



ACCENTURE, QUALCOMM AND KELLOGG COMPANY CREATE AND PILOT VIRTUAL REALITY MERCHANDISING...

VIDEO TRANSCRIPT

Studies have shown that shopping and virtual reality closely reflect real-world behaviors. With a virtual store, it's much easier to quickly alter variables like placement, assortment, or signage to test different configurations, and then see how those changes impact purchasing outcomes.

Using a mobile VR solution, unencumbered by restrictive heavy cable, liberates the user to tour the virtual supermarket while the eye-tracking technology is doing its job, giving us the new layer of valuable data about the shopper's intention and focus.

Kellogg's was launching a new product, Pop Tarts Bites. They needed market data to determine placement, assortment and the marketing strategy in store.

So in our first testing scenario, we placed the produce on a high shelf and added promotional signage, and captured shoppers' eye movements as they looked at virtual shelves. We can see their eyes were drawn to the sign and nearby products. This even helped visibility of other brands placed above the Pop Tarts Bites.

In our second scenario, we placed the product and sign on a lower shelf. And sure enough,

again we observed users' eyes were drawn to the sign and the nearby products. But more importantly, we saw that the placement increased attention to the other surrounding Pop Tarts products.

So while we were able to confirm the high degree of correlation between the results of our VR test and those from existing testing methods, eye tracking also provided us insights into consumer behavior that otherwise we would have missed. And that led us to a different merchandising conclusion: to place the Pop Tarts Bites in a lower position, resulting in increased of total brand sales of 18 percent.

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