



Results of Neurological Testing of Shoppers' In-Store Experience

Category
Snack Foods/Retail

Business Challenge

A major international snack food company sought fresh insights on how to improve shoppers' in-store experience relative to their brands.

The NeuroFocus Solution

Apply breakthrough neurological testing technologies to capture and analyze consumers' brainwave activity in a retail environment; and draw specific conclusions and recommendations on how best to improve that environment to enhance brand impact.

What NeuroFocus' research results and recommendations accomplished

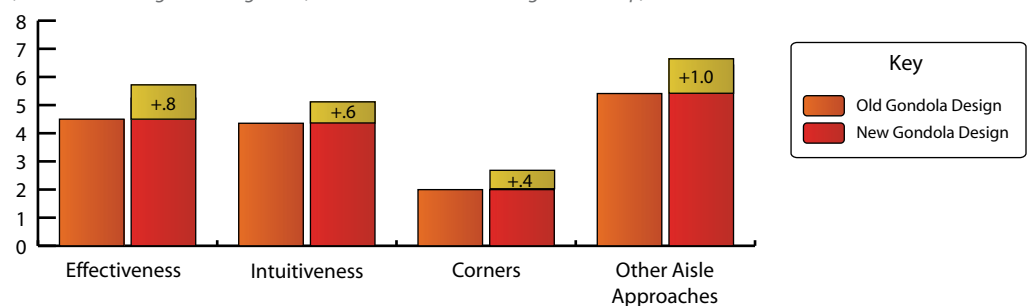
- Improved the effectiveness of store aisle gondola design
- Extracted measurements of how consumers connected various specific attributes to the old/new gondola designs, through a series of aisle visits
- Pinpointed the effectiveness of specific elements of the on-shelf product displays and merchandising
- Quantified the effectiveness of shelf blade dividers as an aisle navigational aid
- Extracted measurements of the 'wear-in and wear-out' factors involved with multiple aisle visits/viewing, associated with the old/new gondola designs
- Constructed an array of detailed recommendations on how to improve the overall effectiveness of the physical design, graphics, textures, and other elements of the aisle display

Specific Gains

NeuroFocus' recommendations resulted in the following improvements in how consumers reacted to the client's product displays on both store shelves and in stand-alone display settings:

Neurological Measurements of Old/New Store Aisle Gondola Designs:

(NOTE: In neurological testing terms, a movement of $\pm .2$ is a significant step)



NeuroFocus Testing Methodologies

* 20 test subjects were recruited, following the client's screener specifications

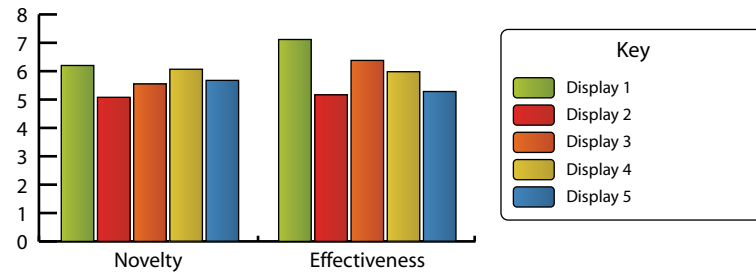
* Location: the client's in-house 'retail store laboratory'

* Four aisle trips were evaluated: one with the current aisle gondola, and three with the new gondola design patterned on NeuroFocus' recommendations

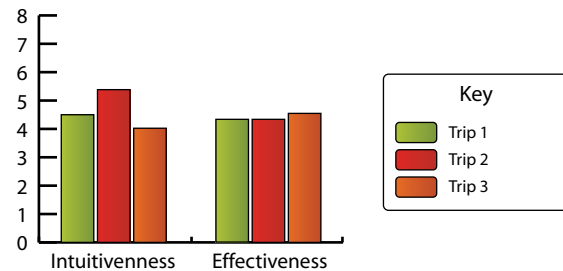
* Four displays were tested:
 - School bus display
 - A wooden crate-looking display (two versions)
 - Wire rack display
 - Red box display

* NeuroFocus testing equipment:
 - high density arrays of EEG sensors
 - eye movement tracking sensors

Neurological Measurements of Stand-Alone Display Effectiveness:



Neurological Measurements of Differences Between Shopping Trips Down The Chip Aisle/Cracker Aisle/Beverage Aisle:



Background

This client turned to NeuroFocus to perform a critically-important testing program that could only be accomplished through NeuroFocus' brainwave-monitoring technology.

The company wanted to discover specific steps that could be taken to enhance consumers' enjoyment of their shopping experience in the section of stores where the client's products are sold.

This represented a research scenario that could clearly benefit from NeuroFocus' neurological testing technology and methodology. Because NeuroFocus' neurological testing equipment is portable, comfortable to wear for test subjects, and so unobtrusive that other shoppers are unaware of its presence, conducting testing in a real store setting posed no problems.

Since neurological testing enables the real-time capture of massive amounts of brainwave activity data, covering all five senses, NeuroFocus was able to monitor precisely how consumers perceived and reacted to the in-store environment in tremendous detail.

The results of NeuroFocus' research revealed specific components of the shopping experience that served as inhibitors to consumer's enjoyment; significant elements that were satisfactory as is; and specific areas that offered clear paths towards improvement.

When NeuroFocus turned the test results into recommendations, the client applied them to the store environment. A second wave of neurological testing produced results that underscored the real-world value of applying those recommendations.

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