



Sample report

Neuro Shelf Research Online

★ Heineken®

RealEye

UNRAVEL

Why a sample report?

Unravel Research continuously conducts neuromarketing studies for various clients such as Danone, Ahold and ING. Naturally, these reports provide valuable insights and can therefore only be viewed by the commissioning party.

In order to provide you with a concrete and clear picture of what a neuromarketing report looks like, we have prepared this sample report. This report is based on actual data and is free to share.

This research is done in the same way as our usual packaging studies and gives a good idea of what to expect when you conduct neuromarketing research with Unravel Research.

View client cases

Curious about actual cases that we have carried out for customers? Visit <https://www.unravelresearch.com/en/cases> for an overview.



Unravel is proud of:

2.000+

executed EEG scans

800+

commercials researched

100+

happy clients like:



hunkemöller



KVK



ZEKUR.nl



Gamma



JUMBO

DELA
voor elkaar



freo

de volksbank

Mline

HEMA



Pearle
opticiens



KARWEI



In this report

Neuro research tests the performance of your packaging

Unravel Research tested the best placement of Heineken Silver with Online Eye Tracking. In this research report you will find the answers to the following questions:

- ✓ To what extent does Heineken Silver stand out on the store shelf?
- ✓ Is Heineken Silver best placed left or at the top of the shelf?
- ✓ Is the best placement for Heineken Silver impacted by Light or Premium perceptions of the product?

Similar research is usually conducted in 5 business days.



Overview Research

Performance Shelf Standout

Practical conclusions

Appendix

Questions about this report?



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1

Overview Research

Background

Heineken released Heineken Silver, positioning it as a lighter and more premium version of the regular Heineken lager. But what is the best placement for such a product in retail environments? Will the product be seen on the store shelf? Where do people (un)consciously look when looking for a light or premium beer?

According to the natural expectations, a light item is always expected **above** a heavy item, or otherwise on the left of it (Sunaga et al., 2016). Moreover, budget products are usually placed on the bottom, automatically creating the expectation of more premium products to be placed on top (Chandon et al., 2009).

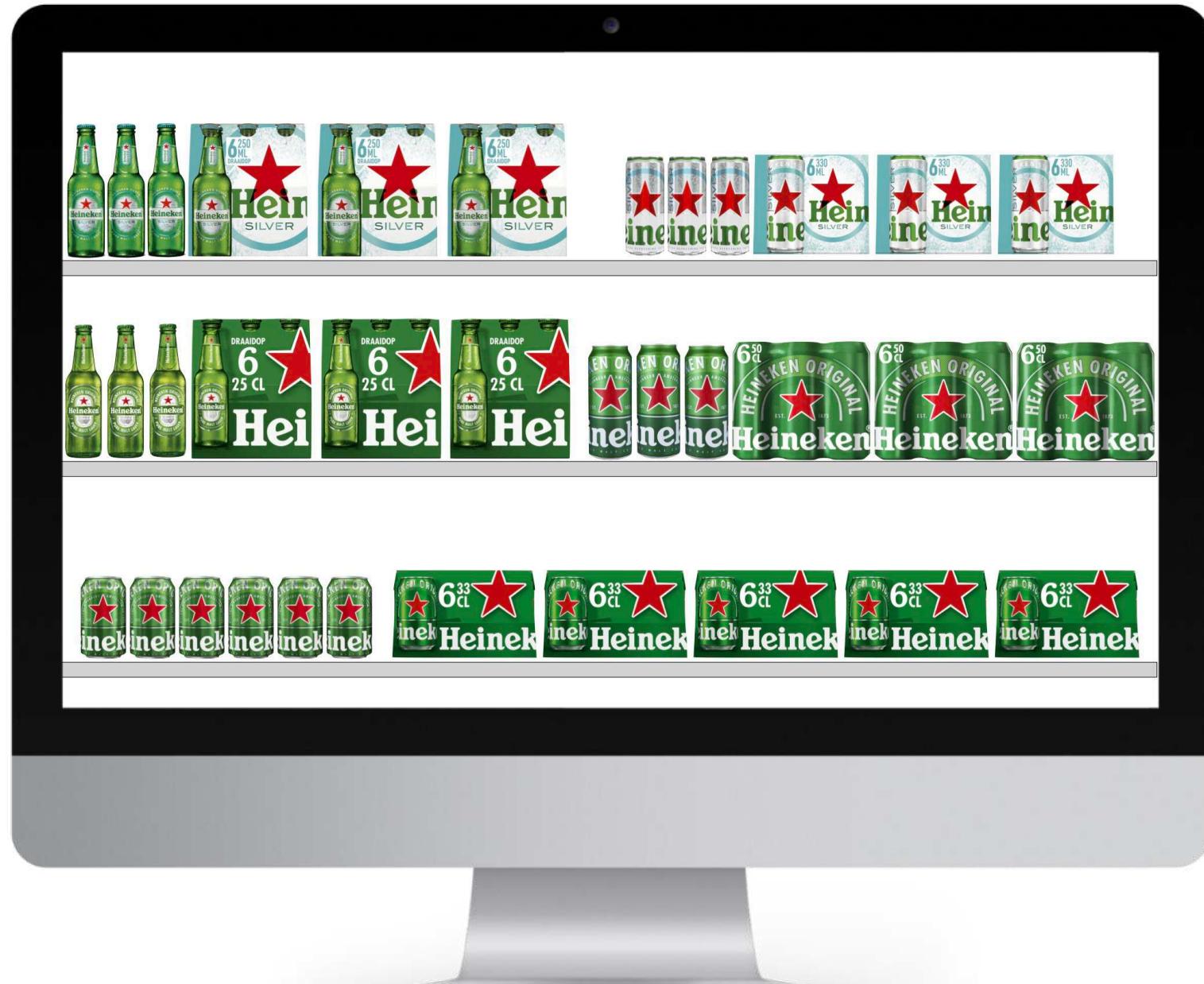
This Shelf Research maps the attention value, experience and associations of Heineken Silver. In order to measure the effect of placement of this product in the shelf, four variations have been included in this research.

