Para-sight!

Using eye-movements to understand *the effect of parasitic brands on* shopper attention

Dr Tim Holmes
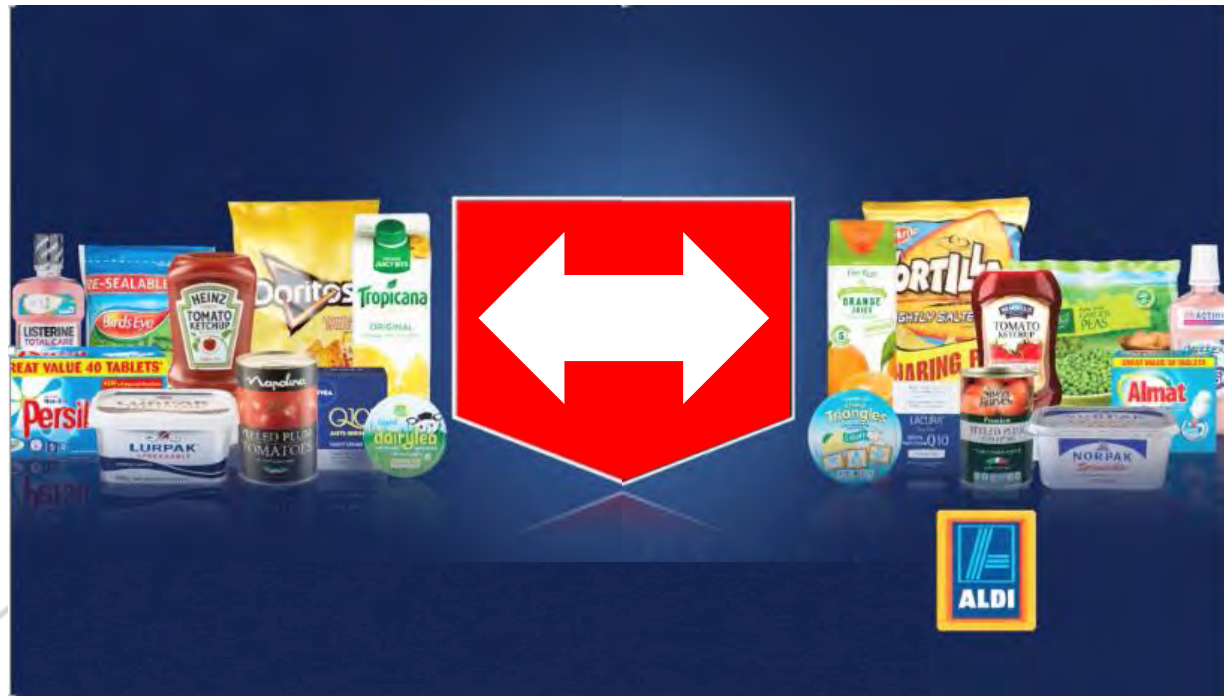Technical Director - Acuity Intelligence Ltd.

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The *explicit* story being told to shoppers

The *implicit* story being told to shoppers

Shopper journey

Search → **Decide** → **Buy**

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A *very* quick bit of neuroscience!

Search

Decide

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A *very* quick bit of neuroscience!

Search

Make decision

Rich Tea

Decide

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Seeing double?

