

in-store insights

Dedicated to enhancing
the total shopper
experience

Display Report



SENSORIAL P-O-P

Shopping is a highly sensory experience, with switched-on retailers making creative use of light, sound, taste, touch and scent to influence purchasing decisions. With statistics overwhelmingly confirming that shoppers are more easily won over by interactive displays and products they can fully engage with, it's clear that offering an alluring sensory experience makes sense in-store.



Playing to the senses

It's common knowledge that customer experience is key in-store. No longer can retailers afford to rely purely on shopper loyalty. In our times of ever-evolving technology, purchasing decisions are driven by an increasingly complex set of stimuli. Today's shopper demands a sensory experience in-store, and creative application of this concept can draw the distinction between savvy retailers and brands and those that are not fully meeting their shoppers' needs.

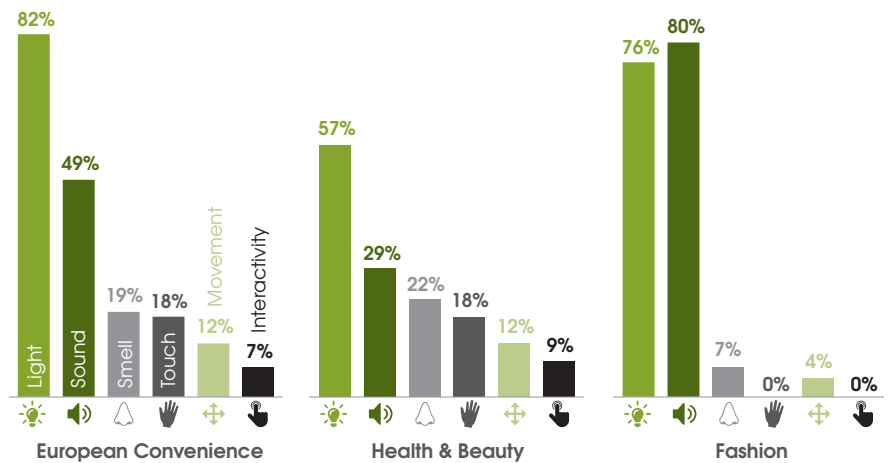
Making the shift to developing emotional connections between retailers, brands and shoppers means harnessing all five of the human senses.

Using our senses of smell, sight, sound, taste and touch can trigger emotional, cognitive and behavioural responses. In-store, this experiential marketing approach can strengthen the identity of a product, creating a link between the point of purchase and the shopper.

Not only does this increase the chances of a display catching a shopper's eye, but the more points of sensory contact there are, the more memorable traces a brand leaves behind.¹

This is supported by the rise in popularity of point-of-purchase and retail sensory marketing. By engaging ambient elements such as scent, sound, touch and taste, retailers are stimulating their customers' senses and creating an emotional connection, with the aim of triggering favourable subconscious responses. This in turn will influence shopping behaviour.

Sensory engagement used in-store



Source: POPAI, Storedits

The type of shopper also has an impact on the success of these methods. Interestingly, the more you earn, the more likely you are to be influenced by touch and smell in-store. The experience-loving millennial is also said to be more easily influenced by additional stimuli.² Smart retailers and brands can use this knowledge to target their sensory displays and marketing more precisely.

The good news for retailers is that bricks-and-mortar retail is perfect to engage all five senses. It can express how a brand looks, sounds, smells, feels and even tastes – the full spectrum of the retail experience.

Through our research we have found that the clever use of display and in-store tactics can achieve great results, with high levels of brand recall and driving the ever-important increase in sales.

Sensory display enhancement is at its most powerful when it creates alignment with the brand and a real contrast with the ambient store environment.

Light and movement can and do attract attention, although tapping into shopper motivations effectively in-store might mean using shade as much as light, or stillness rather than motion.

At the top of our list are smell, touch and taste. These senses can be activated only during physical store visits – there is no digital equivalent online. Adding the right sensory elements to P-O-P can create a far richer and more memorable brand experience for shoppers, as well as increasing the likelihood of a sale.

