EYE TRACKING RESEARCH

Package design & eye tracking

Customer
Rolling Optics AB

Objectives
Aimed at explaining a sales increase after redesign of a shampoo bottle, the study tested the theory that using a Rolling Optics 3D label on packaging is more attractive to the consumer.

Tools & methods
Tobii Glasses Eye Tracker was used in a store environment to monitor respondents' gaze and thereby identify where they were looking and for how long. The data was automatically aggregated and analyzed in the Tobii Studio analysis software.

Results
Analysis of the eye tracking data showed that the bottle with the new 3D labelling received 70% more attention than the other packages presented. Also, the results showed that of the time spent looking at the new package 35% was spent looking at the 3D label. Based on these findings it was concluded that the 3D label had played a major role in the sales increase.

Eye tracking detects impact of 3D packaging labels on sales

Package design is constantly evolving and being modified to gain the attention of shoppers. This study used eye tracking to compare different premium shampoo bottle labels with each other. By examining shoppers' viewing patterns, both qualitatively and quantitatively, a 3D label producer could establish a correlation between the use of their labels and a 90% increase in sales.

Background

Rolling Optics produces visual material that can be used for optical 3D labels. An optical illusion makes the 3D effect crystal-clear, and much deeper and crisper than other 3D materials. According to Rolling Optics, their 3D labels offer a way to strengthen brand identity, guarantee product authenticity and catch buyers' attention. Consumer goods packaging and luxury goods are just two of the industries that use 3D labels.

Research objectives

After recently applying a 3D label to Grazette of Sweden's XL hair care product range, sales soared almost 90%. Rolling Optics wanted to know if the new 3D labels had anything to do with the increase.

Eye tracking was used to establish how the package with the new product label was viewed by shoppers compared to the old package. Did the new 3D label get more attention from shoppers and was it looked at quicker than other labels?

Tools & methods

The study, which was conducted by Tobii, took place in a hair care store. Tobii Glasses were used to collect eye movement data from respondents looking at shampoo bottles on a real store shelf. Instead of simulating a store shelf, this allowed for a more natural experience similar to one experienced when shopping.

One of the respondents in front of the store shelf.

Without eye tracking, the study would have typically relied on focus groups or interviews alone that provide subjective feedback from respondents that are known to not always be true. Even during this study, it became evident that users were not always aware if they had looked at the label or not.

Around 30 volunteers, recruited while shopping in a mall, participated in the study. Respondents were asked to look at a shelf and decide which shampoo they would like to purchase while wearing the Tobii Glasses. Three shampoos had been arranged on the shelf: Grazette of Sweden's XL Volume Shampoo with the new 3D label, the same brand with the old label, and a competing volume shampoo without a 3D label, similar in price and basic characteristics. No prices were visible and no other shampoos were on the shelf.

Respondents completed the task and returned with their chosen product. A post-recording calibration was conducted. In a post interview, respondents were asked several follow up questions, including which brand they intended to purchase.

"Eye tracking gave us unique insight into the role of our 3D optical materials in a labeling context. We can now provide very concrete supporting evidence in customer dialogues that our 3D optical labels really do attract lots of attention, and even more importantly, that they generate an interest for the visual brand. The evidence will help us to better illustrate the huge difference they can make."

Fredrik Blomquist, CEO at Rolling Optics AB

About the customer

Name: Rolling Optics AB
Web: www.rollingoptics.com
Location: Stockholm, Sweden
Industry: Packaging (Design) and Brand Security Authentication

Rolling Optics has developed a new generation of 3D visual materials that can be used to differentiate packaging products in stores and to authenticate original products. By offering the greatest design freedom available in the market, together with high security in-house production facilities in Stockholm, Sweden, Rolling Optics deliver true differentiation for international brands in an increasingly competitive market – all packaged in a label.

Rolling Optics delivers brand-customized 3D material in the form of labels on roll, supplying anything from a single foil to a run of millions.

Efficient data analysis

Using Tobii Studio, quick and efficient data analysis was conducted. Most data was automatically aggregated in Tobii Studio.

The data was objectively and quantitatively analyzed. The shelf of products was separated into three different areas of interest, one for each type of package. Using the statistics tool in Tobii Studio, the Total visit duration and Time to first fixation metrics were calculated for the different products and compared with the various independent variables (age, gender, and product selected).

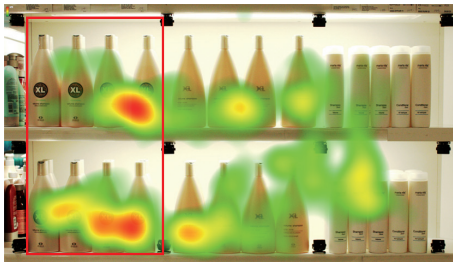
Visualizations such as heatmaps, gaze opacity maps, and animated heatmaps were created using the same criteria.

87 % more selections and 70% more attention

Unlike many other studies in which eye tracking is an integrated part of the design process, here we had the sales figures and set out to find what caused the rise in sales.

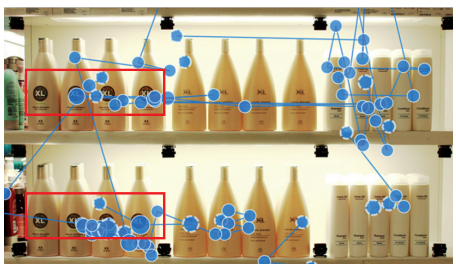
First of all, the study showed that selections made during the test were very similar to the identified sales increase. 87% of the respondents chose the new bottle, which confirmed the data was true.

Three main findings, not at all as predicted or expected, emerged when eye tracking data for the old and the new packaging was compared. Firstly, of the three products from which the participants were to choose, the new package was not noticed first. Possible explanations for this include shelf placement, the size of the label, or the ability to notice from a distance that the label was actually 3D. Nonetheless, the second finding was that the new bottle received the most attention. On average, it received 2.8 seconds of attention per respondent compared to 1.8 seconds for the old bottle and 1.5 seconds for the competition (70% more).



This heatmap shows that overall the new XL Volume Shampoo received the most amount of attention.

The final important finding was that of time spent looking at the new package; roughly 35% was spent looking at the 3D label.



This gaze plot example shows how one respondent focuses on the 3D labels.

The amount of attention a product gets is a key indicator, revealing characteristics of consumer purchasing choices. It is therefore clear that the 3D label played a huge role in the sales increase.

Why eye tracking and Tobii?

After the study was completed, Fredrik Blomquist, CEO at Rolling Optics, made the following comments:

"Eye tracking objectively demonstrated that the 3D label not only grabbed, but also held attention over time; the in-depth interest factor if I may call it so. We learned more about the specifics of the label's visual appeal and its effect on buying behavior. The brand owner got unique insight into the central role of a 3D label when re-launching a brand design like Grazette of Sweden. The amount of attention and interest generated by the new label surpassed even my expectations.

"The Tobii Glasses enabled a realistic test scenario in an actual store environment. The look and feel of an ordinary pair of glasses we believe further contributed to the respondents' natural behavior, thus increasing our trust in, and the credibility of the results of the study.

"Easy-to-grasp visualizations such as heatmaps and gaze plots can now provide a very powerful presentation tool in customer dialogues," says Fredrik Blomquist, CEO at Rolling Optics.

To find out how eye tracking can improve your business, please visit www.tobii.com or contact one of our offices.

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