Brands

Parasites

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The study

The study

Normal

Blurred
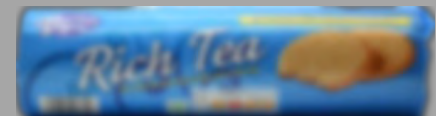
Desaturated

Blurred & Desaturated

The study

3 secs

Brand Name

upto 10 secs

5 secs

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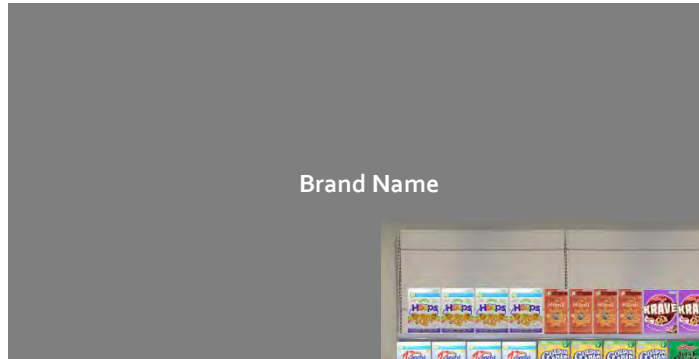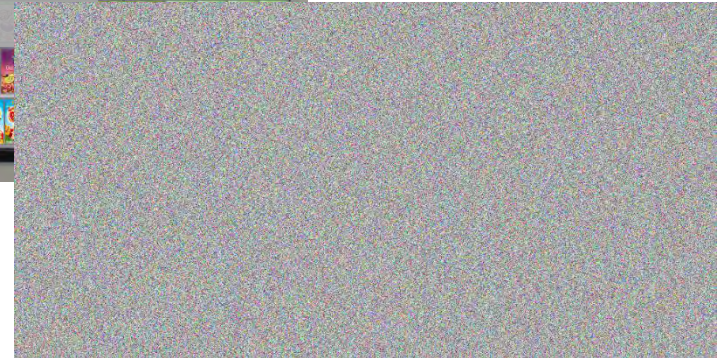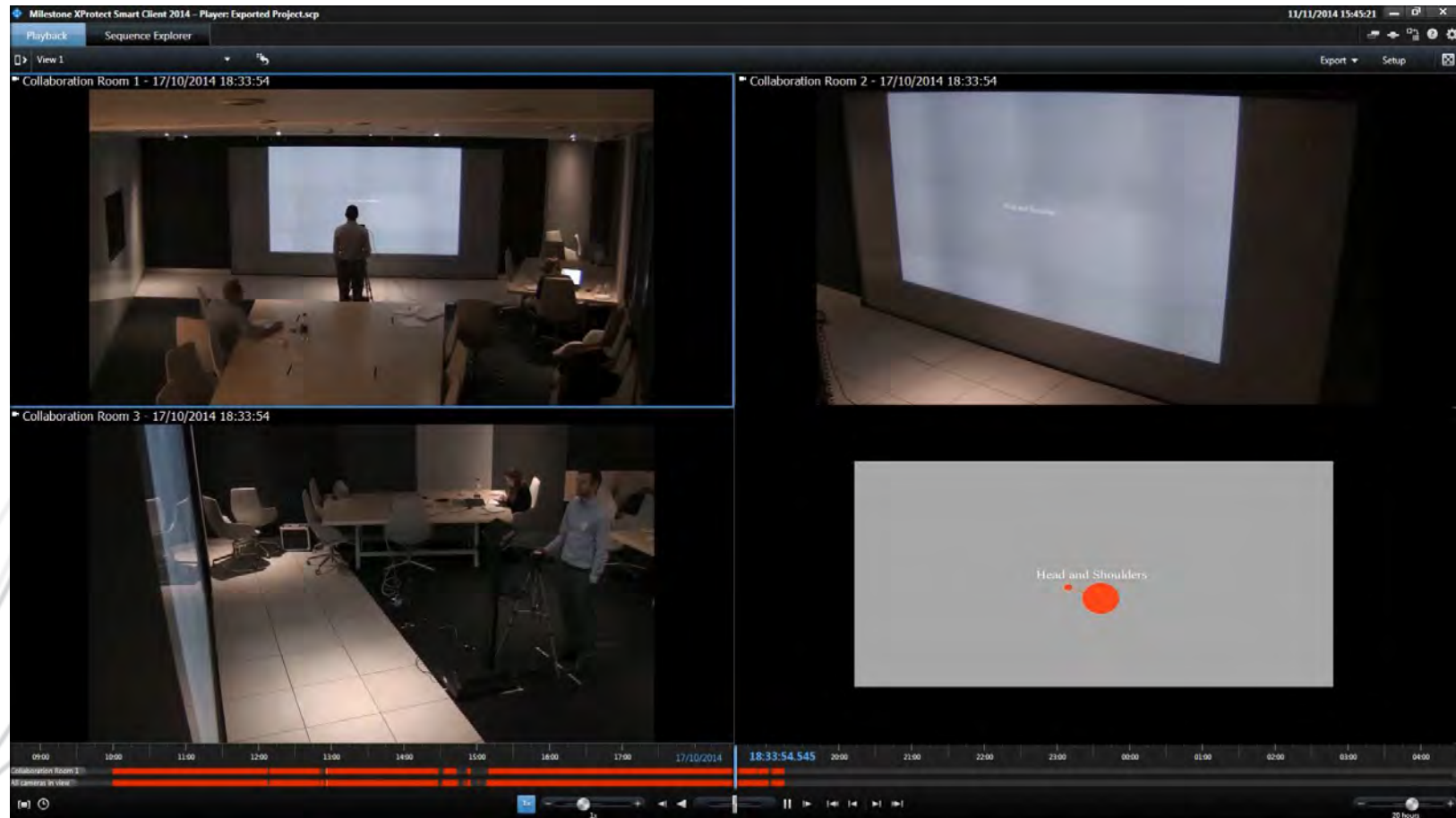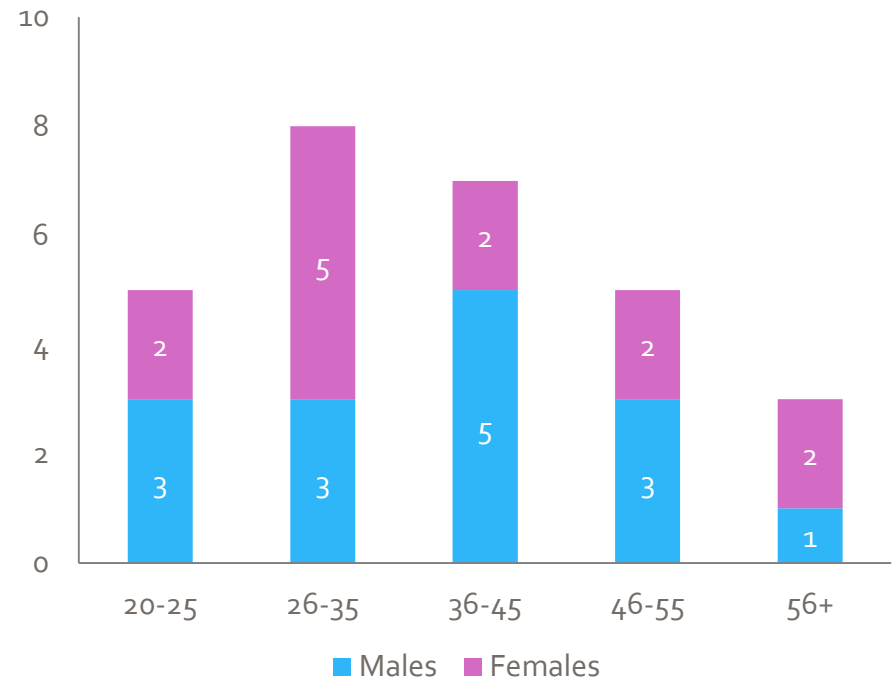
Research from every angle