Online Eye Tracking makes it possible to objectively measure the degree to which the product stands out from the store shelf. This enables us to determine to what extent the product is found when searching for the product.

In short: what is the best placement for Heineken Silver in the shelf, left or on top of regular Heineken?

Chandon, P., Hutchinson, J. W., Bradlow, E. T., & Young, S. H. (2009). Does in-store marketing work? Effects of the number and position of shelf facings on brand attention and evaluation at the point of purchase. *Journal of marketing*, 73(6), 1-17.

Sunaga, T., Park, J., & Spence, C. (2016). Effects of lightness-location congruency on consumers' purchase decision-making. *Psychology & Marketing*, 33(11), 934-950.



Online Eye Tracking

This research makes use of online eye tracking powered by RealEye. In online eye tracking, respondents take the experiment at home, and their eye movements are recorded via their own webcam.

The advantage of online eye tracking over eye tracking in the lab is the ease with which data is gathered; this does not require subjects to come to the lab but rather collects eye tracking data from their home, enabling an international sample pool.

However, the accuracy of the method is lower compared to lab-based eye trackers, which use infrared to detect eye movements. Therefore, online eye tracking experiments require more respondents to provide a more reliable result.

It'll depend per research question what method fits best. In this case for Heineken Silver, we demonstrate the technique in order to implement it for shelf research.

