



# VIRTUAL MERCHANDISING: A NEW REALITY FOR MARKET RESEARCH

## VIDEO TRANSCRIPT

Project: Virtual Merchandising: A New Reality for Market Research

Client: Accenture and Qualcomm

Produced by: Trigger

Final Transcript - US English

Timecode	Speaker	Spoken
0:00	Raffaella	Studies have shown that shopping in virtual reality closely reflects real world behaviors.

0:05	Raffaella	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.
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0:18	Patrick	Using a mobile VR solution, unencumbered by restrictive, heavy cables liberates the user to tour the virtual supermarket while the eye tracking technology is doing its job, giving us a new layer of valuable data about the shoppers' attention and focus.
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0:31	Raffaella	Kellogg's was launching a new product, Pop Tarts Bites.
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0:34	Raffaella	They needed market data to determine placement, assortment, and the marketing strategy in-store.
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0:39	Patrick	So in our first testing scenario, we placed the product on a high shelf and added promotional signage and captured shoppers' eye movements as they looked at virtual shelves.
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0:47	Patrick	We can see their eyes were drawn to the sign and nearby products.
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0:50	Patrick	This even helped visibility of other brands places above the Pop Tarts Bites.
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0:54	Raffaella	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.
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1:05	Raffaella	But more importantly, we saw that the placement increased attention to the other surrounding Pop Tarts products.
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1:11	Raffaella	So while we were able to confirm the high degree of correlation between the results of our VR tests and those from existing testing methods, eye tracking also provided us insights in consumer behavior that otherwise we would have missed.
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1:26      Raffaella      And that led us to a different merchandising conclusion: to place the Pop Tarts Bites in a lower position, resulting in an increase of total brand sales of 18%.

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