Participant 19/ Block 4

Participants

- Participants screened to be primary household shopper, free from uncorrected visual disorder

- Participants paid before commencement

- N_P=28 (M=15/F=13)
  - N_T=1792 trials

- MRS & BPS ethical guidelines

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Results

Search

Distribution of attention (dwell time)

Time to locate brand and parasite (secs)

Brand only — 3.12

Parasite only — 3.51

Brand & Parasite — 3.31 / 2.57

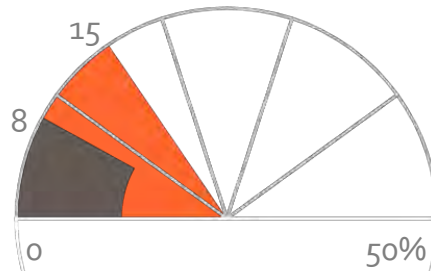acuity intelligence

Results

Search

Decide
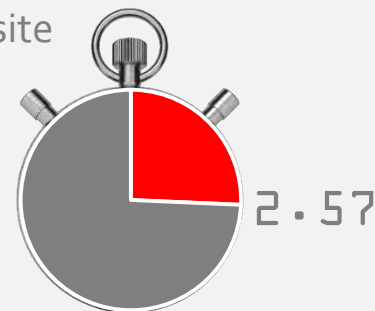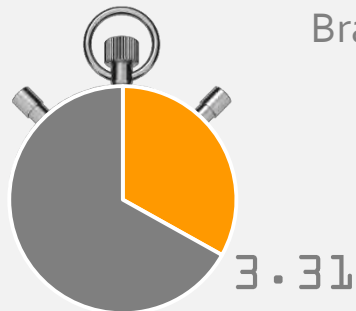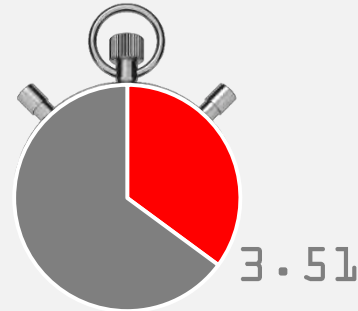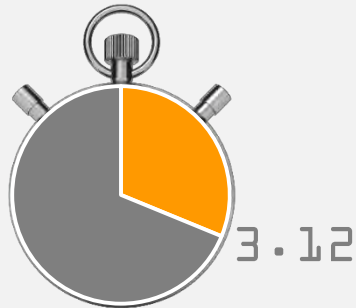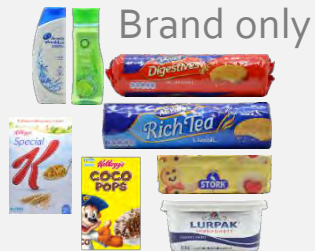
I can't believe it's not…