Mike Brown, Sales Director, InContrast



Let there be light

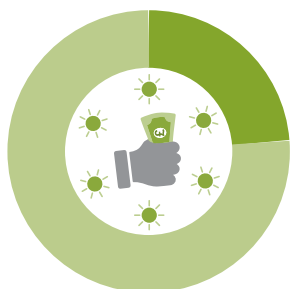
Light has been the most dominant tactic we have seen in our previous store visits, including ambient, task, accent and decorative. Its use is ubiquitous, from lightboxes and lighting on displays to highlight messaging, to LEDs to specifically attract the shoppers' attention.

A recent POPAI research project explored how light, motion and sound can influence shopper behaviour by testing different versions of a TRESemmé display in the retail environment through the use of video, in-store shopper interviews and analysis of store sales data.

A control display was used with no light, movement or sound, along with a phased approach of using different displays that introduced each element one by one. The research found that adding lights to the display increased shopper dwell time by as much as 215% compared with the same display with no lighting. A staggering statistic.

Not only that, but it doubled the impact of the display, with 90% of shoppers responding positively. But most tellingly, nearly a quarter of shoppers said they were more likely to purchase the product after experiencing the display with lights than after experiencing the display without.

23% of shoppers said they were more likely to purchase a product after experiencing a display with lights compared with one without lights



Source: Rocket Production/POPAI

In this example, the lighting was an integral part of the display design to highlight the three-stage approach of the product. But the use of light doesn't need to be that advanced to be effective.

Flashing LEDs can attract shoppers' attention in a relatively low-cost way and this method has been used in a number of POPAI Award-winning temporary P-O-P displays. The 2016 Gold Award winner for Ferrero Kinder used flashing orange LEDs to light up the windows of the Halloween display, adding to its spooky castle look and drawing the shoppers' attention. It also used wobblers in the shape of bats around the display as an eye-catching feature.

Another display to include LEDs was a Lynx shelf tray that used two star-like twinkling blue LEDs for its Apollo launch based on a space theme. Alongside the lights, the display featured a floating astronaut and an interactive Poparoma button marked 'Press here to launch the fragrance'. This released a small puff of scent when pressed, encouraging shoppers to trial the new fragrance and purchase there and then.

Adding stimuli, such as lights, sound, motion or even scent to displays attracts shoppers' attention. By adding components designed to grab attention, you can bring shoppers out of autopilot and create the opportunity to give shoppers the information they need to make the decision to buy.

As we've seen through POPAI's research for Rocket Production, adding lights is an impactful and cost-effective way to bring electronic components into displays. Most shoppers welcome lights, and the wide variety available supports all budgets and designs. In this study, adding lights increased intent to purchase by 23%. So, if you want to increase the impact of displays, lights could be a great place to start.

**Nathan Ginsbury, Director,
Rocket Production**

The sweet smell of success

Although consumers use all their senses to experience a brand, it has been said that the sense of smell emotionally affects humans up to 75% more than any other.⁴ Our sense of smell is connected directly to the frontal part of the brain – the part responsible for decision-making – offering a unique sensory opportunity that can't be tapped into by other advertising methods.⁵

It makes sense, therefore, that retailers and brands are becoming increasingly wise to this. But the use of smell in-store is nothing new, as supermarkets frequently waft the fragrance of freshly baked bread throughout the store to relax and entice shoppers. The infamous 'new car' scent – originally developed to imitate the smell of new leather, carpet and polish – is now commonly found in second-hand car dealers across the land, and is widely available to purchase as your own car air freshener.

But smell can do more than just set the scene in retail; it can also drive sales.

For the point of purchase, smell can have a very positive impact. For example, Nike has found that introducing scent into their stores increased intention to purchase by 80%.⁶ Another study found that 83% of shoppers say smell would stimulate a purchase and nearly three-quarters that the ability to smell a product was a real advantage when making a decision to purchase.⁷





72% of shoppers said the ability to smell a product was a real advantage when making a decision to purchase



Source: The Aroma Company

The use of smell to encourage the purchase of products such as perfume, air fresheners, or the handmade cosmetics of Lush is not that surprising. But using it at the point of purchase for other products in supermarkets is less predictable.

For example, for the launch of their frozen jacket potatoes back in 2013, McCain used branded barkers attached to freezer doors in 300 Tesco and over 400 Asda stores across the UK. Shoppers were encouraged to push a Poparoma button to release a waft of the jacket potato aroma to tempt a purchase.

