

# Marketing Sciences Unlimited...

**Project Illusions: Understanding  
reactions to Tesco Osterley's 3D  
animated floor projections  
Qualitative findings: 9.01.15**

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# Today's agenda

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Research Context, Qual Research Approach & Sample

Key Findings

Spontaneous reactions to the 3D animated floor projections

Prompted reactions to the 3D animated floor projections

Reactions to the brands featured on the 3D animated floor projections

The future of Tesco's 3D animated floor projections

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Research Context, Qual  
Research Approach & Sample

# Business and Research Objectives

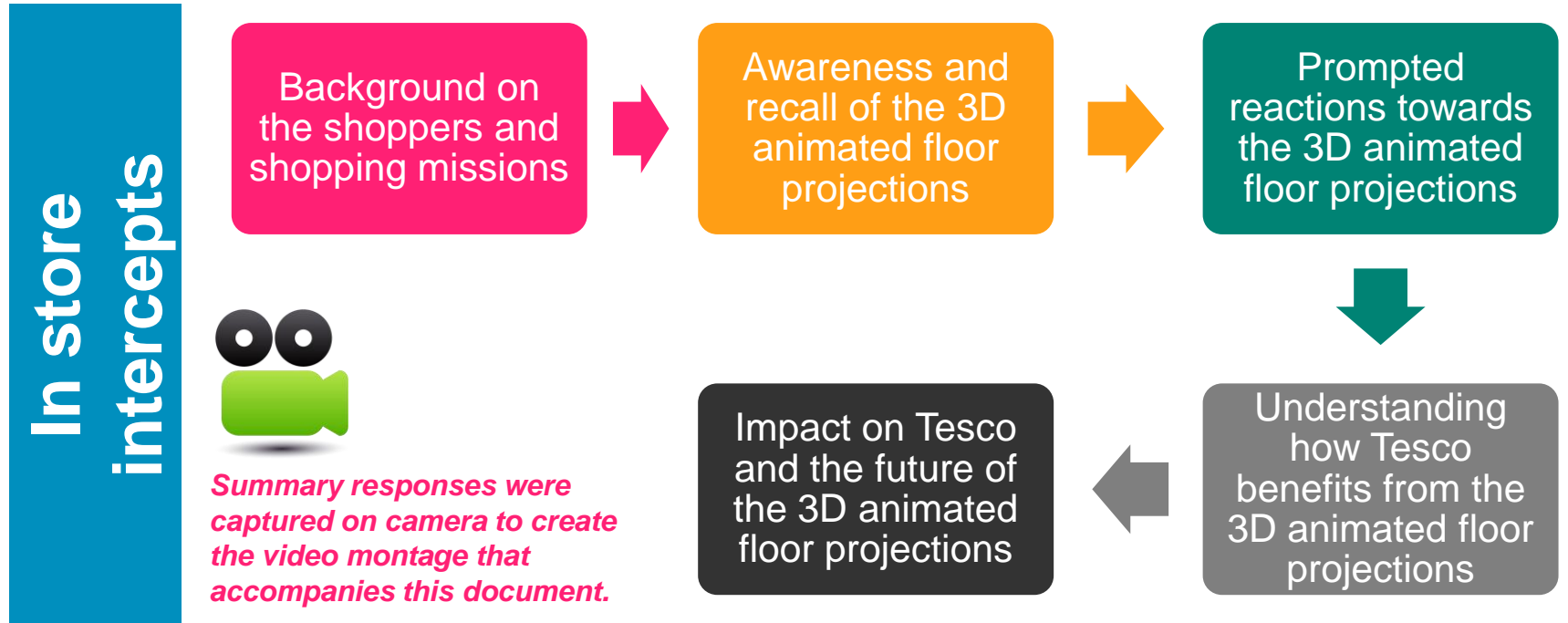
## Your business aim

- To understand shopper's reactions to the 3D animated floor projections being trialled in Tesco Extra, Osterley
- Every media opportunity within Tesco needs to:
  - Be viewed from the shopper's perspective
  - Demonstrate how it benefits the shopper
  - Highlight what it adds or detracts from the shopping experience.

