



By Rachel Kitchin-Douglas

HAVING READ THE ARTICLE PENNED BY RANDALL BEARD OF WELLS FARGO AND PUBLISHED ON BAT, KIRSTY DOLLESON, GENERAL MANAGER OF OUTDOOR MEDIA COMPANY AND SHOPPER EXPERTS, TORCHMEDIA, FELT COMPELLED TO DRAW ATTENTION TO A NUMBER POINTS, AND OFFER A DIFFERENT PERSPECTIVE ON THE CONSUMER ENGAGEMENT DEBATE.

As Beard points out, some shoppers are intrinsically engaged while grocery shopping, and don't need to make considered purchases. Their choices are highly driven by what they have purchased in the past. In fact, TorchMedia's recent eye tracking study (Happy Group in 2014) which was conducted to determine the viability of store in-store format revealed a segment of shoppers that can be described as exactly this way. We call them 'Mission Shoppers'.

The study also revealed two additional segments that are not mentioned in Beard's article: The Special Saker and The Explorer.

The Special Saker spends more time reviewing their options on shelf, but decisions are ultimately driven by price promotion. The Explorer spends the most time in-store, and is always on the lookout for inspiration and ideas for making and eating. This group of shoppers is most likely to allow external factors such as point of sale advertising and sampling to influence their purchasing decision.

Another variable to consider is the difference in shopper behavior between grocery categories. In the Eye Tracking study, Health and Beauty enjoyed a longer dwell time than snacks, meaning that some brands benefit from longer opportunities to communicate to shoppers than others.

Acme has conducted over 100 Test and Control studies to assess the impact grocery is more media for its product sales. Brands reveal that it is harder to influence shoppers in commodity categories such as flour, while paper on however there is a growing opportunity to influence shoppers on their 'Dinner Tonight' shopping trip, when they are likely on the lookout for novel solutions and inspiration.

There is no doubt that brands only have a small window to communicate to shoppers in-store. This highlights the importance of standing out in the aisle. Eye-tracking creative advertising and making sure product packaging is on point become more important as attention spans become shorter.



TorchMedia's Eye Tracking study highlighted the importance of tying advertising creative to the product on shelf. This study demonstrated participant's eyes automatically travelling from advertising format to the product on shelf. Through this focus brand awareness and inserts a product into the purchase consideration set of the shopper.

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