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# Global Retail Trends Report



# Sensation sells

# GDR CREATIVE INTELLIGENCE

presents a quarterly Global Retail Trends Report, created exclusively for POPAI members



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## Sensation sells

Point of sale displays rely on visual impact, but what about the other four senses? According to Simon Harrop from scent branding agency Brand Sense, humans respond more powerfully to scents and sounds than to purely visual stimulus. Clever sensory in-store marketing can engage customers in unexpected ways – from the smell of chips in a supermarket freezer aisle to subliminal messages in the music at a fashion store - and encourage a big uplift in sales.

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### For agencies...

Our material is based on innovative projects by agencies from round the world. Share your work with us and we'll make sure it gets in front of the world's biggest retail brands.

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# Customers at this New Zealand supermarket were played a recorded "inner voice" prompting them to buy bananas



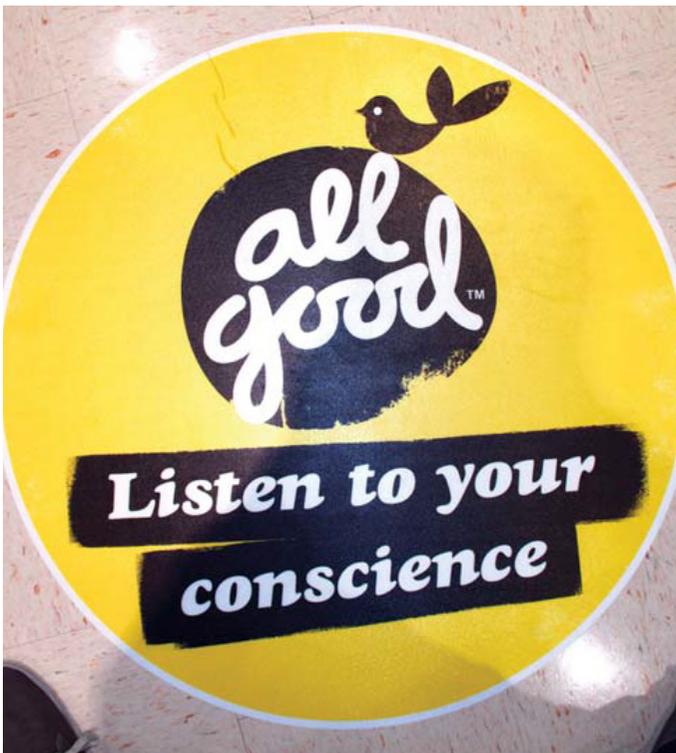
Customers at New Zealand New World supermarkets were played a recorded "inner voice" prompting them to try free trade bananas. The result? A boost in banana sales of 130%. A giant yellow sticker exclaiming 'Listen to your conscious' was positioned on the floor in front of the All Good Bananas display. When a customer stood on the spot, a directional speaker above them played a 40-second message, which couldn't be heard by anyone else, playfully claiming to be their inner voice and prompting them to pick up a bunch of All Good Bananas. The campaign lasted for three weeks.

#### New World bananas

**Location** Auckland, New Zealand

**Date** October 2010

**Design** Ogilvy New Zealand  
— ogilvy.co.nz



# McCain has created the world's first potato scented taxi



**M**ccain has created the world's first potato scented taxi, freezer aisle and bus stop to launch it's new line of ready-baked frozen jacket potatoes, which can be cooked in just five minutes.

McCain worked with a sensory expert to recreate the mouth-watering scent of a freshly cooked jacket. The aptly named Jacket Taxis toured six UK cities including London and Manchester. A giant steaming model jacket potato was attached to the roof of the taxis which emitted the aroma into the street. A microwave was installed on-board so that the taxis could be used for product sampling.

In supermarkets, branded barkers were attached to glass refrigerator doors. Customers could push a button to release a waft of the jacket potato aroma. The display uses a sampling device called Poparoma, which releases a scent every time the button is pressed. The barkers were installed in 300 Tesco and over 400 Asda stores across the UK.

In 2013, McCain launched branded bus-shelters which were fitted with a large fiberglass potato that was warm to touch. Passersby could press a button to release the aroma and receive a money-off voucher.

#### McCain's scented taxi

**Location** Location, UK  
**Date** September 2013  
**Design** Blue Chip Marketing – [wearebluechip.co.uk](http://wearebluechip.co.uk) & Nexus PR – [nexuspr.com](http://nexuspr.com)

# McVitie's wallpapers the inside of a lift with Jaffa Cake flavoured lickable stickers



Chocolate biscuit brand McVitie's Jaffa Cakes wallpapered the inside of a lift with flavoured, 'lickable' stickers to entice people into buying a pack. It took a team of food technicians and artists four weeks to complete the Lickable Lift, which contained 1,325 lickable Jaffa Cakes.

A lift attendant was on hand to replace any of the stickers that were tasted. The campaign ran for two days in communications company Engine's Great Portland Street office. The idea was inspired by Charlie and the Chocolate Factory.

#### McVitie's wallpaper

**Location** Location, UK

**Date** April 2012

**Design** Mischief PR – mischiefpr.com

# Music played at Brown's Focus store contained subliminal messages encouraging customers to spend



**M**usic played at luxury clothing retailer Browns Focus in its Bond Street London store contained subliminal messages such as 'you are feeling very sexy' and 'don't worry about the money' to encourage spending. The phrase 'don't take it or you'll get caught' was broadcast to discourage potential shoplifters.

Based on research that the smell of vanilla can double women's clothing sales, a vanilla scent (contained in cleaning products) was also released as customers walked across the floor.

According to consumer psychologist Bruce Sanders, the reason vanilla boosts sales is because it's a scent found in breast milk, and one that women associate with confidence.

The Hypnotic Shop was a temporary experimental redesign of the store designed to boost dwell time and sales.

#### **Brown's subliminal messages**

**Location** Location, UK  
**Date** November 2011  
**Design** Bompas & Parr – [bompasandparr.com](http://bompasandparr.com)

# The smell of chocolate boosts lingerie sales by 20%



**H**unkemöller, a Netherlands-based lingerie retailer, has found that when the scent of chocolate is pumped through its stores, average basket size increases by 20%. The retailer also tested the effect on sales if customers were fed chocolate.

Hunkemöller worked with the behavioural agency BrainJuicer Labs on these interventions. 'Psychology tells us that if you give something to someone, they're likely to give you something back, and if you feel in a good mood, you're going to be less cautious about what you're buying,' says BrainJuicer Labs' managing director Orlando Wood.

'Intuitively, marketers or people in retail know you have to make people feel at ease to make them spend more. Music is a very old trick. Scent is the new one. It was always considered as nice to have but, with these results, we can see that not only is it adding to the experience, it's increasing sales,' says Ashwien Bisnajak, market intelligence manager at Hunkemöller.

In another test, customers were handed individually wrapped chocolates from a glass bowl as they walked into the store. The average spend went up 6%.

#### Hunkemöller chocolate experiments

**Location** The Netherlands  
**Date** July 2012  
**Design** BrainJuicer – brainjuicer.com & Creneau – creneau.com  
**Website** hunkemoller.com