

Shoppers buy more when it is easier to shop and product benefits are highlighted

See how L'Oréal improved both category sales and L'Oréal sales by designing a simple and inspirational layout for hair colourants




OBJECTIVES

- ➔ Bring a more pleasurable shopping experience
- ➔ Allow a more efficient shopping trip
- ➔ Grow the category via either:
 - ✓ Recruitment of new consumers
 - ✓ Bigger basket because exploration is triggering
 - ✓ Trade Up
- ➔ Not to alienate current users as a minimum, convincing them to buy at best
- ➔ Impact L'Oréal brands positively


Can the instore experience in a complex category be streamlined to improve category and brand performance?

APPROACH


Testing new shelf display options in life size 3D in a user-friendly way to assess business performance



Integrate the right context for more reliable results



High level of flexibility in the options tested



Full confidentiality for the manufacturer

- ➔ Understanding behavioural KPIs: correlation between time spent in shelf and depth of visual exploration
- ➔ Ranking different display options per channel in terms of business performance and shopper assessment:
 - ✓ Collected consumer data is combined with business analysis on the hair colourant category
 - ✓ Results are provided as an index versus the current layout with a business oriented vision: Volume and value index vs current
 - ✓ We build on the indexed performance measures with shopability evaluation to uncover levers of optimisation



RESULTS

We identified one layout route that optimised growth performance and shopability

- ➔ The winning route
 - ✓ Improved category performance
 - ✓ Optimised volume/value share for L'Oréal
 - ✓ Engaged and reengaged with the category
- ➔ Increased retailer engagement with a validated shopper approach
- ➔ 3D testing allowed to decrease time to market and maintained confidentiality

The winning route has been successfully implemented by L'Oréal

So far results a convincing: between + 5 and + 31pts growth for the category in stores that have implemented vs benchmark stores

Live in 27 countries today and targeting 60 countries by the end of 2017

Won Golden Award

for Reframing Hair Color via Shopper Insights and 3D Testing -
Morgane Dupon, Global Business Development Director & **Benjamin Amsellem**, International Consumer & Shopper Insight Director at L'Oréal Consumer Products Division



“ For the very first time at L'Oréal we leveraged virtual reality to review a category reinvention initiative. We have been working with a lot of people to make this happen. We learnt a lot in the process – and had a good time. We are very proud of what we have achieved ”