In a more recent campaign, Waitrose not only diffused its signature Christmas scent in the store entrance at the welcome desk, but teamed this with 'touch-to-smell' samples on tear-off pads on shelf edges throughout the store and promotional displays for items such as their Christmas Signature Spice range of desserts.

As you add sensory experience to in-store displays, you don't add emotions in a linear way. Emotional engagement is 'super-added' and synergistic, where 1+1=3. The Aroma Company carried out research into fragrance sampling at point of sale, and 87% of respondents said displays with fragrance would stimulate purchase, 50% changed from their original purchase intent, and sales rose by an average of 35%. Furthermore, due to the super-additive effect, and because the sense of smell is such an emotional driver of choice and purchase, sales of the promoted lines were still up by 16% some 8 weeks later, revealing that promoting on the emotional platform of fragrance leads to sustained brand loyalty.

In our modern, two-dimensional, digital age, brands which engage shoppers at point-of-sale using the senses of smell, sound and light, will benefit from super-additive emotional engagement and be the real, stand-out winners.

Sasha Lord, New Business and Sales Manager, The Aroma Company





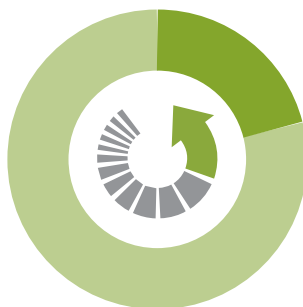
A moving experience

One tactic that is sure to attract attention in displays is using moving elements. As part of the research carried out by POPAI into how light, motion and sound influence shopper behaviour, we found that just over three-quarters of shoppers responded favourably to displays featuring both lights and motion together.

Around 20% found the motion in the display the most eye-catching element. Nearly a fifth of the shoppers said they would be more likely to purchase the product after seeing the display with lights and motion than after experiencing the display without.³

Other displays to feature movement have been a freestanding unit for Cadbury's Joyville, with a motorised whisk to tie in with above-the-line activity, and a window display for NatWest bank. With the concept of waving to say goodbye to bad banking practices and hello to simpler, clearer and fairer banking, a wall of mechanically moving hands in a palette of brand colours caught shoppers' eyes as they walked past.

21% of respondents found motion to be the most eye-catching element of the display



Source: Rocket Production/POPAI

Pets at Home to the latest chart hits in a high street fashion retailer. It would seem that playing the relevant type of music does influence shoppers to purchase more.

Sound is a great disruptor and can be used effectively to draw attention. In one study it was found that alternating the type of music played in a supermarket's wine section changed purchasing choices. The sale of French wine would increase when French music was played, while more shoppers selected German wine when German music was played.⁵

When used on displays themselves, sounds can draw the shopper in and encourage interaction with children and adult shoppers alike. For example, a haunted house designed for Tesco stores in Ireland featured spooky doorbells which activated ghost noises.

The TRESemmé display included a motion-activated sound element, alongside light and movement, which played a recording of a television advert audio when shoppers got within two metres of the display. The added sound element was found to make shoppers 14% more likely to purchase than displays without the sound, and one in five could recall hearing the message, with this peaking in the 26-35 age category.³

In another POPAI research project that explored the use of directional sound in convenience stores, short messages at the point of purchase were found to increase sales of certain products and achieved product recall, but caution was raised by some shoppers, and staff, as to the appropriateness of the messaging and sound levels.⁹

From this and other research, it is clear that sound is not suitable for every location. Retailers need to pay careful consideration to its use, installing motion or touch-activated sound units considered to create impact while also limiting unwanted disturbance.



A sound sales opportunity

Whether the aim is to increase dwell time or drive purchase of certain items, the sounds to which we are exposed in-store can all have an impact. Slow music has been found to increase dwell time whereas fast upbeat tunes can drive impulse purchases and hurry the shopper along.

Some stores may use music in-store to set the scene and strengthen the brand message, from the use of birdsong in

Retail is becoming an increasingly 4D environment with visual impact being only one of many avenues to explore. Surface finishes, textures and information discovery are the mainstay of any activation... but what of the senses other than vision?

Movement allows for disruptive indirect influence through flashing lights or physical elements. Sound incorporation can either complement or pre-empt these disruptive triggers and targeted, externally near-silent, directional sound can deliver an unexpected sweet-spot to captivate the shopper.