The effect of parasites on brand detection (error rate)

Attention at decision time

Brand **Parasite** **Other brand**
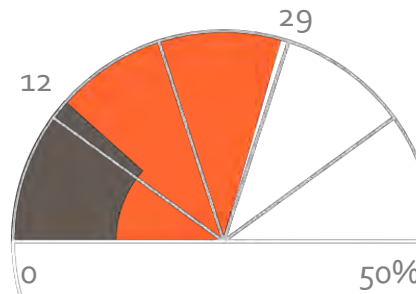
	Null	Brand only	Brand & Parasite	Parasite only

80%

33%
59%

77%

97%

4%
94%

66%

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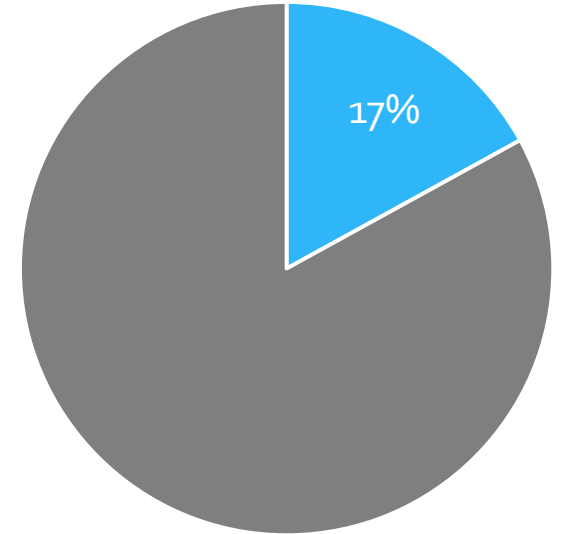
Results

Search → **Decide** → **Buy**

Invisible enemy

Participants recall of the products we'd just shown them

90%   13%   17%
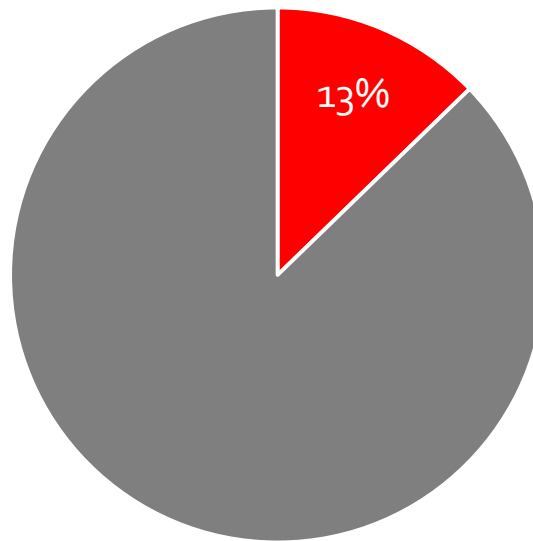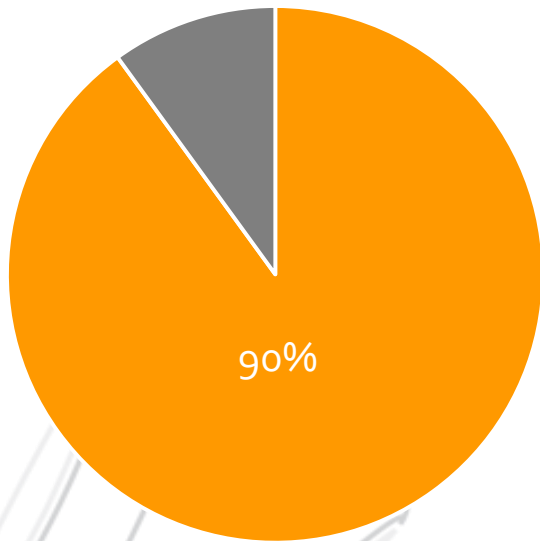
Brand   Parasite   Unseen

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What comes next?

