

Seeing is Believing

How to Unlock the Potential of Retail Visualization



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Previous Package InSight Studies

Study 1

Explored, through eye-tracking, the impact that sustainability logos had on brand recall and recognition

Results

92% of the participants DID NOT notice the sustainability logos

Study 2

Focused on educating consumers prior to shopping for certain grocery items

Results

Educational materials beyond the package significantly increased a logo's effectiveness

Study 3

Explored consumer education and sustainability driving consumer purchase through well-known brands

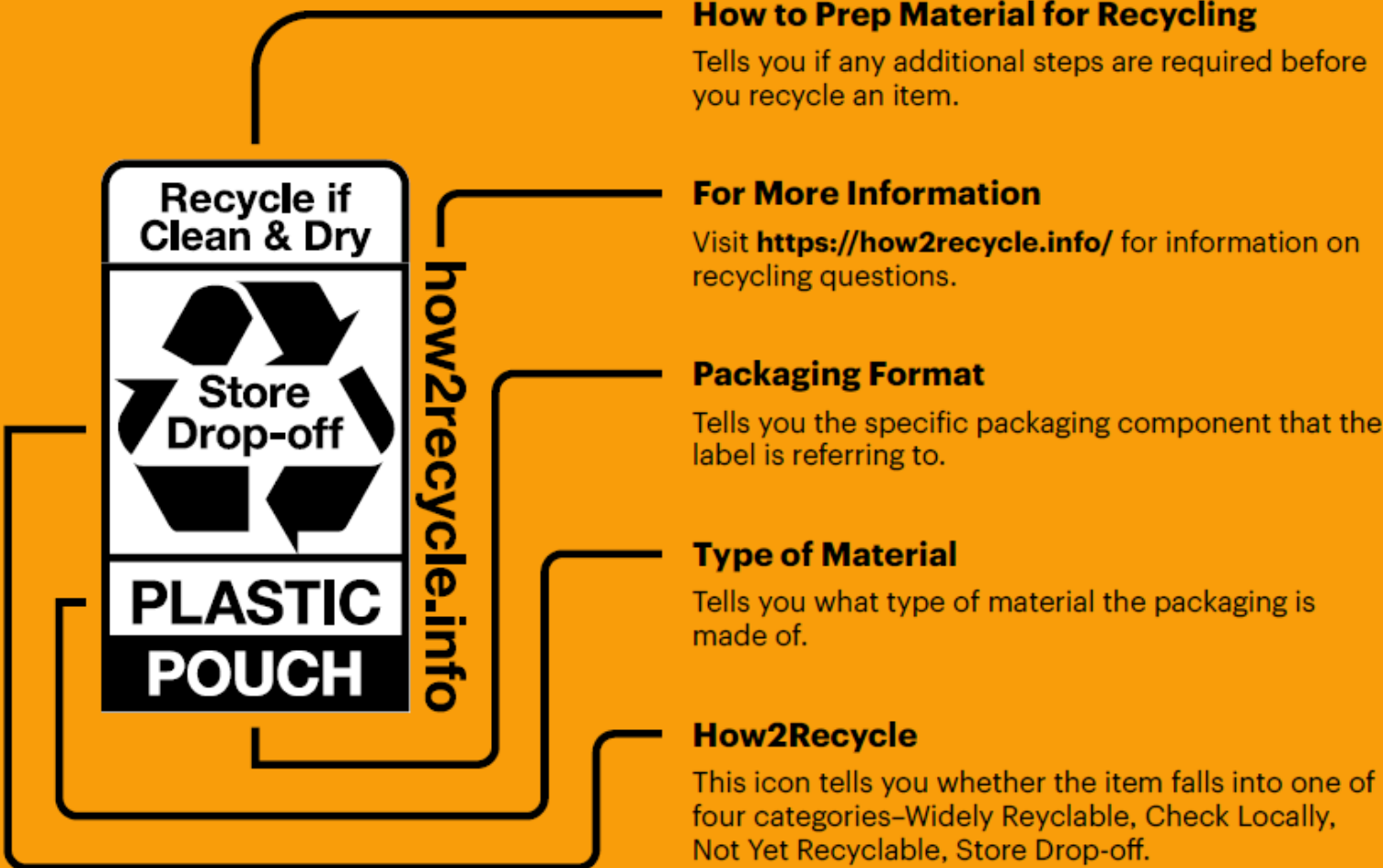
Results

Consumer recall was higher on brands with sustainability logos, indicating how labels on packaging offer powerful potential for brands to differentiate themselves

2023 Quad Partnered with How2Recycle



The most recognized instructional recycling label in the U.S. used on over 550 brands



Store Drop-Off



**Shopping
Bags**



**Produce
Bags**



**Bread
Bags**



**Grain &
Cereal Bags**



**Plastic
Films**



**Plastic
Wraps**

**Recycle if
Clean & Dry**

PLASTIC

BAGS / FILM / WRAP

how2recycle.info

Study Overview

Can consumer education through at the shelf signage and at the Store Drop Off bin increase awareness of the How2Recycle label and of Store Drop Off?

Category: Breakfast | **Product:** Bagged Granola



Study Overview

This research included

67

participants split into
Groups A & B

Shopping List

Package InSight by Quad