These extra-sensory triggers even extend to the physiological, with many brands developing "the smell of...", often integrated into store design to give the shopper a response either of recollection (for example fresh bread and coffee) or of aspiration or excitement (Hamleys use piña colada to encourage toy sales by parents).

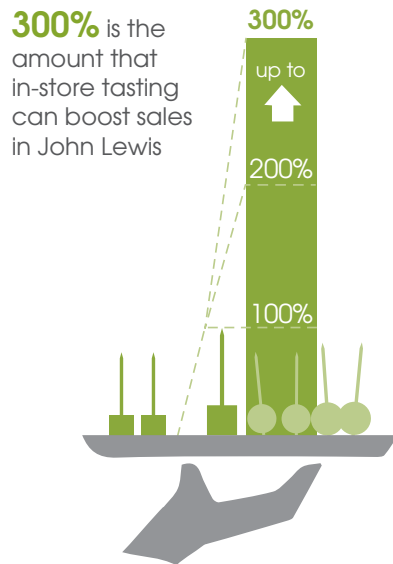
One thing is for sure, the main interaction can only be successful with the right combination of multi-sensory marketing.

Impact Creative Group

A question of taste

In-store sampling is traditionally used to increase sales of food and drink items, with Costco finding beer samples boost sales by an average 71% and frozen pizza by 600% as they bring cravings to the forefront of the shoppers' mind.¹⁰ Similarly, John Lewis, which carries out hundreds of tastings a year, found that in-store tasting of chocolate and gin boosted sales by up to 300%.¹¹

Taste is a little trickier to incorporate into displays and still needs in-store staff support. Some food brands are using smell in order to tempt the taste buds in another way.



Source: John Lewis

One innovation we have seen, however, is chocolate biscuit brand McVitie's Jaffa Cakes wallpapering the inside of a lift with flavoured, 'lickable' stickers to entice people into buying a pack, an idea inspired by *Charlie and the Chocolate Factory*.

Similarly, 'Peel 'n Taste' strips have also been found in the past in print advertising to provide consumers with a sample of a product's taste, for example a US fruit drink, without the expense required to mount a traditional sampling campaign.⁵



The creative touch

Rounding off the senses is touch. How can this be innovatively used beyond simply being able to touch products on the shelf? In recent years, we have seen POPAI Award entries make use of interactive elements that don't rely on the use of digital screens. Whether these are tear-off information strips, or displays that encourage physical interaction,



Sources:

- ¹ Body & Giboreau of the European Sensory Network, 2007
- ² Retail Week, In-store experience crosses into the realm of the senses, 2016
- ³ Rocket Production, How light, motion and sound influence shopper behaviour, 2017
- ⁴ Martin Lindstrom, Brand Sense: Sensory secrets behind the stuff we buy, 2010
- ⁵ Retail TouchPoints, Making sense out of sensory marketing, 2014

from posing for a selfie or opening doors to reveal more information, they certainly engage the shopper and encourage direct interaction with the brand and product.

One example of this is a Cadbury Creme Egg display that encouraged shopper interaction through a game. The Creme Egg was put in a hole at the top of the display and appeared out of one of three chutes at the bottom, dispensing it safely in to a dump bin which was part of the display.

Another seasonal display was the Lindt Advent Calendar which stood at the front of store and formed part of a prize promotion, encouraging shoppers to open doors to play.

Avoiding sensory overload

With all these sensory tools in the mix it is important to get the right balance and not to overwhelm the shopper. Sensory overload is already rife within retail, specifically in the grocery and convenience sectors, so these devices need to be used in a clever and considered way. A final word of warning to retailers: any repetitive sound that becomes overkill runs the risk of being disabled by long-suffering store staff.

- ⁶ The Guardian, Multi-sensory retail high street, 2013
- ⁷ The Aroma Company, Facts about sense of smell
- ⁸ Journal of Applied Psychology, The Influence of In-Store Music on Wine Selections, 1999
- ⁹ POPAI, JMS Hypersound Interim Report, 2015
- ¹⁰ The Atlantic, The Psychology Behind Costco's Free Samples, 2014
- ¹¹ John Lewis Retail Report, 2016