

BYOB: Build Your Online Brand

with mobile optimized images

 **THE QUIRK'S** EVENT


Constellation
Brands


SKIM

3 of first 5 searches for “omnichannel” on Quirks are SKIM!



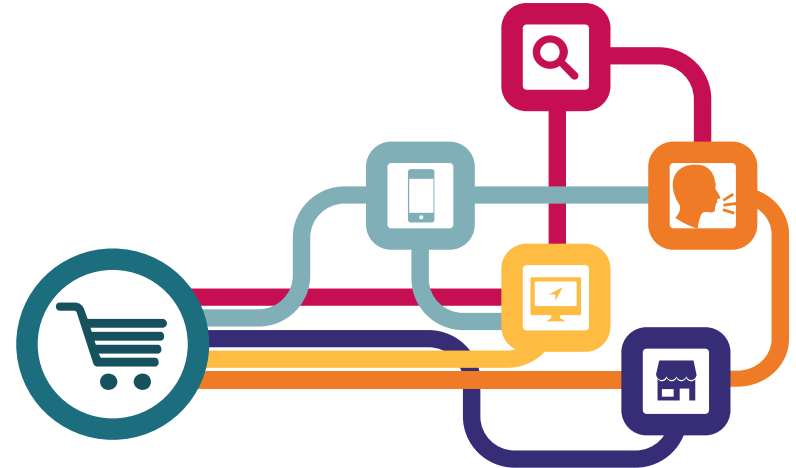
- Offices on 4 continents
- 40 years of conjoint expertise
- Pricing and communications partners with leading global brands



Mike Mabey
Global lead for
ecommerce and
omnichannel strategy



Elizabeth Kadrich
Global lead for online
shopping environment
research



Constellation Brands is the #1 multi-category supplier in the US



Constellation
Brands



- #3 beer company in U.S.
- World's leading premium wine company
- 80+ premium consumer brands
- ~10,000 employees



Lisa Caro

Director, Insights & Analytics,
Emerging Opportunities





**The environment in which
consumers make decisions
is a rapidly changing dynamic**

How consumers shop is changing rapidly





Migration to Mobile is a strategic imperative



4 Drivers Changing How Consumers Shop



75% of **internet** users buy products online



Mobile devices continue to gain momentum across the purchase journey



57% of the **online** population interact with reviews during the purchase journey



Voice tech is coming. It will **disrupt**. Habitual purchases are the first targets

The Situation: Alcohol in eCommerce

Majority (74%) of online purchases are **mobile**



eCommerce channel in alcohol is <1% of sales, **but growing +30%**



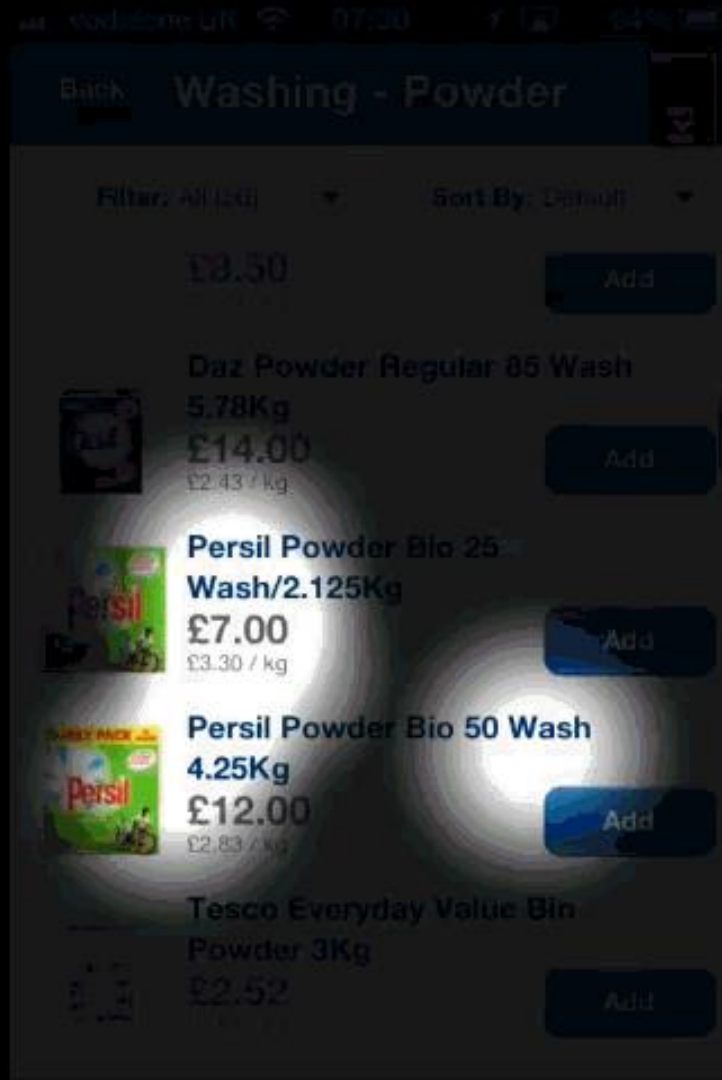
Lots of variants per brand that aren't easily communicated in traditional online images



1/3 of online alcohol shoppers who purchased less than they planned said it was due to the **inability to find the item, brand, or pack size** they wanted



What ONLINE SHOPPERS REALLY SEE.