You're stopping by the grocery store on the way home to grab a couple of things. Please get one of each item on the list and take them to the check-out counter:

- **Mac and Cheese**
- **Granola (not granola bars)**
- **Tea Bags**
- **Chips**

Participant# _____

Project Overview



A store drop-off bin was placed by the entrance of the retail laboratory for both groups

Project Overview



Group A shopped the granola aisle **with no in-store signage**



Group B shopped **with the in-store signage**

Group B Signage

1 Aisle Blade



Group B Signage

1 Aisle Blade

THE MARKET
at Greenville

LOOK FOR THE LABEL

How to Recycle

Material Type

Recycle If Clean & Dry

Store Drop-off

PLASTIC POUCH

Recycle your **PLASTIC BAGS & WRAPS** at our **STORE DROP-OFF BIN!**

NO PLASTIC BOTTLES!

RECYCLE PLASTIC BAGS & WRAPS

Store Drop-off

Recycling Bin

NO PLASTIC BOTTLES!

Recycling Bin

Located by the **MAIN ENTRANCE**



Group B Signage

4 Shelf Strips



Group B Signage

4 Shelf Strips



Findings: At Shelf Signage

Group A Planogram



Group B Planogram



Participants in **Group B** saw the shelf strips

60% more
than the aisle blade



Quad

Intensity of Visual Attention

Proprietary & Confidential

Findings

53%

of **Group B** agreed that seeing the signage on shelf increased their awareness of the drop-off bin and the H2R program, as well as their knowledge of the recyclability of plastic pouches



Findings: Store Drop-Off Bins

Group A Planogram



Group B Planogram



Group B had significantly higher ($p < 0.05$) Total Fixation Duration and Fixation Count than Group A for the claim of “Recycle Plastic Bags & Wraps” on the Drop-off Bin at a 95% confidence level



