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.

Patrick: We can see their eyes were drawn to the sign and nearby products.

Patrick: This even helped visibility of other brands places above the Pop Tarts Bites.

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.

Raffaella: But more importantly, we saw that the placement increased attention to the other surrounding Pop Tarts products.

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.
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%.