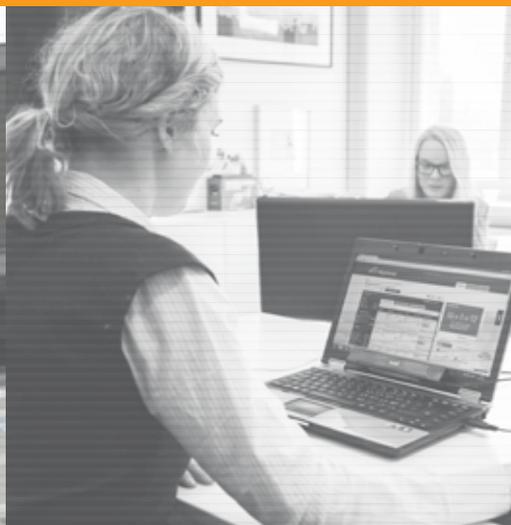




Tobii Eye Tracking Solutions

Market Research



tobii

Measuring True Attention

Eye tracking is a unique research method to evaluate how consumers perceive communication messages and experience different media by measuring at what they are actually looking.

The ability to unobtrusively measure consumer attention and capture subconscious behavior is what really makes eye tracking a strong complement to other research methods, establishing it as standard practice among many of the leading market researchers for brand owners all over the world.

This brochure contains a few examples of how market research and FMCG companies today use eye tracking and Tobii solutions to improve packaging and communication, leading to better business results.

“Eye tracking records precisely where consumers are looking and elaborates on what consumers say they like or dislike about a design or packaging. Such tools open the door to understanding how consumers ‘decipher’ a visual stimulus and the way they search for information on the packaging.”

Isabelle Goisbault,
Deputy Managing Director, Strategir

Package Design & Shopper Studies

The process of designing new packaging is often costly, especially in the FMCG sector where packaging is the #1 sales driver via attention. Eye tracking adds a new dimension to package design as an attention assessment tool.

Some of the world's leading FMCG companies like **Johnson & Johnson** have incorporated eye tracking as a standard method when developing new packaging. Eye tracking gives researchers the unique ability to measure what the consumer is actually looking at rather than relying on human recall. It eliminates social desirability bias and phantom effects and gives more objective data about how a product performs in a real environment.

French **Strategir** used eye tracking to evaluate **Bonduelles'** ready-made salads package design. Eye tracking made it possible to measure how the new design guided customer gaze to the value promise, which had gone unnoticed in earlier design versions. Design changes generated a 15% sales increase.



The heat maps generated by the Tobii Studio eye tracking software clearly showed that the brand was rarely seen in the original design and that consumers had to skim the entire package to find the required information (top image). The new package's funnel shape naturally guided consumer gaze to key elements (bottom image).



Procter & Gamble has used eye tracking extensively the past years, especially to assess what consumers actually see on a bottle, and as an evaluation tool in the re-design process. For instance, eye tracking confirmed Procter & Gamble's belief that changing the **Pantene Aqua Light Conditioner** from light blue to turquoise

blocking would improve visibility leading to increased sales. **Herbal Essences** used eye tracking in the development of its new transparent bottle, ensuring high impact on its "Herbal Girl" target group.

Millward Brown in the Netherlands performed a study for **Sara Lee Douwe Egberts**, brand owner of **Pickwick Tea**.

The study set out to assess consumer reactions to design changes. Eye tracking was used to measure consumer attention to such design elements as photos, flavor names and the Pickwick brand name in general. Sara Lee Douwe Egberts gained new insights for future packaging decisions.

“ Providing implicit results to explicit questions brings new dimensions to our conclusions; making them more valid and more reliable as basis for decision making. Those of our researchers who are introduced to the technology quickly adopt it as a regular tool in their research projects. This is self-evident proof that eye tracking is useful in our operations.”

Pawel Ciacek, Head of Neuroscience, Millward Brown Europe

Technology

Eye tracking is a technology that makes it possible for computers to know exactly where users are looking.