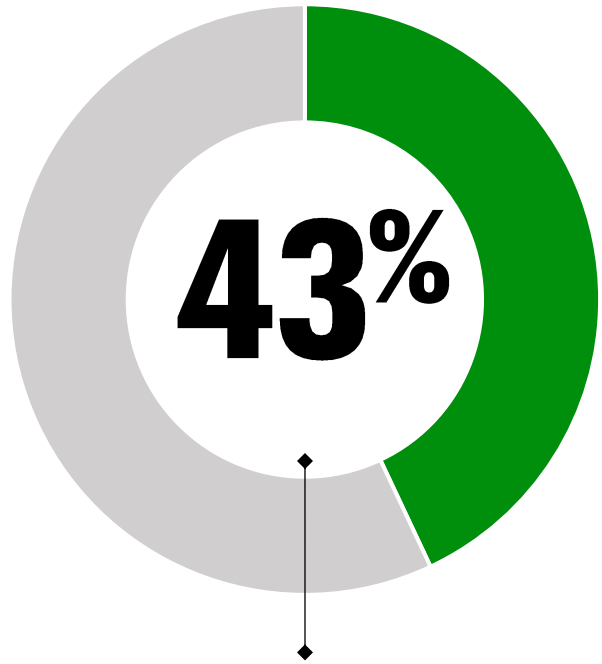
Quad

Intensity of Visual Attention

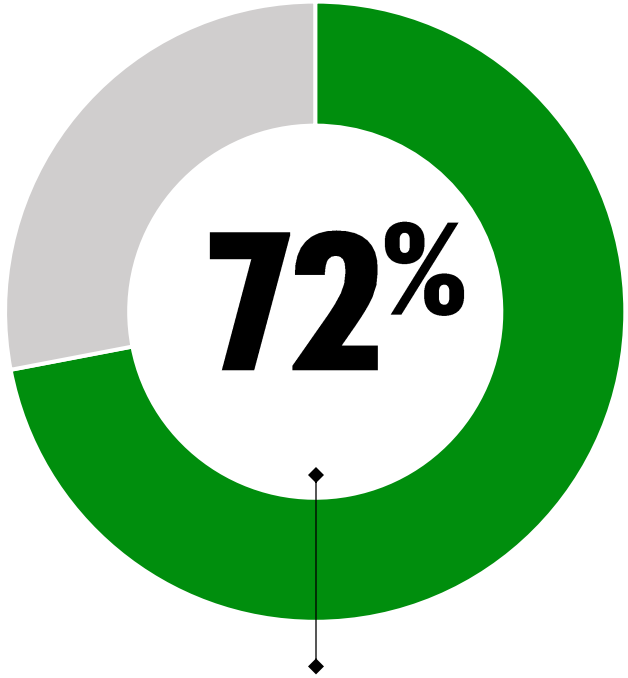


Proprietary & Confidential

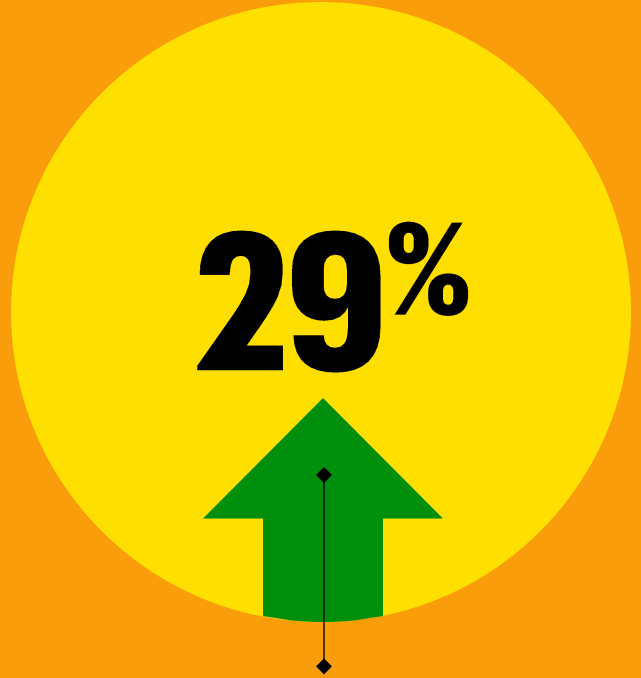
Findings



Of participants in **Group A**



Vs. participants in **Group B** saw the store drop-off bin as they were exiting the store