## Research objectives

- To learn if shoppers notice the 3D animated floor projections
- To understand what shoppers see as the primary purpose of the 3D animated floor projections
- To identify how memorable the 3D animated floor projections are, if shoppers (and their children) enjoy them, and if they might encourage a shopper to consider a purchase from the brands advertised
- To explore the potential of Tesco rolling out the 3D animated floor projections across other Tesco stores (& formats):
  - Overall interest in this idea
  - Would it add to the shopping experience in any way.

# Overview of the approach and discussion flow



# Who we spoke to?



All intercepts took place in Tesco Extra, Osterley, on Monday 29<sup>th</sup> December 2014

- c.45 shoppers stopped over a 6 hour shift
- 19 of these took part in a piece to camera summary (including some children)
- A wide range of shopper types were intercepted in store:
  - Main and top up shoppers
  - Families, couples and singles
  - Ages 18 – 80
  - Various ethnic groups, representative of area
  - Local shoppers and those who travelled from further afield

## A note on the day of intercepts

- Intercepts took place between 11am – 6pm
- There was a steady footfall of shoppers on the day in store
- Many shoppers were prepping for the New Year or replenishing post-Christmas
- In Tesco Osterley, there are two projectors suspended above the power aisle:
  1. In front of the soft drinks aisle, showing Coca-Cola and a Disney Frozen animation on a loop.
  2. In front of the confectionery aisle, showing Cadburys chocolate and the Disney Frozen animation on a loop.
- Only the Coke / Frozen projection was working on the day of intercepts

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## Key findings

# Key findings

- Families, and their children (under 7's) **notice** the 3D animated floor projections
- The 3D animated floor projections are considered **motivating** and put a smile on almost all shoppers faces
- They are definitely **memorable**, especially when pitched again other forms of in store advertising
- It tends to be store regulars / locals, with young children, that find the store projections most memorable
- The 3D animated floor projections are seen as a **novel and innovative** move from Tesco. However, they should remain novel – and seasonal / event focused - as not to lessen its impact or appeal. Shoppers do not want them to turn into 'general store wallpaper'.
- It is **permissible for the 3D animated floor projections to be rolled out** to other Tesco Extra and Tesco Superstores. However, these should be limited to 3-4 per store and remain in the 'main / power' aisles.

