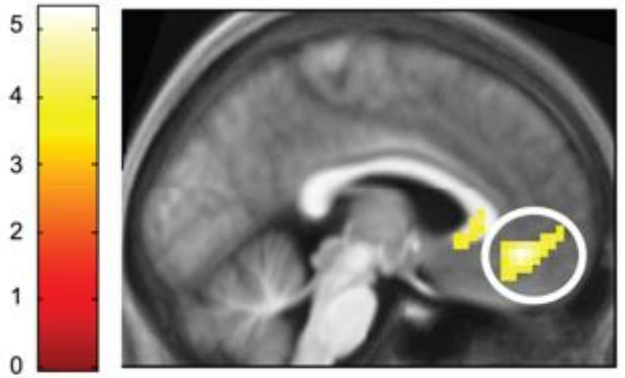
ELSEVIER

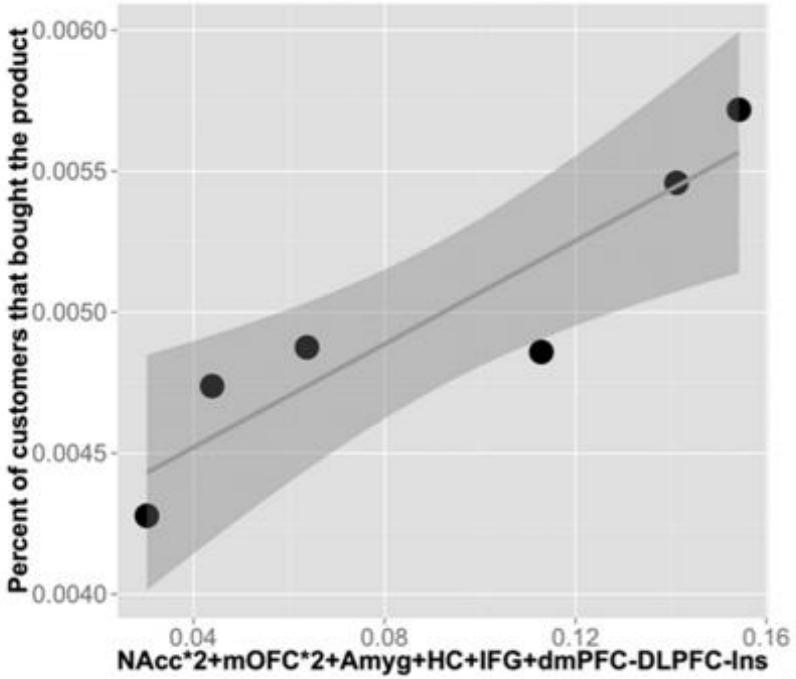
NeuroImage

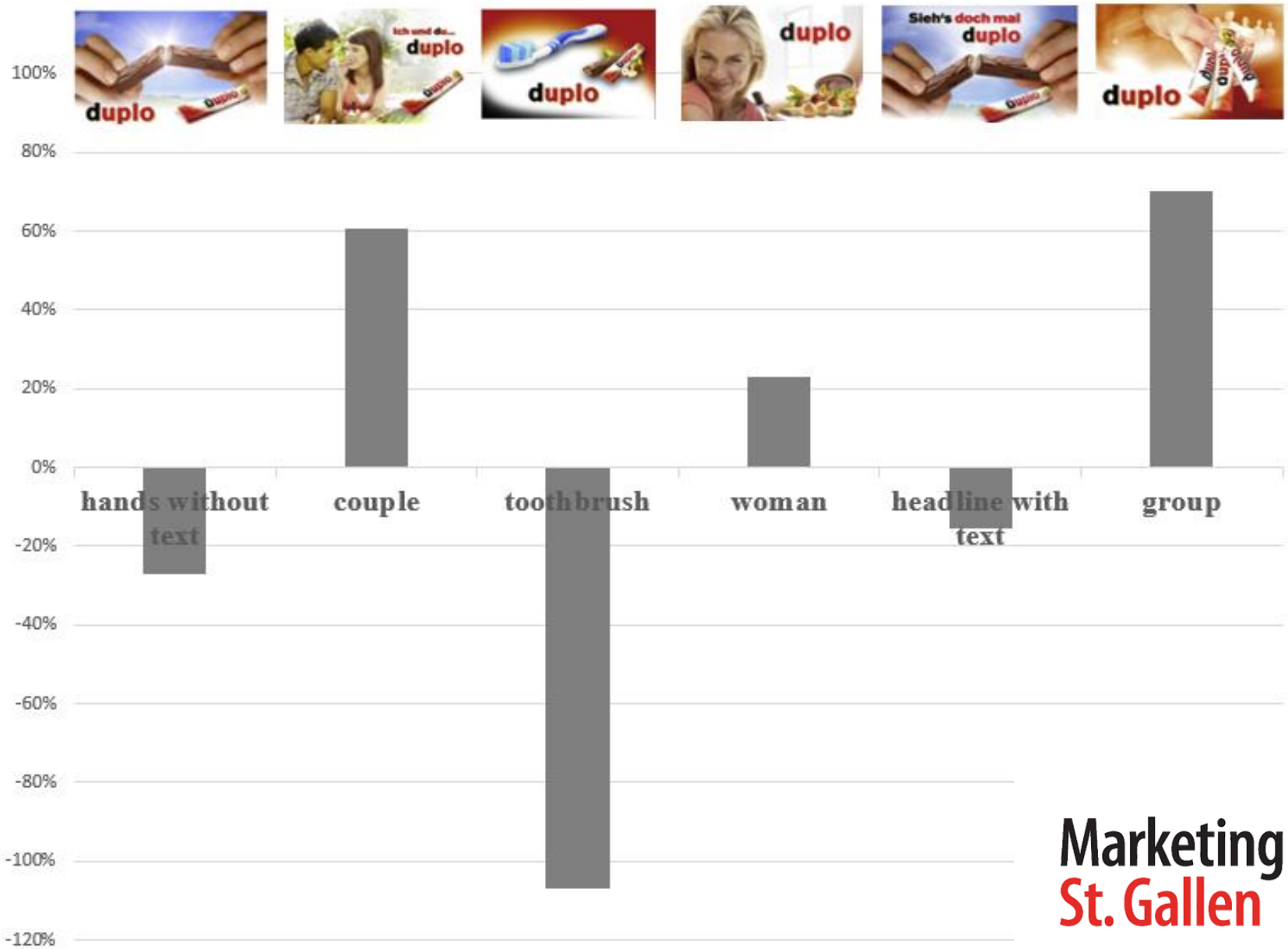


Multiple “buy buttons” in the brain: Forecasting chocolate sales at point-of-sale based on functional brain activation using fMRI

Simone Kühn [a,*], Enrique Strelow [b], Jürgen Gallinat [a]







Marketing Review
St. Gallen

A final thought

DECODE

Thank you