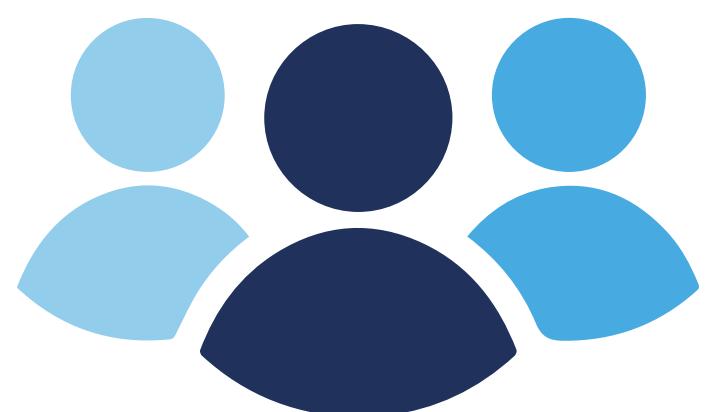
RealEye



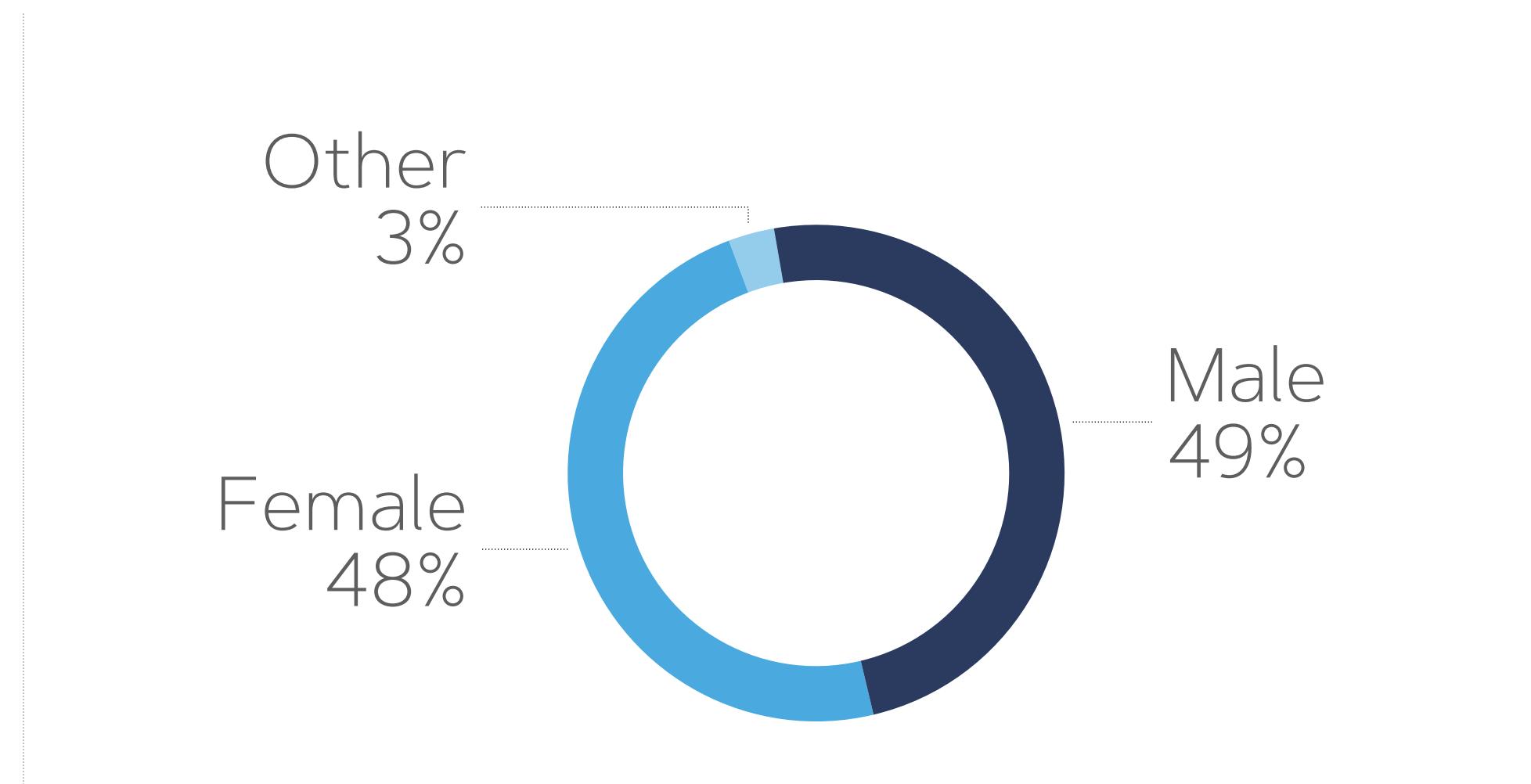


Overview Research

Respondents



100 Respondents



30.75 years

Average age
Standard deviation: **9.15** years

18-58 years

Range of ages



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Stimuli

This research focuses on the difference between these four shelf layouts.