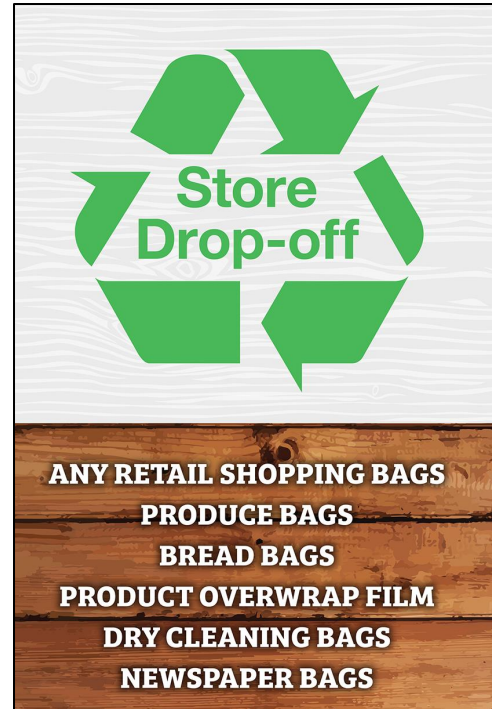


Increase in visual attention to the store drop-off bin in Group B that had in-store signage at shelf

Did seeing the signage at shelf increase your knowledge of the recyclability of plastic pouches?



“The “Look for the Label” and the granola call out caught my attention”



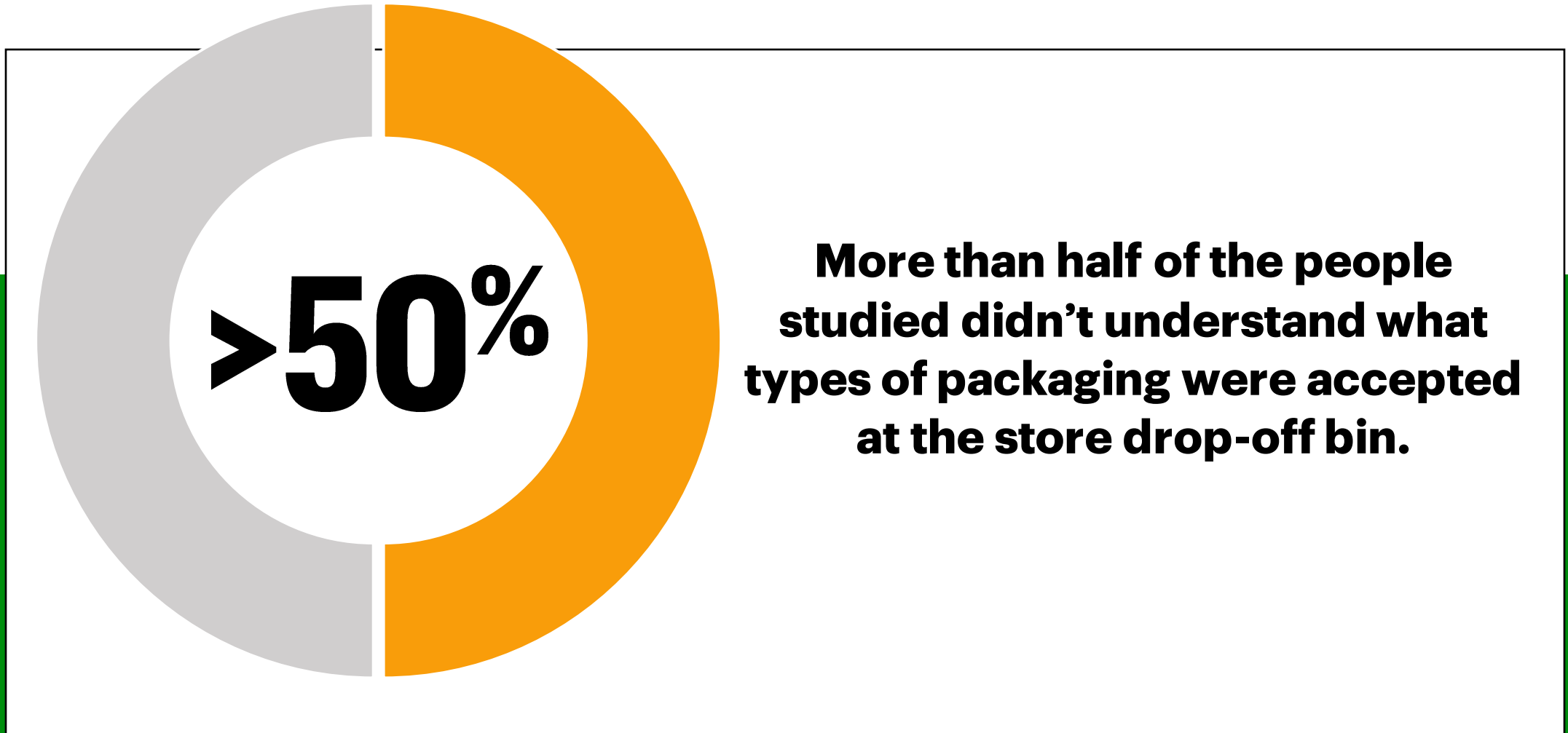
“I was not at all aware of this type of material had special recycling places in the US.”



