



“Why did I buy that?”

Andrew Watts
Founding Partner KHWS

KHWS

The
**Purchase
Journey**
begins in the
consumer's
mind



“95%
*of all decision - making
processes are
unconscious
and automatic”*

How Customers Think: Essential Insights
into the Mind of the Market
*Professor G Zaltman,
Harvard University*

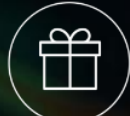
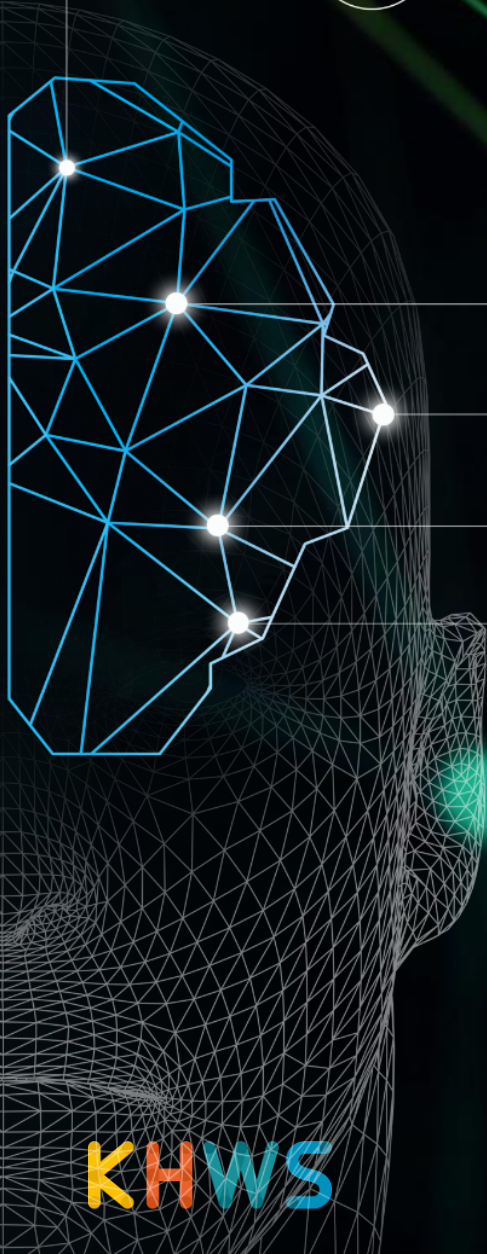
Unlocking Buying Behaviour Insights = Creative Solutions that deliver results

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- Need To Act Fast**
- To act, we must be confident we can make an impact and feel what we do is important
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Too Much Information

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Durham
University
Business School