Tobii's eye trackers are based on the fundamental principle of corneal-reflection tracking. The eye tracker estimates the point of gaze with extreme accuracy using image sensor technology that finds the user's eyes

and calculates the point of gaze with mathematical algorithms.

Making an eye tracker that truly works for everyone in varying conditions is key to taking eye tracking beyond niche use and putting it to broader use. Tobii's aim, promise and challenge is to develop eye trackers combining high accuracy and

precision with unrestrained and unobtrusive tracking that works on everyone under all conditions in an easy and automatic way.

Our eye tracking technology has revolutionized research in many fields and enabled communication for thousands of people with speech and communication impairments.

Communication Studies

Eye tracking provides researchers with a method to objectively measure consumer attention to communication materials like commercials, print ads, billboards, mailings and event setups, as well as digital components in integrated campaigns like websites, banners, mobile apps or social media activities.

Global media company **Clear Channel** commissioned **Tobii Insight Research Services** to perform a study to evaluate the effectiveness of Digital-Out-Of-Home advertising in the Stockholm subway. Tobii recruited participants at the entrance and fitted the volunteers with eye tracking glasses to measure how they responded to digital displays as they made their way to their trains. The study showed that 62.5% of travelers were positive to having more digital displays.

Danish brewer **Carlsberg** conducted an extensive eye tracking study together with **Ipsos** using Tobii Glasses at on-trade locations such as pubs and restaurants to determine POS promotion effectiveness. The study gave several insights that enabled Carlsberg to reduce spending by tailoring their on-trade marketing.

Colombian research company **YanHaas** uses eye tracking as one of their key tools in their advanced market research. Working with global food manufacturer **Team Foods**, they used Tobii eye tracking to evaluate an animatic for a commercial for **"Aceite Z**



The heat map shows the distribution of attention on beer taps in a study for Carlsberg.

Super Fry". By assessing brand and product attention along the dramatic curves of the commercial, adjustments could be made prior to the costly production of a final commercial. The effectiveness of the commercial led to a sharp sales increase despite a 40% price premium.

UK usability testers **SimpleUsability** researched the communication campaign for global bank **HSBC's** graduate recruitment. Tobii eye tracking was used to measure gaze data on printed marketing material and the online campaign site. HSBC's employer

branding agency, **Penna Barkers** acquired valuable insights by understanding how the target group perceived the image and copy material.

Swedish media conglomerate **Bonnier Tidskrifter** used Tobii's Mobile Device Testing solution to test and compare ad efficiency in digital versus printed magazines and newspapers. Viewers looked 21% more at the ads in the iPad versions and devoted 63% more time to digital ads than printed, demonstrating the potential of digital tablet advertising.



Dedicated mobile device solutions enable testing of mobile phones, tablets and apps.



Wearable eye tracking to measure out-of-home advertising and TV advertising.

“ P&G continuously evaluates and implements innovative technologies that help us leverage, scale and streamline processes to bring better products to consumers more quickly. P&G has collaborated with Tobii Technology since it entered the U.S. market.”

Paul Griffith,
Global Business Services, P&G

Our Offering

Tobii offers a broad range of eye tracking products and services to meet the needs of different market research studies and competence levels.

Our product range provides you with the tools you need to perform a wide variety of market research studies. Complete eye tracking solutions, including hardware and software, are available for either purchase or rental.

Tobii's extensive eye tracking knowledge base helps you get up to speed quickly. Eye tracking consultancy services give you access to eye tracking experts for your very specific needs and projects. We can even run the entire eye tracking project for you.

A broad range of training services are available to teach and help you to perform different kinds of studies.

Our global network of Tobii offices and resellers guarantees good support from your local Tobii representative. **Tobii's technical support offices in North America, Europe and Asia** provide timely support for customers in all regional time zones.

“ We compared several eye tracking systems and chose Tobii because of its advanced and innovative technology, and the benefits it offers us.”

Kai Siewert, Regional Development Director CEE, GfK

“ Just done a second session using Tobii X2 Eye Tracker, which was awesome. LOVE IT.”