“Brought to my attention when deciding on which product to purchase. Made me a little more mindful of my choices.”

Summary

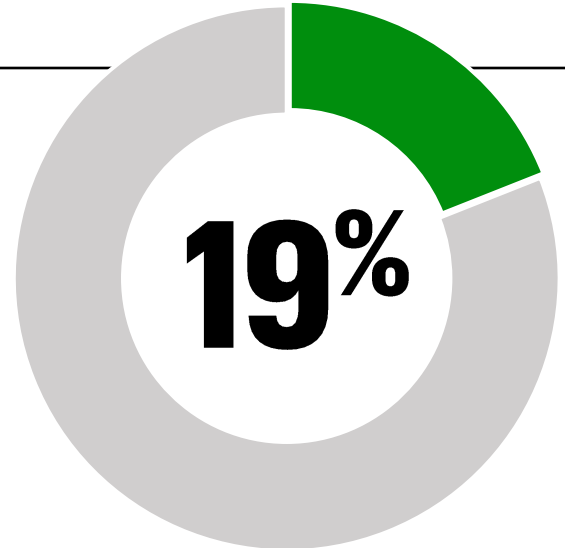
Most people have never used store drop-off bins to recycle their plastic packaging



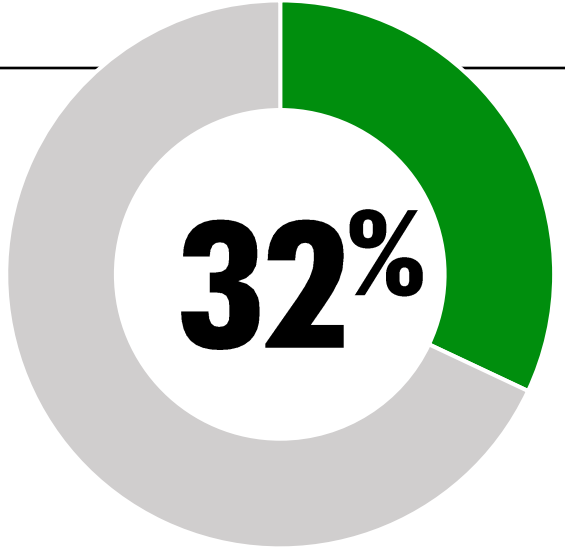
More than half of the people studied didn't understand what types of packaging were accepted at the store drop-off bin.

Summary

Most people have never used store drop-off bins to recycle their plastic packaging



Group A



Group B

of participants did not understand what can and cannot be recycled in their community based on being complicated and inconvenient.

The main confusion was focused on recycling plastics.