KHWS



SALES TRIGGER INSIGHT



PURCHASE DECISION
HIERARCHY TOOL



PURCHASE
INTENT



EYE TRACKING
What influences purchase,
what is ignored



EEG - measuring unconscious
reactions that influence
behaviour

Case Studies & Strategies



Sales Triggers™



Category Leadership Case Study

The Challenge – Category Merchandising



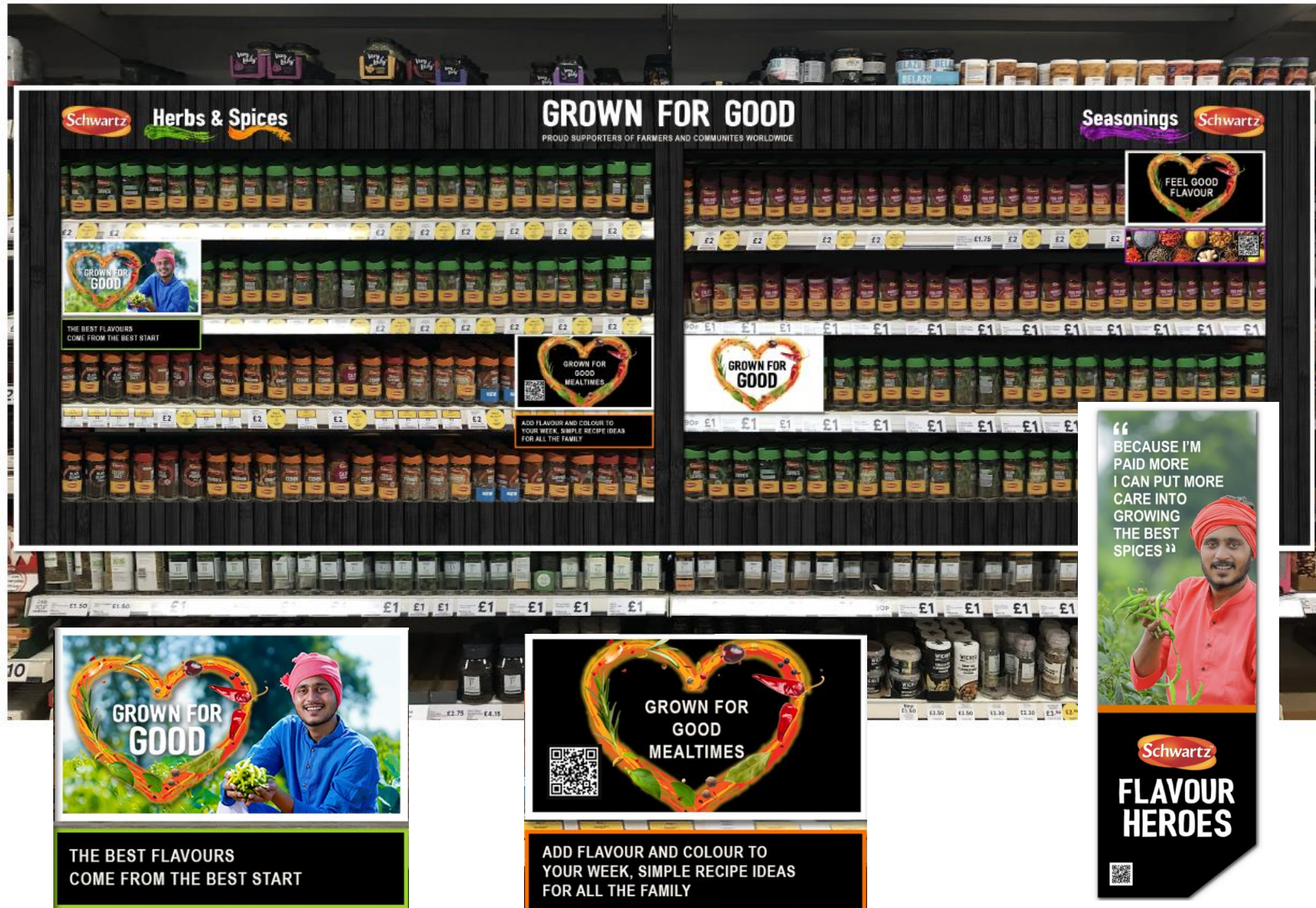
Insight informed retail fixture



Conscious Cues

Brand

Spice Guide



Unconscious Cues

Brand budgeting



Grown for Good

Less means more



Innovation

The obvious truth

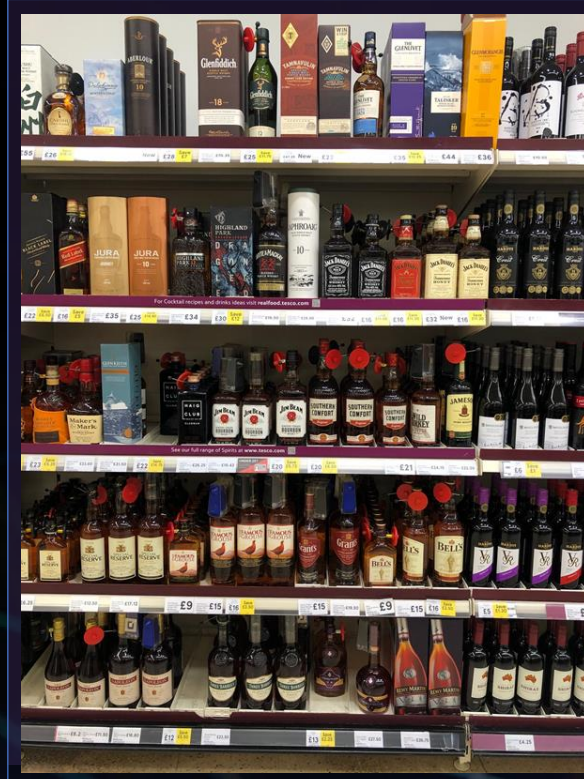


Regenerative Farming

Category Accessibility

Case Study

The Challenge – making complex categories more accessible





Choice
Reduction



Taxonomy
Flavour

Behavioural Insight

Attracting new consumers to whiskey requires better category navigation

Application

A flavour taxonomy could guide and nudge to buy



Arranging the category by taste on a scale – Sweet, Fruity, Spicy & Smoky etc.

Insight led category navigation



Woodford Reserve Bourbon Whiskey 70cl

Perfectly balanced taste

Comprised of more than 200 delectable flavor notes, from bold grain and wood, to sweet aromatics, spice, and fruit & floral notes.

