

Case Study

Berry Sales Jump 22% after Driscoll’s Deploys Visual Attention Analysis from Hillphoenix

Technology offers insights into how shoppers perceive merchandising displays

Background: Driscoll’s is one of the world’s largest distributors of fresh berries. The 100 year-old, privately-held company, based in Watsonville, California, works with partner retailers to market high-quality berries to consumers at the peak of ripeness. In select supermarkets, the company has introduced “Berry Patch” merchandising. The concept brings

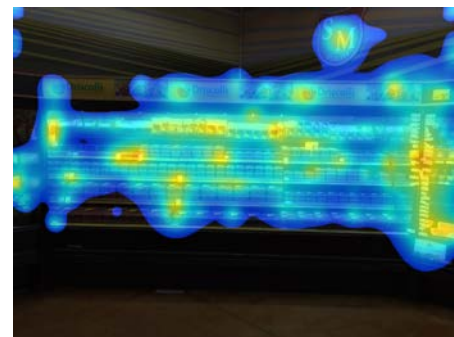


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— Chuck Sweeney, Driscoll’s Director of Category Development

Driscoll’s strawberries, raspberries, blueberries and blackberries together in a single refrigerated display case designed to maximize berry freshness and longevity. The Berry Patch creates a colorful, enticing produce department destination point for shoppers.

Challenge: The Berry Patch displays installed in a few locations of a West Coast supermarket chain were technically successful. They made Driscoll’s berries an easy-to-find, colorful focal point for shoppers. Still, Driscoll’s Director of Category Development, Chuck Sweeney, could sense there was room for improvement — in merchandising and in sales. He studied the displays but couldn’t put his finger on the problem. Then, at an industry trade show, he learned about Visual Attention Analysis technology from Hillphoenix.



Solution: When Sweeney saw a demonstration of Visual Attention Analysis, he immediately understood the potential. He provided a photo of one of the Berry Patch displays to Hillphoenix, which used the image to run a VAA assessment. The technology maps how a viewer’s eye will

move across a display and where it will focus for a few extra seconds. The VAA report gave Driscoll's several important insights:



- A jumble of pricing tags on the right of the Berry Patch display was a distraction that led the eye away from the berries.
- Light reflecting off the mirror at the back of the case drew the eye to another, larger informational tag on left side of the display, creating an irrelevant visual hotspot.
- And, most importantly, even in areas where a shopper's eye did land and fixate on berries, poor lighting diminished the level of engagement.

Using the VAA assessment as a guide, Sweeney set about solving these problems with a few quick fixes, including installing LED lights in hues and at brightness levels that would display the berries at their best.

Results: Driscoll's used the VAA findings to reset Berry Patch displays in three supermarkets. Sales rose 22% in three months. Sweeney attributed the jump to the reset because in similar stores (same basic layout and shopper demographics) where displays had not changed, sales grew just 10% over the same period. "It was pretty exciting to see the difference," said Sweeney, who is resetting Berry Patches in a number of other stores and using the VAA results to help partner retailers understand the importance of well-designed displays.



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About Hillphoenix

Hillphoenix Inc., a Dover Company, is based in Conyers, Georgia. The company designs and manufactures commercial refrigerated display cases and specialty products, refrigeration systems, integrated power distribution systems and walk-in coolers and freezers. Visit www.hillphoenix.com or call 800-283-1109 for more information.