



# Getting to Shopper Reality: In-Context Research

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 THE QUIRK'S EVENT  
FOR MARKETING RESEARCH & INSIGHTS PROFESSIONALS

 PRS  
IN VIVO

Behavioral Insights. Real Life Results.

A BVA Group Company



### Our Team

Nearly 250 professionals globally



### Our Tenure

Over 40 years of experience in observing shoppers and consumers



### Our Mission

Help marketers improve shopper and consumer experiences, enhance people's lives and contribute to a better world



### Global Experience & Expertise

Insight & consultancy grounded in behavioral science to understand and predict & influence consumer choice



### Experts in Packaging, Shopper & New Product Research

Unmatched Experience & Norms  
Designated Global Pack Research Partner to Leading FMCGs



# PRS IN VIVO

Behavioral Insights. Real Life Results.

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# The World of Shopping is Changing

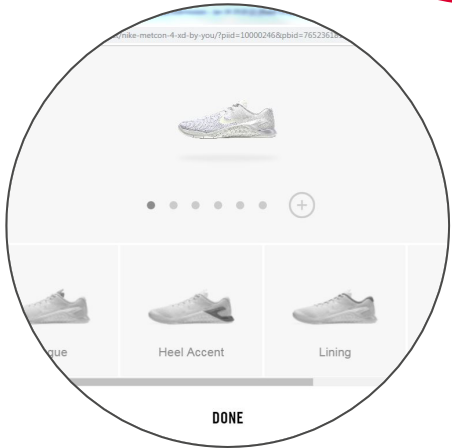


**BUY ONLINE  
PICK UP  
IN STORE**

**WANT IT TODAY?**  
Place your order online and pick it up in store\*  
\*Available in select stores.

**1.**  

**2.**   
Get email confirmation when items are ready



# ...As Is the World of Insights.

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**NEW THINKING  
(BEHAVIORAL SCIENCE)**



**LOTS TO SIFT THROUGH**



**TIME & BUDGET**



# How Can Our Clients Best Understand This Changing World?



**OBSERVATION**



**CONTEXT**



**BEHAVIOR**



# And We Are Now Evolving Into The Next Generation...



**LEVERAGING TECHNOLOGY:**  
(Emotion & AI)

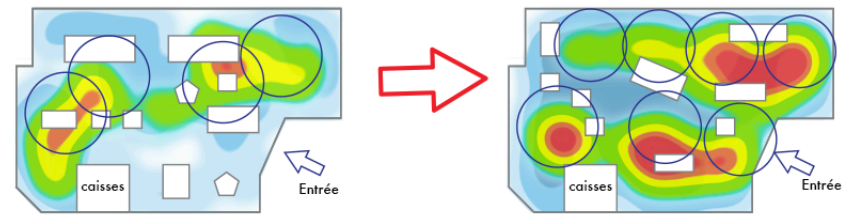
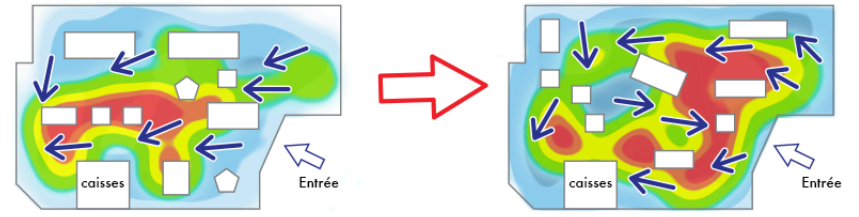