Oliver Bradley, Global eCommerce Innovation & Strategy Director at Unilever

Tobii eye trackers fulfill the requirements of different market research studies. Characteristically easy to use, unobtrusive, highly accurate and precise, they enable you to efficiently obtain valid and reliable research results.

Tobii Studio software provides comprehensive support throughout the entire study process, from preparation and data collection to analysis and presentation of the results.



Tobii Glasses 2 Eye Tracker

- Wearable eye tracker for research in real-world environments.
- In-store shopper studies, package design, POP promotion, mobile devices, and digital display studies.
- Discreet, ultra-lightweight design.
- Live view for instant insights.
- Flexible mapping tool.



Tobii X2-30 & X2-60 Eye Tracker

- Versatile modular eye tracker for a broad spectrum of studies.
- Flush mount on laptops or monitors for studies of ads, package design and web.
- Dedicated solution for studies of mobile devices.
- Studies of TV, projections, in-field info kiosks, and real-world objects.
- Small and portable for efficient testing of respondents in the field.



Tobii T60XL Eye Tracker

- Widescreen eye tracker for display of large and detailed screen stimuli.
- Studies of package design, print ads, and web.
- Integrated into a high-resolution 24-inch TFT monitor.



Tobii TX300 Eye Tracker

- 300-Hz eye tracker for studies that require extra high sampling rate.
- For neuromarketing studies combining biometrics such as EEG, heart rate or skin conductance measurements with gaze data.
- Supports both screen and real-world stimuli.



Tobii Studio™

- Comprehensive eye tracking software for analysis and visualization.
- For test design and to record, observe, and replay test sessions.
- Create heat maps and gaze plots, and calculate eye tracking metrics.
- Works with all Tobii eye trackers.

As a supplement to the Tobii product range, we provide consulting and training services to support and ensure your competence build-up.

Consulting – Tobii Insight Services



Tobii Insight specializes in eye tracking-centered consumer studies, designed to improve visibility, communication, purchase intent and appeal.

Our talented team has conducted hundreds of projects worldwide with a focus on delivering actionable value to our customers.

Our areas of expertise include package design, shopper journey, advertising, communications, usability and user experience.

Examples of studies that we offer within the different areas:

Shopper Research

Shopper Stories

How and why do shoppers choose to buy your product?

Shopper Measurement

How does your product perform in a competitive context?

Shopper Profiling

Who are your clients and how do they behave?

Advertising Research

Ad Performance

How does the design of your ad influence attention and interest in a competitive context?

Retail Research

Retail Stories

Visualize and understand how shoppers interact with a retail environment.

Retail Measurement

Quantify shopper behavior and touch points, to increase basket size.

Window Display Measurement

How does your communication in the window display attract attention and interest?

Packaging Research

Packaging Understanding

How does your target audience understand and interact with your packaging?

Packaging Performance

How does your package design attract attention and interest in a competitive context?

Usability Research

Digital Experience

How does your target group understand and experience your web page?

Digital Performance

How does your web page design attract attention and interest?

Read more about Tobii services at

www.tobii.com/insight.

Training – Eye Tracking Academy



Tobii provides training in a variety of formats, including startup training at the clients' premises, training videos, webinars, and open courses through our Eye Tracking Academy initiative.

Trainings

Our standard face-to-face training programs enhance your in-house eye tracking competence, both in relation to how to operate the equipment and how to begin with eye tracking as a research method. Training is arranged at a location of your choice, such as your office, or online.

Webinars

Our free webinars are one hour online presentations, which you can participate in from your own

computer. They cover a broad range of topics and knowledge levels on eye tracking as a method in specific research fields, and in basic eye tracking software and hardware usage.

Courses - Tobii Eye Tracking Academy

Eye Tracking Academy courses are typically one- or two-day, face-to-face sessions held regularly in strategic locations around the world. They span a wide range of topics and knowledge levels, ranging from basic eye tracking software and hardware usage to how eye tracking can be used as a method in specific research fields.

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