So what makes up a consumer friendly mobile image?

Can you work out the 4 basics?

Brand?

MAYBE

Shampoo or
Conditioner?

NO

Repair or Color Care?

NO

12 oz or 24 oz?

NO

YES

YES

YES

YES



So Cambridge gives us guidelines, why not just use them?



*It's a great place to start **but...***

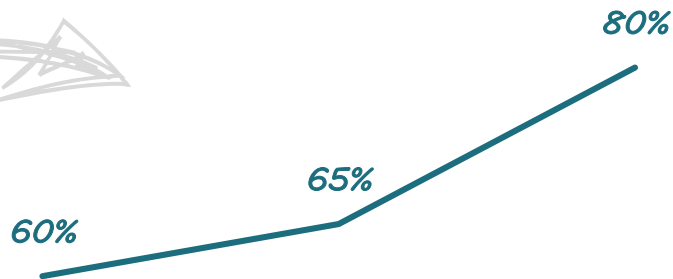
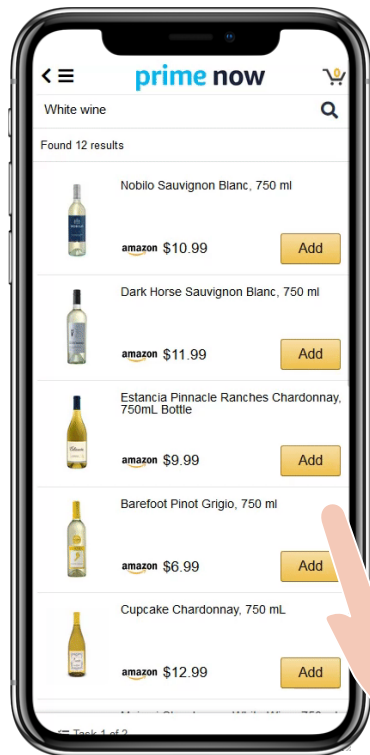
there are **nuances in the alcohol category** and even the guide **offers alternatives**



SKIM to the rescue with website replication

Respondents are making choices as they would in an **online shopping environment**

In the backend we are measuring which images are driving **conversion**



But we have so many brands and so many SKUs!

Constellation Brands participates in multiple categories, all with different shopper decision trees and multiple products in the category