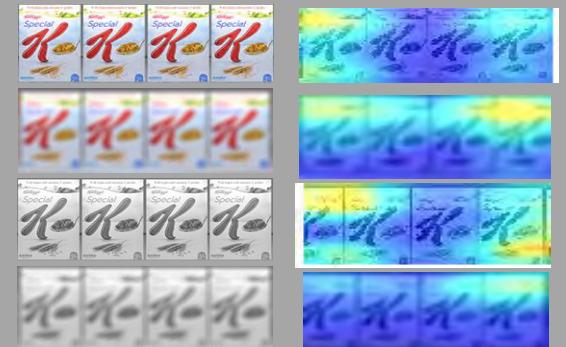
Confirm results in store with mobile eye-tracking

Test with more products and categories

Develop defence tactics and tools

What this study shows

Search

Parasitic brands interfere with finding the brand

Reduced visual acuity enhances this effect

Decide

Parasitic brands result in incorrect decisions at POS

Reduced visual acuity enhances this effect

Buy

Parasitic brands affect your bottom line

Defence can be developed and will work

http://www.acuity-intelligence.com/blog
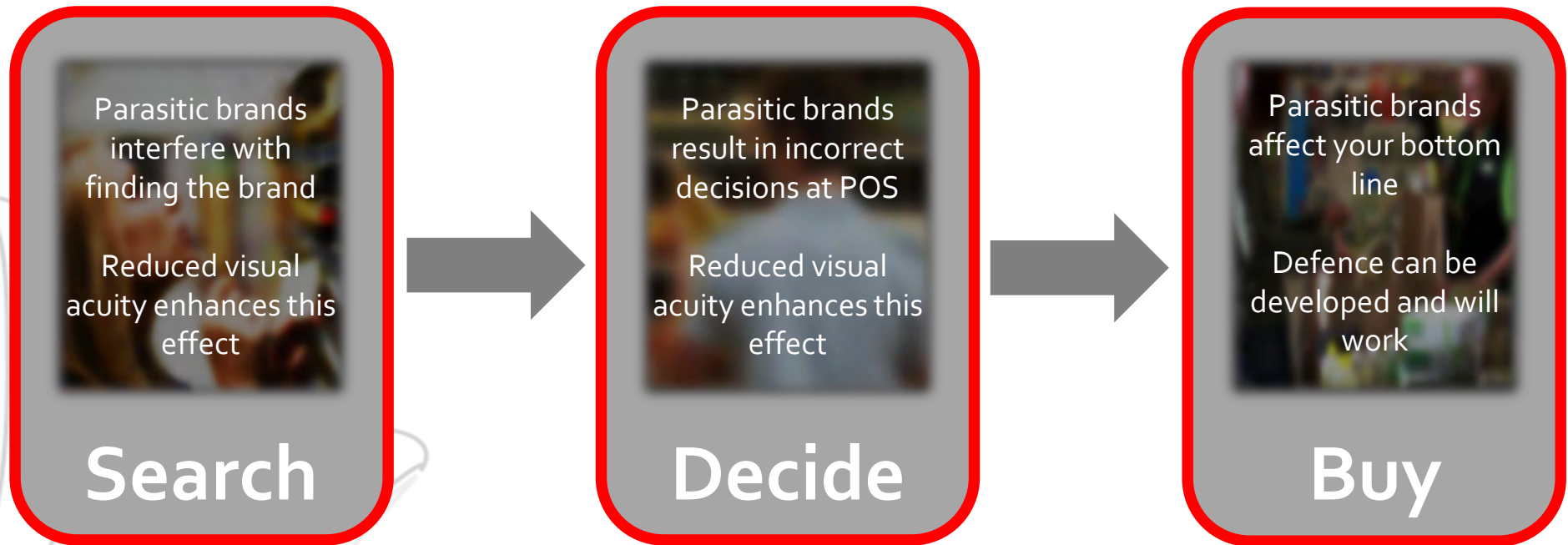
Thank You

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