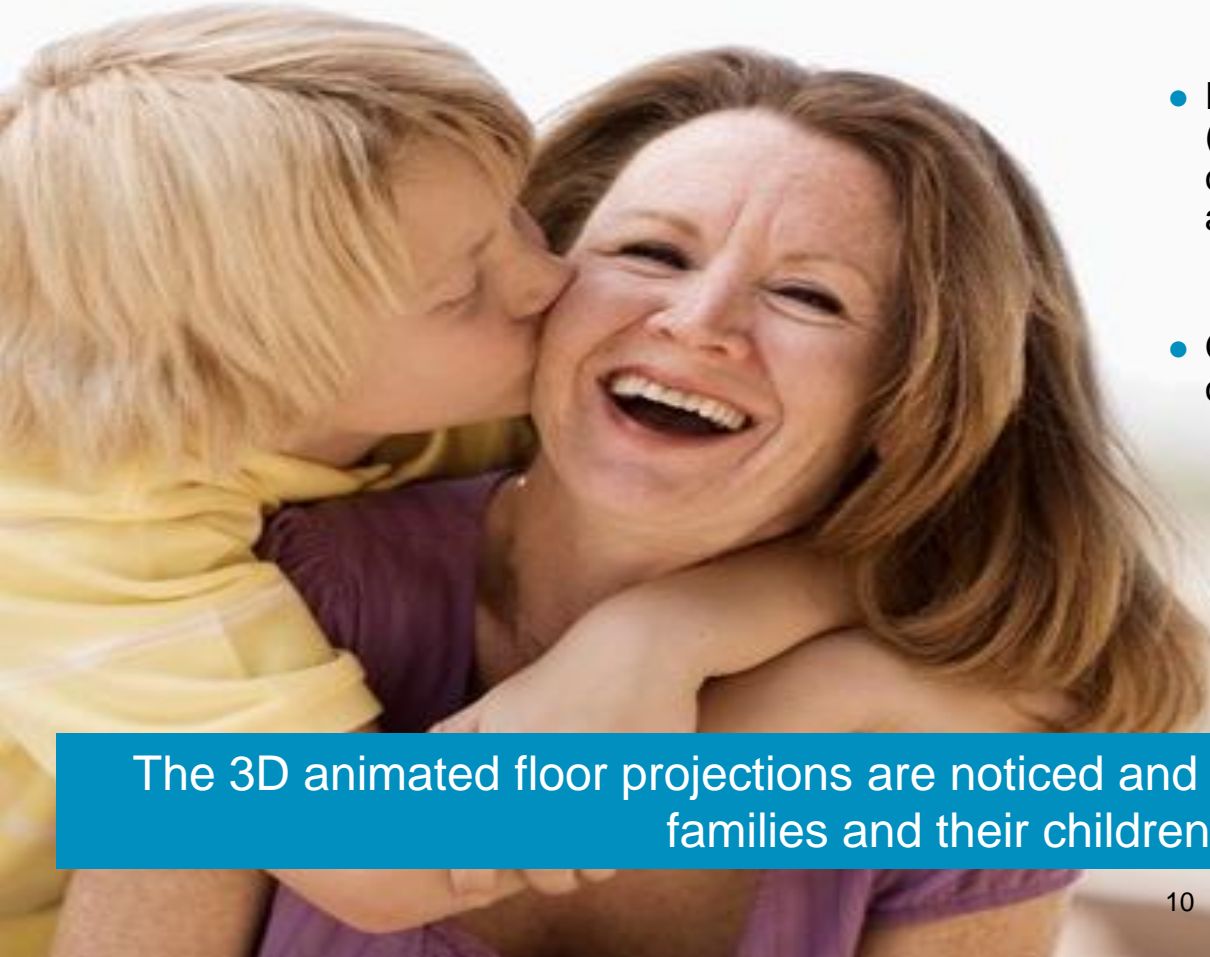


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Spontaneous reactions to the  
3D animated floor projections