Now lets get into our methodology



Constellation
Brands

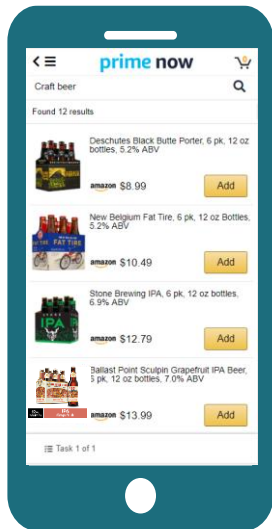


SKIM

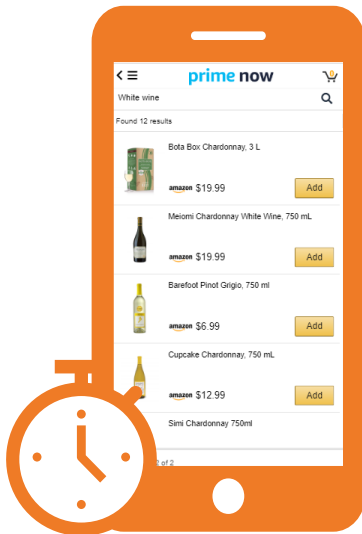
HOLLY
PRODU

Various metrics allow for a holistic view of each image

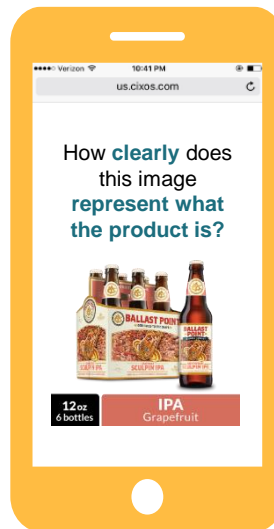
Virtual Shopping



Findability Exercises



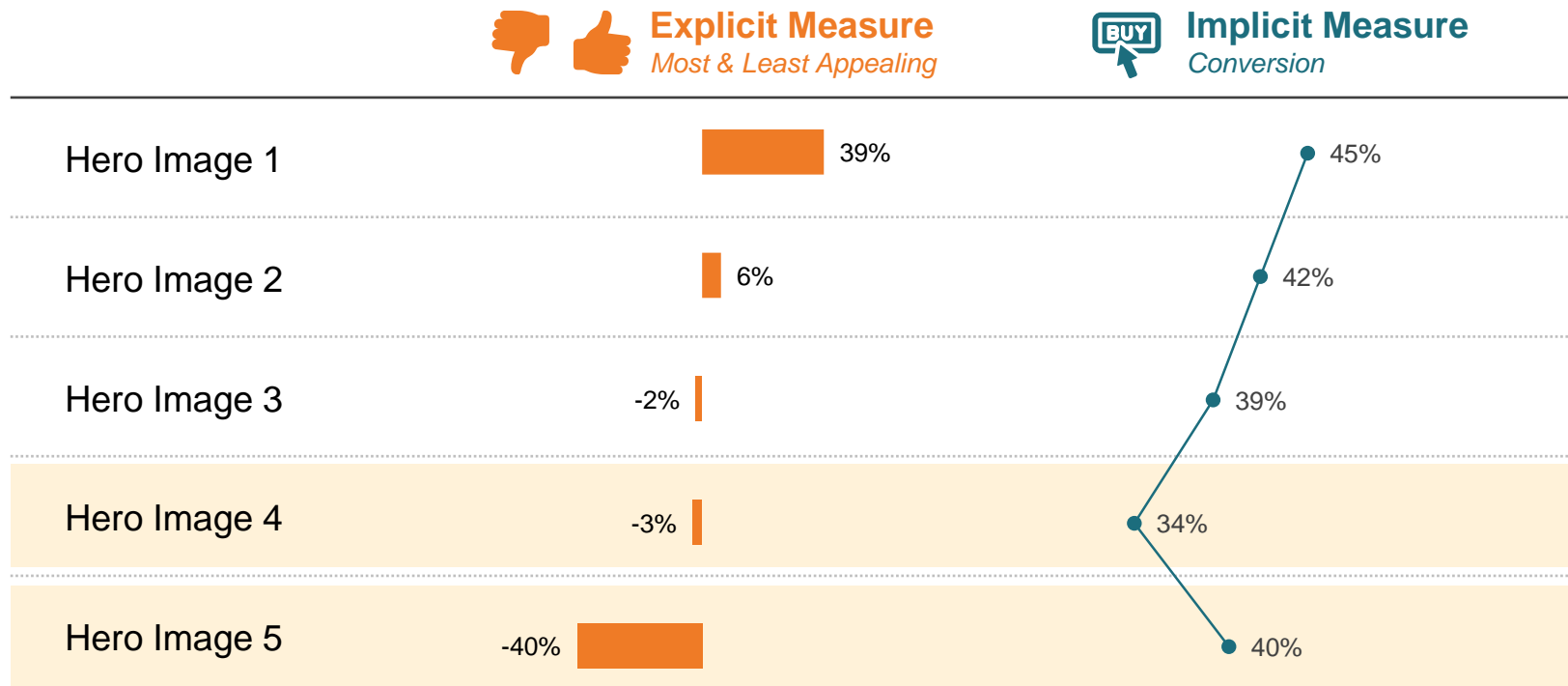
KPIs



Clickables



Explicit techniques aren't telling the whole story



What we learned

Import/Domestic Beer



12oz

12 bottles

Including the off-pack bottle shows the consumer exactly what they are buying

Liquor

Show the entire bottle, flavor or proof and liquid volume



Blue Raspberry

750ml

Craft Beer



12oz
6 bottles

IPA
Grapefruit

Craft beer shoppers want to see the style of beer

Across all categories, shoppers need to see a representative image of the container the product comes in.

Wine

Can zoom in but show the contour of the bottle. Callout varietal and liquid volume



Sauvignon Blanc

750ml

After the research was done

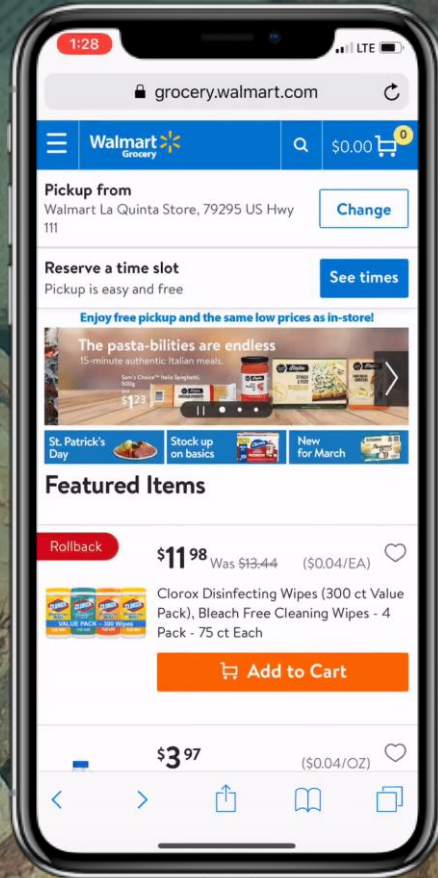


*Sell to internal
marketing team*



*Convince retailers
images would improve
shopper conversion*

The Outcome: Live on retailers like Walmart!





Any Questions?

For more inspiration:
skimspiration.skimgroup.com