Leading consumer goods brand

The Context:

A leading consumer goods brand wanted to improve the placement of its products in the stores and to test the impact of category shelf vs. end cap displays on the shoppers. The leading brand also wanted to understand and analyze the different patterns of men shoppers vs. women shoppers when purchasing their products. The comparison that interested them the most was in terms of the hours they shopped and how hesitant they were when standing in front of the shelves and choosing the product. The goal of the project was to understand the shopper patterns and the attractiveness of the different display options in order to target each group of shoppers with the most suited offering and thus to increase sales.

The Project:

TruMedia installed its *iCapture consumer behavior measurement solution* for product displays on the category shelves and at the end-caps. The study took place over a period of six months in a leading supermarket chain. Viewers' faces were analyzed in real-time by the iCapture SmartBox to yield business-critical information such as true "face towards" counts and individual exposure times. Further, real-time classification algorithms determined the viewer's gender and age group. In addition, *iTally, TruMedia's "Opportunity to See" people counter* was installed above the shopping isle to measure passing traffic from either direction. Customer traffic was calculated to understand how many of those that passed by actually looked at the product shelf.

iCapture   *iTally*

Results

- Shoppers **dwell time at the category shelf was 29% higher** than their dwell time at the end-cap. Since shoppers spend less time at the end-cap (both dwell & gaze) the communication needs to be simple and to the point (visual vs verbal).
- The communication should be geared towards women since they account for 67% of the buyers.
- Women shop more on Mondays and Thursdays during the late afternoon hours and they spend less time in front of the product shelves. Therefore, special promotions for women should take place mostly at these hours.

Privacy

TruMedia products are fully respectful of the audience's privacy: no images are recorded, and no uniquely identifiable data can be extracted. Images from the company's sensors are processed and converted in real-time into data.

TruMedia

TruMedia (www.tru-media.com) is the leading provider of real-time, automated audience measurement solutions for the retail and Out-Of-Home display industries. Its state-of-the-art video analytics technology measures visual attention towards posters, digital signs, TV monitors and product displays.