2024 Study Quantitative Findings



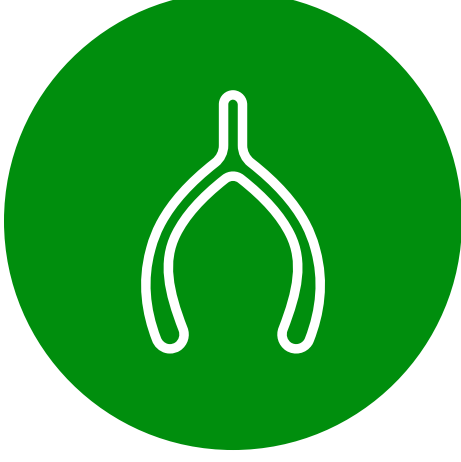
**Do not understand
Store
Drop-Off**



**Think it is only for
shopping bags**



**Don't use plastic bags
and think it doesn't
apply to them**

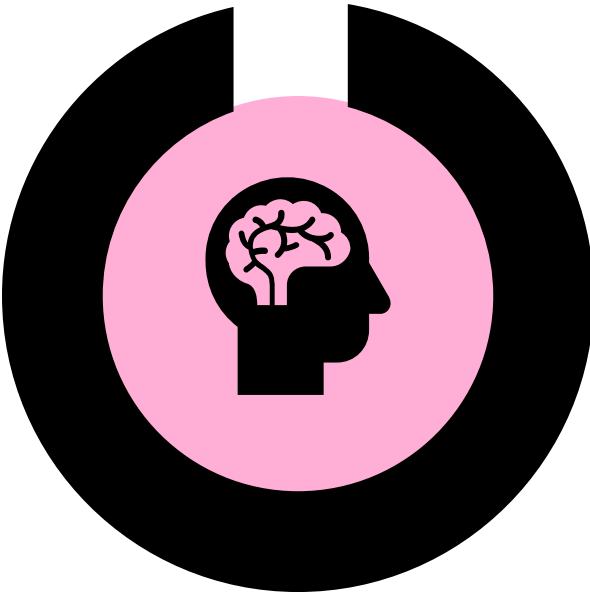


Wishcycling

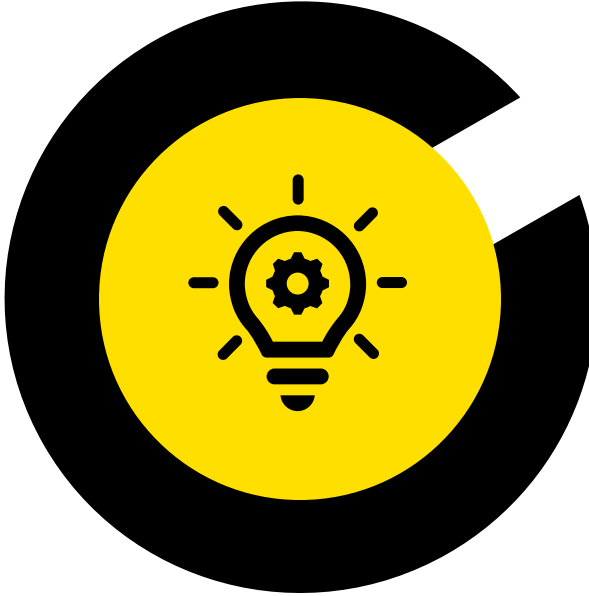
Top Three considerations for improving effectiveness & driving action:



Accessibility



Education



Awareness

Creating Influence to Drive Action



Understanding
the Shopper



Enhancing the
Environment



Understanding the Shopper

The average consumer
is exposed to

3,000

advertising & promotional
messages per day



And has more than

80,000

items to choose from in a
single grocery store visit

The Mind of a Shopper

5%

System 2

- Thinking Slow
- Rational
- Conscious
- Logical



95%

System 1

- Fast & Automatic
- Involuntary
- Everyday Decisions
- Based on instinct and experiences

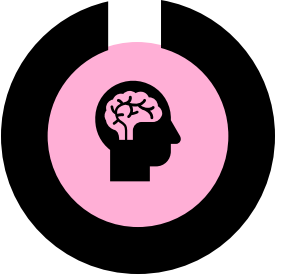




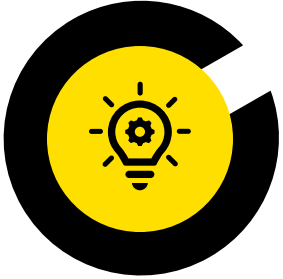
What was the first thing you noticed?