(A) Heineken Silver Left, Cans top



(B) Heineken Silver Left, Bottles top



(C) Heineken Silver Top, Cans left



(D) Heineken Silver Top, Bottles left

2

Performance Shelf Standout

Guide to interpretation

In this Shelf Standout analysis we compare the attention for Heineken Silver in the **supermarket** on four different shelf designs. In this Shelf Standout analysis we distinguish between two types of attention:

- **Free attention.** To what extent does Heineken Silver stand-out when the consumer is free to select a product of choice from the store shelves.
- **Targeted attention.** To what extent does Heineken Silver stand-out when the consumer searches a specific type of product in the store shelf. For example: "Find a Premium beer".

The performance of the shelves on the two types of attention is determined by four metrics:



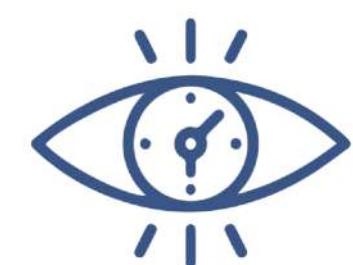
Viewing ratio

How many people notice Heineken Silver?



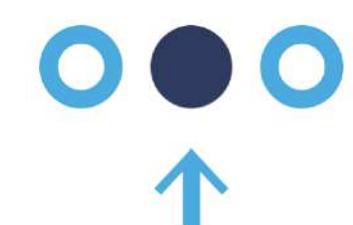
Fixation speed

How long does it take to notice Heineken Silver?



Viewing time

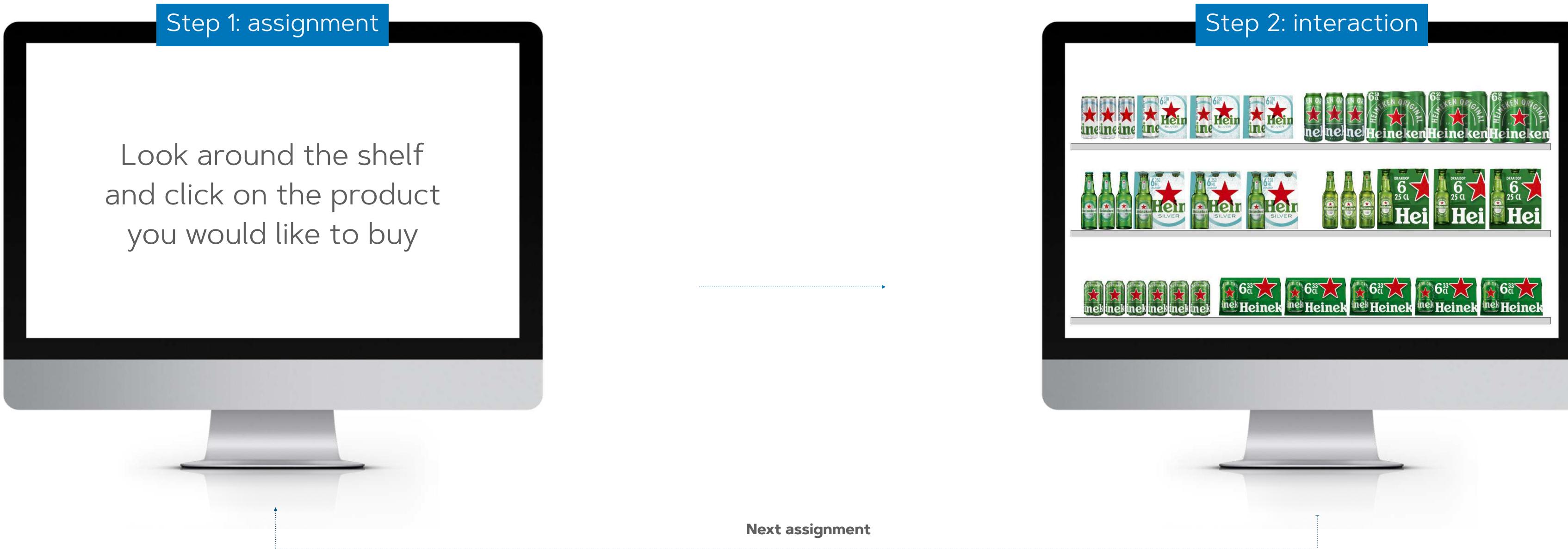
How long, on average, do people look at Heineken Silver?



