

CASE HISTORY

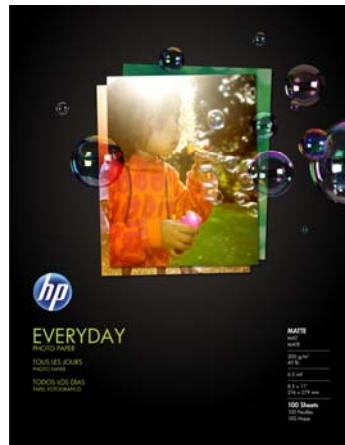
Client: HP

Project: Photo Paper Study

Date: June 14, 2010

What we sought

HP wished to explore which of several potential photo paper packages are most successful at retail. They wished to add virtual reality shopping to their exploration of this topic.



What we did

Nimbus created a virtual reality store environment in which to test these concepts. There was a one-aisle scenario (about 30-40' long) designed to replicate the look and feel of an aisle with media in Staples or Staples-like store.

This virtual-reality environment was deployed in two countries (US and Germany). The environment contained both HP and competitive media packages, including translated versions for Germany.

We recruited respondents into 3 cells of 150 each in the US (n=450) and 5 cells of 50 each in Germany (n=250). We exposed the stimuli to respondents according to the following plan:

In the US:

- Baseline existing packaging
- Graphic design direction #1
- Graphic design direction #2.

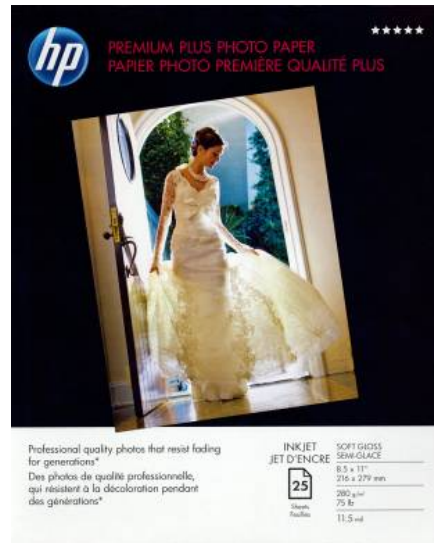
In Germany:

- Baseline existing packaging
- Graphic design direction #1 in English
- Graphic design direction #1 in German
- Graphic design direction #2 in English
- Graphic design direction #2 in German

Respondents spent about 15 minutes with the Nimbus system.

What we found

We discovered that two of the 16 packages examined evoked purchase at a higher rate than the other 14. We attribute this to a particular dynamic: the combination of the emotionality and the apparent quality of the picture on the front suggested to many respondents that they should choose that particular package.



This prompted HP to feature even great emotionality and higher resolution on the front of the box and to emphasize packages having these characteristics.