

Enhancing visibility for shoppers as the driver of new packaging: Tobii reveals 3D label real life example

Prague, [22.8.2012] At the Retail in Detail Shopper Marketing Conference on September 26 in Prague, [Tobii Technology](#) presents a shopper research case study about better visibility of products in stores based on a real life example. Speakers are: Fredrik Blomquist, CEO at [Rolling Optics](#) a developer of 3D visual materials and Jürgen Bluhm, Area Manager Market Research Central Europe at Tobii Technology, the global leader in eye tracking and gaze interaction. Package design is constantly evolving and being modified to gain the attention of shoppers. The study used eye tracking to compare different premium shampoo bottle labels with each other. By examining shoppers' viewing patterns, both qualitatively and quantitatively, a 3D label producer could establish a correlation between the use of their labels and a 90% increase in sales. The study was driven by Rolling Optics and it was conducted by Tobii Technology. It took place in a hair care store. [Tobii Glasses](#), a mobile eye tracking system, were used to collect eye movement data from shoppers looking at shampoo bottles on a real store shelf. Instead of simulating a store shelf, this allowed for a more natural experience similar to one experienced when shopping.

Around 30 shoppers were asked to look at a shelf and decide which shampoo they would like to purchase while wearing Tobii Glasses. Three shampoos were tested: Grazette of Sweden's XL Volume Shampoo with the new 3D label, the same brand with the old label, and a competing volume shampoo without a 3D label, similar in price and basic characteristics. No prices were visible as to understand the sole effect of the label change. Tobii Studio was used to quickly and efficiently analyze the data, according to visit duration and time of first fixation, comparing them to independent variables such as age, gender and product selected. The criteria were used to create visualizations, e.g. heatmaps, gaze opacity maps or animated heatmaps as well as metrics to further analyze the data.

Three rather unexpected main findings emerged when comparing data for the old and the new packaging. Firstly, the new product was not noticed first. Possible explanations are shelf placement, label size, or the ability to notice from a distance that the label was actually 3D. But, secondly, the new bottle received the most attention; on average 2.8 seconds of attention per shopper compared to 1.8 seconds for the old bottle and 1.5 seconds for the competition (70% more). The final finding was that of time spent looking at the new package; roughly 35% was spent looking at the 3D label. The 3D label played a huge role in the sales increase because the amount of attention towards a product is a key factor in shopper purchasing choices.

[Learn more at the Retail in Detail Shopper Marketing Conference 2012 in Prague](#)

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About Rolling Optics:

Rolling Optics has developed a new generation of 3D visual materials that can be used to differentiate packaging products in stores and to authenticate original products. By offering the greatest design freedom available in the market, together with high security in-house production facilities in Stockholm, Sweden, Rolling Optics deliver true differentiation for international brands in an increasingly competitive market – all packaged in a label. Rolling Optics delivers brandcustomized 3D material in the form of labels on roll, supplying anything from a single foil to a run of millions. More information: www.rollingoptics.com

About Tobii Technology:

Tobii Technology is the global market leader in eye tracking and eye control. The company's products are widely used within the scientific community and in commercial market research and usability studies, as well as by people with disabilities as a means to communicate. Tobii also drives innovation of eye-tracking technology in many other areas, offering OEM components for integration into various industry applications, such as for use in hospitals, engineering, sports and entertainment. Founded in 2001, the company has received numerous awards for its technology innovations and its rapid financial growth. Tobii is based in Stockholm, Sweden, and has offices in the U.S., Germany, Norway, Japan and China. More information: www.tobii.com

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