Decision speed

How fast do people make a choice in the shelf?

Shelf-research stimuli and assignments



Free

- Look around the shelf and click on the product you would like to buy

Targeted

- "Find a premium beer."
- "Find a light beer"
- *Decoy searches (other brands)*

Test 1: Free attention

Highest performance

Left (avg A & B)

 Viewing ratio

84%

 Fixation speed

0.7 sec

 Viewing time

1.0 sec

 Decision speed

4.2 sec



Top (avg C & D)

 Viewing ratio

77%

 Fixation speed

1.3 sec

 Viewing time

1.0 sec

 Decision speed

4.4 sec



Conclusion. Heineken Silver is noticed by more subjects when placed on the left side of the shelf compared to the top. Moreover, it's noticed more quickly.

Legend

-  Better than
-  Equal to
-  Worse than

Differences



Viewing ratio

Left



Top



Fixation speed

Left



Top



Viewing time

Left

Top

Test 2: Premium Findability

Highest performance

Left (avg A & B)

 Viewing ratio

80%

 Fixation speed

0.8 sec

 Viewing time

1.4 sec

 Decision speed

4.3 sec



Top (avg C & D)

 Viewing ratio

67%

 Fixation speed

1.6 sec

 Viewing time

1.3 sec

 Decision speed

4.7 sec



Conclusion. When consumers are looking for a premium product, Heineken Silver is noticed by more subjects when placed on the left side of the shelf compared to the top. Moreover, it's noticed more quickly and the decision for the product is also made more quickly.

Legenda

-  Better than
-  Equal to
-  Worse than

Differences



Viewing ratio

Left



Top



Fixation speed

Left



Top



Viewing time

Left

Top

Test 3: Light Findability

Highest performance

Left (avg A & B)

 Viewing ratio
74%

 Fixation speed
0.6 sec

 Viewing time
2.0 sec

 Decision speed
3.3 sec



Top (avg C & D)

 Viewing ratio
74%

 Fixation speed
1.1 sec

 Viewing time
1.6 sec

 Decision speed
4.0 sec



Conclusion. When consumers are looking for a light beer, Heineken Silver is noticed by 74% of subjects in both placements. Moreover, it's noticed more quickly and the decision for the product is also made more quickly.

Legend

-  Better than
-  Equal to
-  Worse than

Differences



Viewing ratio
Left — Top



Fixation speed
Left ▲ Top



Viewing time
Left — Top

Conclusion

1. Heineken Silver attracts more attention on the left.

In all types of attention (looking freely, looking for premium beer or looking for light beer), Heineken Silver attracted most attention when positioned on the left compared to the positioning at the top of the shelf.

2. Differences more pronounced with Premium

When looking for premium beer, the top placement attracted less attention compared to when the consumer was looking for light beers. The difference in attention between left and top placement are more pronounced when consumers look for premium beer, indicating that the premium products are expected more on the left than on the top shelf.

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Practical Conclusions

Conclusion

1. Place Heineken Silver on the left.

In all types of search assignments (looking freely, looking for premium beer or looking for light beer), Heineken Silver attracted most attention when positioned on the left compared to the positioning at the top of the shelf.

2. Premium: always on the left.

When Heineken Silver is primarily marketed as premium beer, it's best positioned at the left side of the shelf. This side significantly outperforms the top placement when consumers are looking for premium beer.

3. Light proposition: less pronounced

When Heineken Silver is primarily marketed as a light beer, it still grabs attention most quickly when positioned on the left. However, the difference between top and left is less pronounced.



Questions about this report?



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Appendix

Attention Distribution Free



(A) Heineken Silver Left, Cans top



(B) Heineken Silver Left, Bottles top



(C) Heineken Silver Top, Cans left



(D) Heineken Silver Top, Bottles left

Attention Distribution Premium



(A) Heineken Silver Left, Cans top



(B) Heineken Silver Left, Bottles top



(C) Heineken Silver Top, Cans left



(D) Heineken Silver Top, Bottles left

Attention Distribution Light



(A) Heineken Silver **Left, Cans top**



(B) Heineken Silver **Left, Bottles top**



(C) Heineken Silver **Top, Cans left**



(D) Heineken Silver **Top, Bottles left**