£25.00

£35.72 per litre

Sweet & Spice 



On Pack Messaging Case Study



Weetabix 24x
£2.80
11.7p per Bisc

Weetabix 24x
£4



Understanding Ecommerce Purchase Behaviour

Case Study

Bacardi case history Ecommerce eye tracking



A screenshot of a search results page for "white rum". At the top, there is a banner for a "LIMITED EDITION BOTTLE" of Havana Club x Skepta 2.0 rum, priced at £19 Clubcard Price. Below the banner, the search results are displayed. The first two results are sponsored Bacardi Carta Blanca Rum bottles (1L and 70cl). The next two results are Tesco White Rum bottles (1L and 70cl). A red dot is placed on the first sponsored result, and a red line connects it to the search bar on the right-hand page.

Category banner ads ignored

A screenshot of the Tesco homepage. The search bar is prominent at the top, with a red dot on it and a red line connecting it to the first sponsored result on the left-hand page. The homepage features a "Good afternoon" greeting, a sign-in prompt, and a promotional banner for "The power to lower prices" with a "See deals" button. Below this is a carousel of grocery products including Fairy, Sun Bites, and Cheerios. At the bottom, there is a banner for "The Taproom" craft beers.

Search bar dominates behaviour

Bacardi case history Ecommerce eye tracking



A screenshot of an ecommerce product grid showing four vodka products. Each product card includes an image, name, price, and an 'Add' button. A red heatmap overlay shows high attention on the first row of products. A red line connects the 'Rest of shelf' link of the first product to the 'Write a review' link of the fourth product.

Product Name	Price
Absolut Raspberri Vodka 70Cl	£ 20.00
Stolichnaya Premium Vodka 70Cl	£ 20.00
Absolut Vanilia Vodka 70Cl	£ 20.00
Wildcat Cherry Flavoured Vodka 70Cl	£ 21.00

First row of the category draws the most attention

A screenshot of four product cards. The first two are marked 'Sponsored' and the last two are marked 'Clubcard Price'. Each card shows a product image, name, and promotional text.

Product Name	Price
Bacardi Carta Blanca Rum 70Cl	£16.00 Clubcard Price
Bacardi Spiced Rum 1L	£16.00 Clubcard Price
Havana Club Anejo Especial Rum 70Cl	£16.00 Clubcard Price
Red Leg Spiced Rum 70Cl	£15.00 Clubcard Price

