



Pilot Case Study

INDEPENDENT PHARMACY,
JOHANNESBURG, GAUTENG.

Turbovite is an energy supplement brand wanting to **boost in-store sales** that suffered due to Covid-19.

Learn how they **increased sales by up to 382%** and sustained performance (six months and counting).






Background

Today's in-store shoppers are **time-pressured** and have a **short attention span**.

Retail brands often lack **effective tools** to stand out and communicate their product offering amongst the clutter.






Objectives

-  **Personalize** messaging
-  Increase **positive sentiment**
-  **Test and scale** promotions






Challenges

-  **Adapting video** content in real-time
-  Measuring consumer **engagement**
-  Capturing **demographic data**



Solution

-  A Gondola End unit fitted with a **smart camera** to collect data and control the video content.
-  A **video display and LED lights** that adapt to the consumer closest to the unit.
-  Static **on-shelf communication** to guide the shopper on product choice.



Smart camera

Adaptive video
content

Dynamic LED lightning

Static on-shelf
communication



4 shopper segments

The brand identified four shopper segments to serve **range-specific** content to.

The unit displays a **relevant video** on the screen for shoppers in proximity.

The **relevant product shelf** is highlighted using the coloured LEDs.



Segment 1

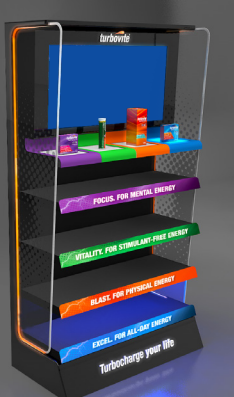
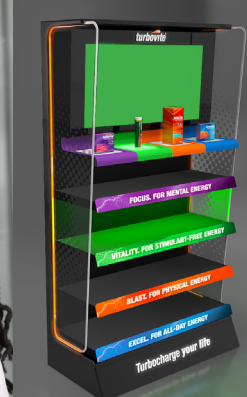
SIFISO (23 years old)
Student

He needs mental energy for studying.

Segment 2

THEMBI (35 years old)
Mother of two

She needs extra energy for herself and her family.



Segment 3

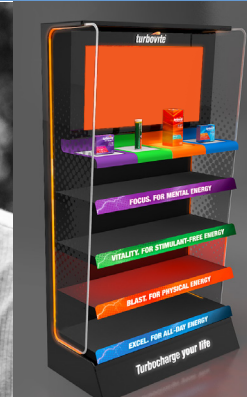
JARRED (43 years old)
Financial Manager

He needs all-day energy to stay ahead of his game.

Segment 4

TEBOGO (38 years old)
Works in construction

He needs a boost of energy for his physically demanding work.

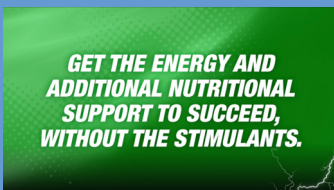


3 test phases

We adjusted content in **3 Phases** to assess the impact of the creative approach on **shopper behaviour**.

Phase 1

Adaptive content, but without alerting the shopper that they have been profiled and that suitable content is being fed to them.



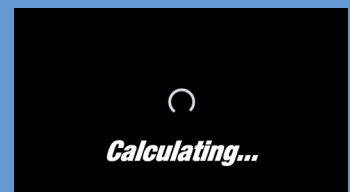
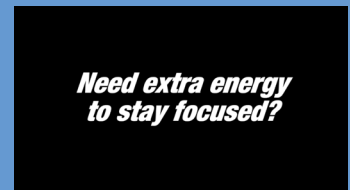
Phase 2

Standard content as you'd expect from any screen.



Phase 3

Content that very obviously engaged the shopper telling them that the unit was finding their "optimal energy solution".



General Statistics

18 814

analyzed impressions



23%

of consumers stop for
15 seconds or more
(qualified)

42.91

seconds average dwell time
for qualified shoppers



59%

positive sentiment among
qualified shoppers
(engaged)

Phase 3 vs Phase 1 & 2

♀ 23%

increase in female
engagement

♂ 17%

increase in male
engagement

↑ 51%

increase in
engagement for ages
between 40-60

🕒 16%

increase in female
dwell times

Key findings

25%

OF SHOPPERS WHO VISITED THE UNIT **STAYED FOR LONGER THAN 15 SECONDS** (QUALIFIED SHOPPERS)

70%

OF THOSE QUALIFIED SHOPPERS WERE IN **PHASE 3**

<13%

BECAME ENGAGED (STAYED LONGER THAN 15 SECONDS AND EXPRESSED A **POSITIVE SENTIMENT**)

<70%

OF **ENGAGED** SHOPPERS WERE IN **PHASE 3**

Results

PRIOR TO THE PILOT, SALES INTO THE STORE WERE **DOWN 2%** VS PRIOR YEAR.

DURING **PHASES 1 & 2**,
SALES **GREW** BY

99%

DURING **PHASE 3**,
SALES **GREW** BY

382%

AS AT THE **END OF PHASE 3**, THE BRAND **REVERSED A SALES DECLINE OF -2%**
INTO A **GROWTH OF 96%**.

DURING THE SAME PERIOD THE BRAND WAS SHOWING DECLINES OF -20%
NATIONALLY.



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