# Who notices the 3D animations?



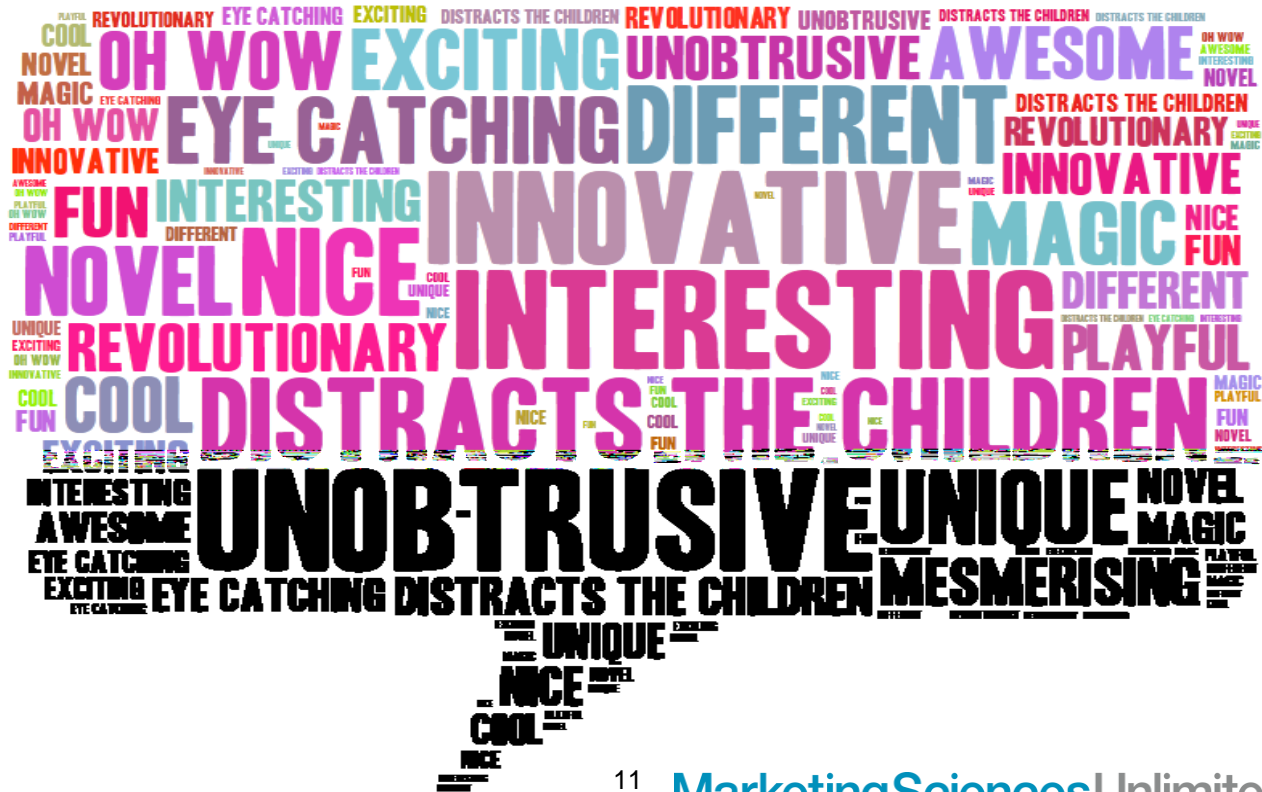
- Regular Tesco Osterley shoppers (typically local to the store), with children, are most familiar with the 3D animated floor projections
  - Either parent notices and point them out
  - Or visa versa
- Greatest dwell time is seen among children and their parents
  - Most will watch the whole sequence
  - Other shoppers – without children – are less engaged
  - However, it neither adds nor detracts to the shopping experience of those without children

The 3D animated floor projections are noticed and memorable, especially for families and their children.

# Spontaneous words used to describe the 3D animated floor projections are REALLY positive...

- Spontaneously, shoppers are really positive towards the 3D animated floor projections. This comes across in the language they use to describe their initial reactions.

The 3D animated floor projections do well in **wowing** children and adults.



# Initial reactions to the 3D animated floor projections

- Considered a great idea
  - Good for families with children (under 7s)
  - Highlights the brand(s)
- Some of the elderly customers (single, 60+) were worried that they were stepping into something on the floor!

- The Main purpose is understood as 'advertising'
  - **But** far more engaging / memorable than any other advertising / [POS] seen in store

- They are most memorable for children (who could also recall the Cadbury / Frozen projection)
  - Keeps the children entertained / distracted (especially under 7s)
  - Adds excitement to the Tesco shop
- Kids are transfixed

*It's harmless...just like TV advertising... I love it.*

*It's better than a banner in store...*

*It's a good way to advertise products.*

During the intercept day, the projection was never viewed as an obstruction, however, some worry that it could be during busier times,

*Today it's not so busy so kids stomping on it is not an issue!*

# Who are the 3D animated floor projections for?

- Shoppers mostly view the 3D animated floor projections as being for **families, shopping with their children**
  - Specifically, children that can walk – i.e. not in a trolley
- Parents, of young children, feel that the 3D animated floor projections add a sense of 'fun' to their Tesco shop and helps diffuse what could be a stressful family shopping trip
  - Good for those with little children, or those with more than one child
- Under 7s themselves see it as being for them and think of them as being 'magic' with many left wondering how the animations are beamed onto the floor



The 3D animated floor projections position Tesco as a family friendly store.