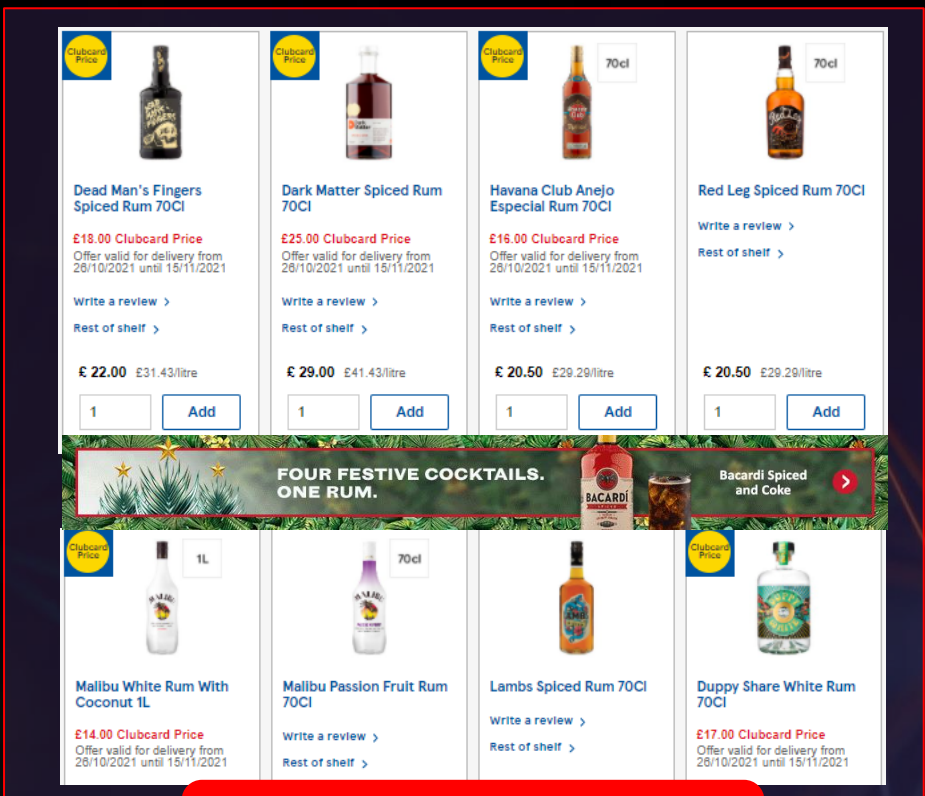
Sponsored positions are effective

Bacardi case history Ecommerce eye tracking

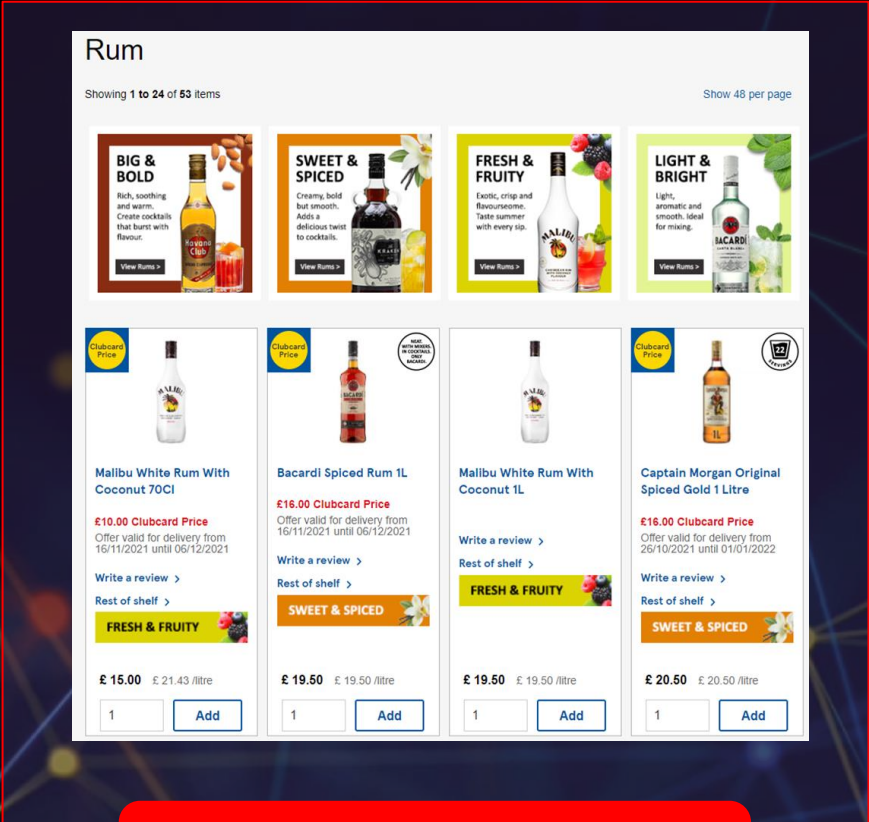


Testing interventions that nudge buying behaviour

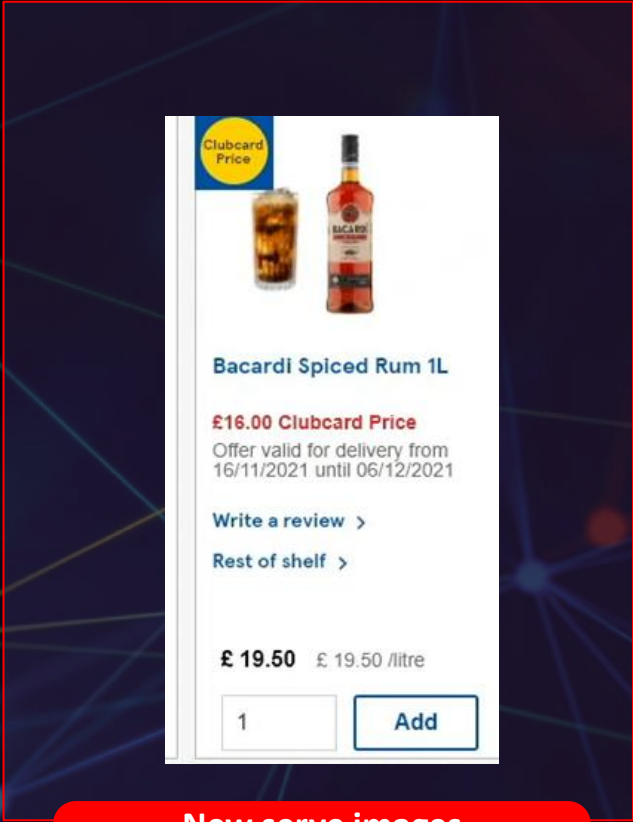
We simulated the spirits section of Tesco.com with a range of new creative interventions