Accessibility



Education



Awareness





C

Command Attention

Catching the shopper's eye while they navigate the store in "autopilot mode"

- Distance
- Viewing Angles
- Speed

20
Feet Away



Shoppers use cues when scanning a store at a subconscious level that include color, shape, size and lifestyle images



10
Feet Away



Icons and imagery are identifiable within **1.5 seconds**



Matching Average Viewing Angles

Messaging should be placed 45 degrees up or down from eye level from a distance of about 5 feet

5
Feet Away



Message needs to be clearly communicated to drive Call to Action



Speed

Messaging should be tailored to the shopper's behavior based on location in store. The greater the speed of approach, the shorter the message.



Imagery stands out and is more effective for engagement



Curved shapes attract more attention

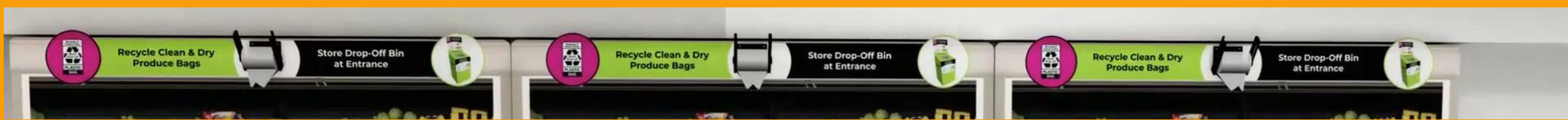
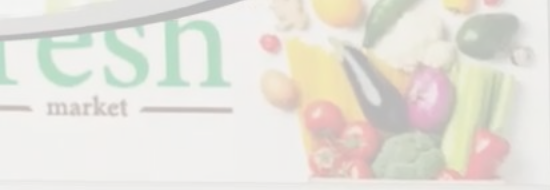


The human brain **processes images 5x's** faster than written messages



DELICIOUS FOODS
fresh
market

fresh
market



**Recycle Clean & Dry
Produce Bags**

**Store Drop-Off Bin
at Entrance**



C

Convey Info

Establishing a simple, clear & concise message hierarchy for the shopper to follow

- Headline/Call to action
- Large bold fonts
- High contrast colors
- Highly visual from a distance and omit any unnecessary words







C

Connect with the Shopper

Visually connecting through brand recognition & identity to effectively connect

Many consumers assume that sustainability automatically increases price.

- Leverage “private label brands” visuals to promote awareness
- Leverage the store logo on the shopping bag



The Mind of a Shopper

Research shows that people spend on average 10 seconds or less reading labels on packaging.

Ensuring the message is understood in that short amount of time is crucial.

Source: University of Sheffield, Many Happy Returns



Study 3 Findings

Consumers recalled SKUs with sustainable logos

10-30%

more in every product category when educated on the logo

Let the customer be the hero. Being clear about the positive impact their actions can have and how they can do this.

From:

We're helping our customers reduce plastic pollution by providing Store Drop-Off.

To:

Our customers are helping reduce plastic waste by using our Store Drop-Off.



32%

of Americans aren't confident that what they toss in the recycling bin is truly recycled

Compared to 23% in 2020 and 14% in 2019

Source: Global Eco Pulse 2023 n=1,001

Optimizing Awareness in Top Dwell Zones



Final Messaging to Increase Shopper Recall





Questions?