

m1nd-set's virtual reality takes shopper behavior to the next level

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Swiss research agency m1nd-set has formalized its partnership with the research technology agency Checkmate VR to provide end-to-end VR solutions to the Global Travel Retail (GTR) industry.

Launching in Cannes during the TFWA World Exhibition, the partners will be presenting the new service to industry stakeholders. M1nd-set 360° will feature cutting-edge B2B Virtual and Augmented Reality solutions to help optimize key points of engagement throughout the passenger journey, from home through the airport and to their airline seat.

The new m1nd-set 360° VR service provides state of the art VR technology to analyze near real-life retail experiences to enable brands and retailers to better understand shopper behaviour in the fast-changing retail environment of GTR.

The consumer research module uses ultra-realistic VR retail environments which enable m1nd-set to plan, research and test every element of the shopper journey, including store design, layout and signage, packaging, POS, display and merchandising, brand activations and both digital and printed communication.

“The research can be as simple or as sophisticated as you like. From simple heat mapping to complex conjoint studies, the VR research can be carried out online or through VR headsets, making it fast, flexible and affordable,” explained Robert Thorpe, Checkmate VR Creative Director. “Using our patent pending Scenario Manager, every component can be controlled and changed in real time allowing us to test thousands of different iterations literally. This enables us to understand shopper behaviour at a level of granularity that has been impossible to achieve previously, and of course, it significantly reduces development time, eliminates prototyping and enables fast, efficient decision making before major CapEx investment. In global domestic markets, our system is being used extensively by the likes of ExxonMobil, Estée Lauder, Hewlett Packard, Target Stores, and Mars Pet.”