

We shop without knowing how we shop. The store environment influences our decisions and our perceptions

See how using 360° immersion provides a realistic experience for shoppers and an accurate research tool for Samsung to test shop layout options in an efficient way



APPROACH

Samsung and Strategir have joined forces to develop an innovative method to interview the shoppers of the Samsung Experience Store and expose them to the store virtually, as realistically as possible

- The challenge was to model the store environment, simulate a visit within the store and integrate it in the Samsung Gear VR
- Respondents were exposed to a virtual visit of the store with 360° immersion
- The virtual environment in Gear VR allows us to capture behaviour and understand feelings and perceptions from the virtual instore experience
- This approach was conducted as a “test&learn” and thus benchmarked against guided interviews in the physical store



OBJECTIVES

See how using 360° immersion provides a realistic experience for shoppers and an accurate research tool for Samsung to test shop layout options in an efficient way

- By understanding behaviour and perception, how can it be optimised to enhance sales and ease of shopping?
- Does the store layout truly support the brand values and the product innovations?

Regular updates of the store environment remain important to maintain interest and attract new shoppers

Can VR360 realistically test store environments to select and optimise a critical brand touchpoint?

RESULTS

It was like I was actually in the store

A very positive virtual experience enables clear recommendations for optimisation of the Samsung Experience Store



- The strongest feeling experienced with VR was an absolute tele transportation to an universe that precisely **reflects the physical store**
- The shoppers could look at anything they wanted, creating a feeling of **autonomy** and freedom, never yet experienced with other research approaches
- They were also highly **concentrated** on the task

Samsung was able to optimise the instore experience with a better category visibility, price clarity and warmer layout colours

VR is a cost effective solution that reflect shoppers real instore behaviour

Winner – Golden Trophy

French Marketing Awards 2016 with Samsung Electronics France
Emmanuel Malard
Consumer & Market Insight Manager



“ I introduced you to our Samsung Gear VR in 2015. At that time we had only our enthusiasm for the potential of virtual immersion for research. 2 Golden Trophies in 12 months reward your R&D work and the development of a VR offer. Great job! ”