New banner ad position in the middle of the category



New flavour taxonomy guide & icons for every SKU



New serve images differentiated brands & nudged buying behaviour

Cakes Cake Bars Slices And Pies | Online Survey Software | Qualtrics

Not secure | bacardi.uksouth.cloudapp.azure.com/groceries/en-gb/shop/bakery/cakes-cake-bars-slices-and-pies/

Google UK | Register | Sign in | Contact us | Help | Feedback


TESCO Search

Groceries | My Favourites | Recipes | Special Offers | Christmas | Delivery Saver

- Drinks
- Home And Ents**
- Bakery
- Food Cupboard
- Tobacco And Alternatives
- Reading Books And Dvds

Cakes Cake Bars Slices And Pies

Showing 1 to 1 of 1 items



Tesco Alcohol Free Christmas Pudding 400G

Write a review >

Rest of shelf >

£ 2.00 each

1

Showing 1 to 1 of 1 items | Show 46 per page

9°C Cloudy | ENG

New Product Launches

Case Study

Case study: Samsung – New Product Launch

SAMSUNG

A new category of TV



Case study: Samsung – New Product Launch

Design
Taste

Better than
average

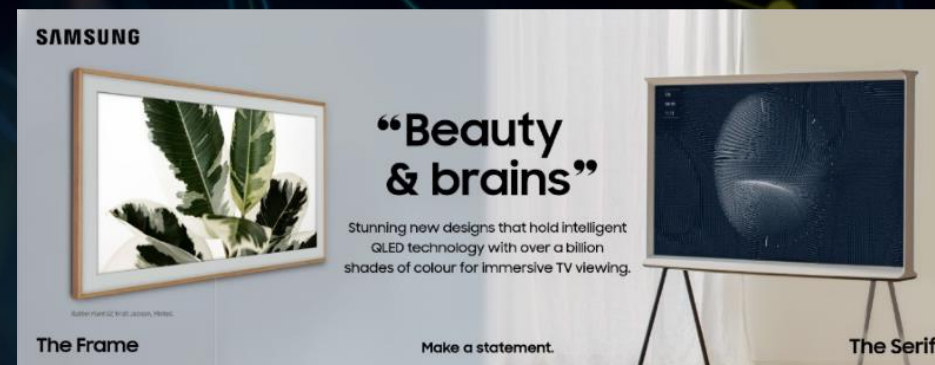
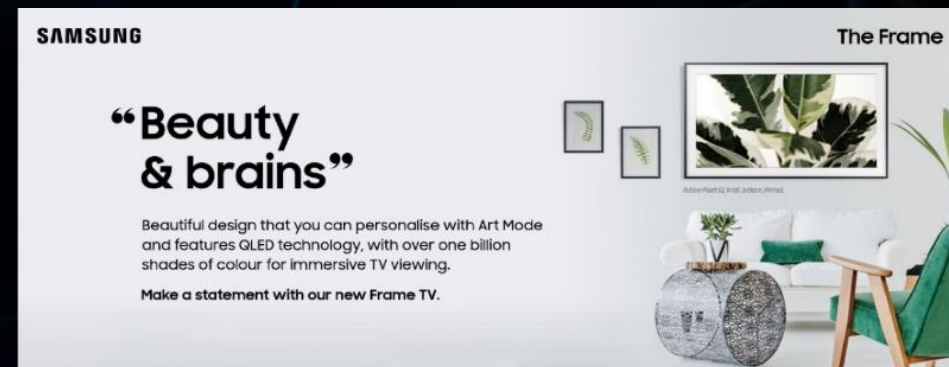


Behavioural Insight

Lifestyle focused shoppers put a premium on technology that lets them express their tastes.

Application

Show how The Frame's and Serif's technology combined with their unique style aesthetic can enhance your home. Successfully created a new category of TV.



Sales over
400%
above target

Branded Bays

Testing creative Case Study

COMPARISON OF BAY PERFORMANCE

Existing Bay



Winning Bay



Alternative Bay



Despite very slight nuances between updated bays, the winning bay outperformed the other bays in every test, identifying the most effective retail execution prior to Twining's investing in production.

Eye tracking showed the winning bay had the highest levels of engagement.

The winning bay generated the highest *Purchase intent*:

The winning bay generates the highest *Willingness to pay*



EYE TRACKING:
what influences purchase,
what is ignored



PURCHASE INTENT:
likelihood of purchase &
how much consumers are
willing to pay

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