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Prompted reactions to the 3D  
animated floor projections

# What do shoppers like about the 3D animated floor projections?

- The use of moving images (animations) scores universal appeal and is considered 'just the right length'. That is, it is not boring to watch.
- All the children and adults especially enjoy the **moving snow images**
  - This was reflective of the Christmas season and helped create a Christmassy mood
- The 3D animated floor projections were enjoyed by both boys and girls, however, the girls got slightly more out of them
  - Girls recognise the Frozen characters
    - Elsa is particularly popular
- Boys would like to see characters aimed at them. Popular suggestions included Spiderman and Power Rangers

The 3D animated floor projections offer something for everyone, however, could include a character that is more 'for boys'.

# What do the 3D animated floor projections say about Tesco?

- Shoppers are positive towards Tesco and the introduction of the 3D animated floor projections
- According to shoppers, such a move by Tesco shows that Tesco is an innovative, forward thinking store that wants to entertain and 'liven' up the shopping experience **for all types of shoppers, especially those with children.**
- Shoppers also say that the move to 3D animated floor projections feels relevant and timely – it is something that has been seen in America, McDonalds and leading department stores (e.g. John Lewis and Harrods).
  - It showcases that Tesco is moving with the times
  - It also sends a subliminal message that Tesco is a family store



Ultimately, shoppers are positive towards the 3D animated floor projections, and **Tesco for trailing it.**



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Reactions to the brands featured on  
the 3D animated floor projections:  
Frozen and Coca Cola (& Cadbury's)

# Reaction to the brands projected in the 3D animated floor projections

- Although shoppers love the animation and moving images, there is some rejection of the Coca Cola (and Cadbury's) brands
  - Some parents feel that there could be 'healthier' brands supporting the animations, as to send out a 'better' message to the target group (families and their children)
- This is manifested in the Frozen sequence of the animation getting more attention than Coca Cola
  - Although the snow at the start of the Coca Cola sequence is enjoyed

Shoppers have mixed reactions to Coke and Cadbury's, however, they love Frozen.

# Despite receiving a truly positive response, the 3D animated floor projections fail to prompt an immediate call to action

- Shoppers did not feel that they were in any way more or less inclined to buy Coca Cola (or Cadbury's) products as a result of the 3D animated floor projections.
- However, if there was a deal or promotion projected then this could convert them
- The intercepts day (29/12/14) could have been an abnormal day in store, especially as there was a deal on Coca Cola
  - Purchasing these items were particularly popular from the gondola ends, which was often noticed a few aisles **before** the 3D animated floor projections
  - The Coca Cola promotions that were flying off the shelves were:
    - 24 cans = £5 & 1L bottled = Buy one get one free



Tesco should consider projecting some promotions / deals / offers onto the floor, so that they encourage a greater call to action.

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The future of Tesco's 3D  
animated floor projections

# The future of the 3D animated floor projections (i)

- Shopper reactions are so positive that the 3D animated floor projections should definitely be rolled out to other Tesco stores and Tesco formats (Tesco Superstores and Tesco Extras – *i.e. The Tesco formats where parents often take their children*)
- From the shopper's perspective, the advantages of rolling out the 3D animated floor projections are:
  - The floor projections interrupt the shopping trip **in a good way**
  - They put a smile on shopper's faces
  - They add a touch of fun / entertainment to the shopping trip
  - Ultimately, they go some way in enhancing the shopping experience



Tesco have permission to roll out the 3D animated floor projections across their Superstore and Extra formats.

# The future of the 3D animated floor projections (ii)

- Shoppers feel that Tesco could build the ultimate shopping experience by placing the 3D animated floor projections across different positions of the store:
  - By the entertainment section – advertising the latest movies, games and music
  - At the front of store – highlighting any ‘great’ deals
- Shopper’s believe an average of three 3D animated floor projections should feature across the store
- However, they also want Tesco to keep the 3D animated floor projections ‘novel’ and seasonal / major events focused so that they do not lose their shine / become less impactful



Tesco should consider placing three floor projections across the store. If feasible, the location of this could change, according to season / events / relevance.

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Thank you

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All work is conducted in accordance with ISO20252:2012

