Can you imagine a world where all insight is done using VR?

We use VR to test:

- Weather people see in store
- Merchandised. Creating virtual aisles and different creative concepts can be an easy way to test new ideas and
  - Would people find it
- Radio/ TV
- Magazines
- Direct mail
- Packaging
- Online
- Content
- của
- Context
- Search
- Ads
- Reviews
- Social Media
- Email
- Loyalty
- Brand
- Innovation
- Bugs & Bugs
- Retail
- Charity
- In the virtual world we can:
  - Understand how people
  - Would they look at this
  - How people make
  - What made them
  - Why did they look
  - Understand the

There is no denying that the technology is cool, but VR offers much, much more.

Isn't this starting to sound just a little bit awesome?

We observe how people behave. You can see what they see. We find differences in behavioral changes as we are measuring tiny changes in behaviour that is possible to quantify. E.g. store paths, dwell times, where people look... We can create in reality due to retailer permissions and logistics. We can do this all with a few clicks of a button (ok, in reality, it's not quite that easy.)

Is VR the future of insight?
We think it should be.

Here are just a few reasons why VR should be central to your shopper insight strategy:

- Unprecedented levels of analysis.
- Far greater depth.
- Total immersion.

The power of the analysis behind VR.

When you use VR, there is no need for a time consuming and expensive process of setting up cameras. We will take care of all that for you. And, we will never ask you to find enough volunteers to participate in eye tracking studies.

- We create a film of the environment from a 1st person perspective, and use this to show to the shopper.
- Generating enthusiasm in retail.
- Designing change in shopper approach.
- Consumer Path to Purchase
- A model of insight.

It needs to fulfil a business need beyond just being cool and exciting.

We use VR because it:

- Allows us to capture another layer of understanding, but in a way which allows for unprecedented levels of analysis.
- Provides us with the power of a multi-sector technique.
- Enables us to understand far more about their motivations. You figure out the choices people make and in what context... What's great about virtual reality is the immersive experience for the user.

It happens.

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