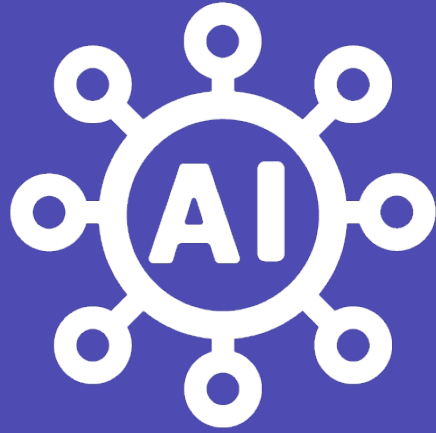
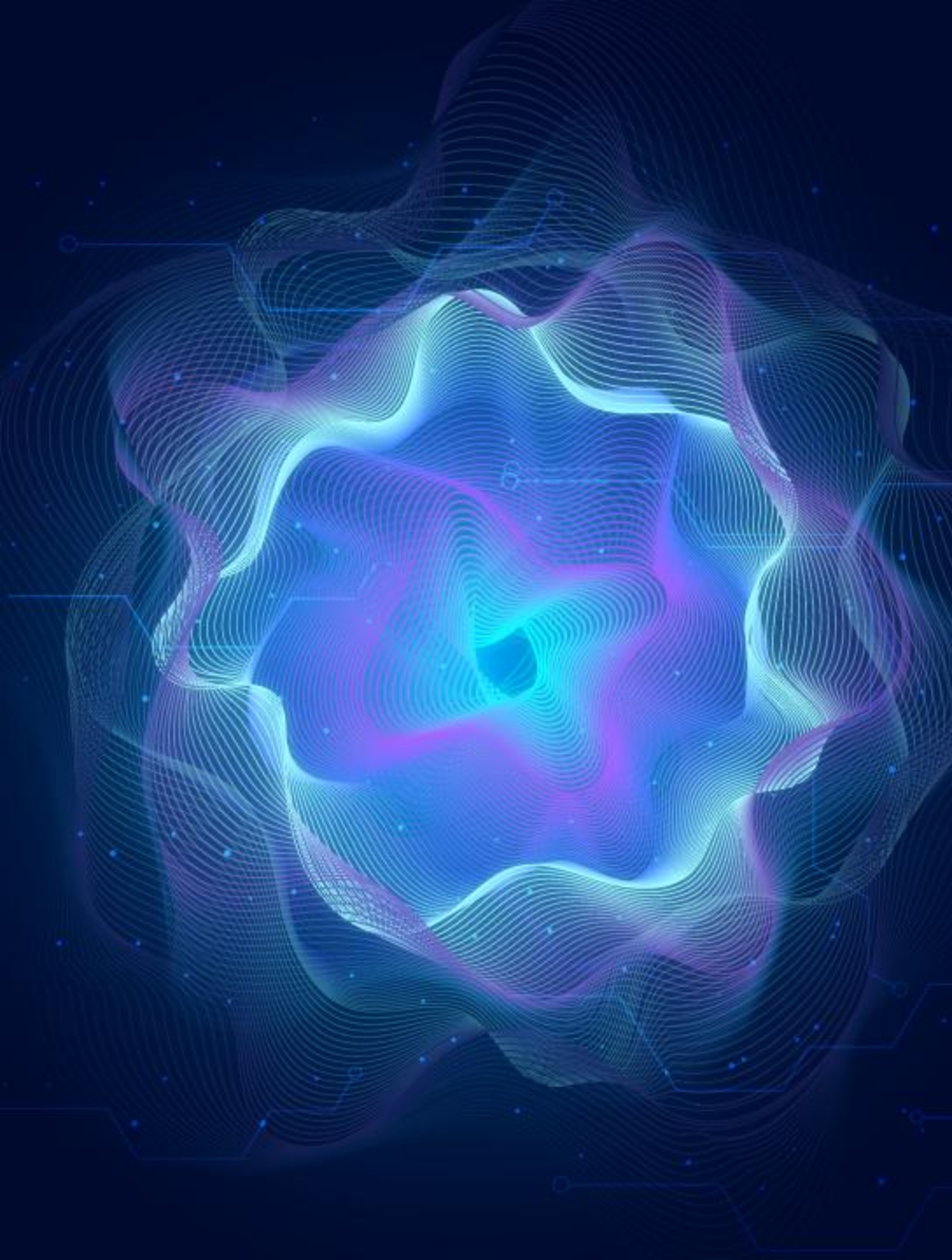
**FLEXIBILITY/SIMPLICITY:**  
Tailoring to specific questions



**CONSUMER CONNECTIONS:**  
Documenting real shopper behavior







Applying Machine Learning

*To Guide Enhancements*





# A Modular Approach

Discrete Customizable Key Metrics For Maximum Cost & Time Efficiency

S

See

H

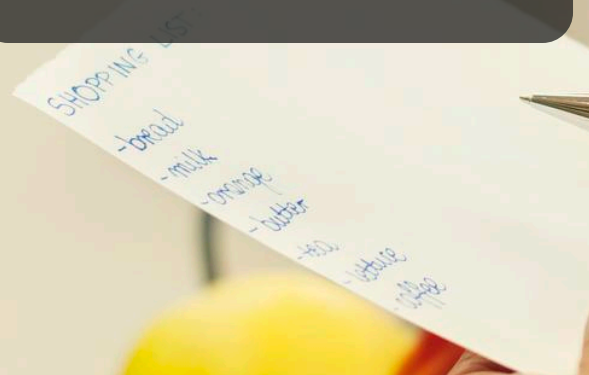
Hold

O

Offer

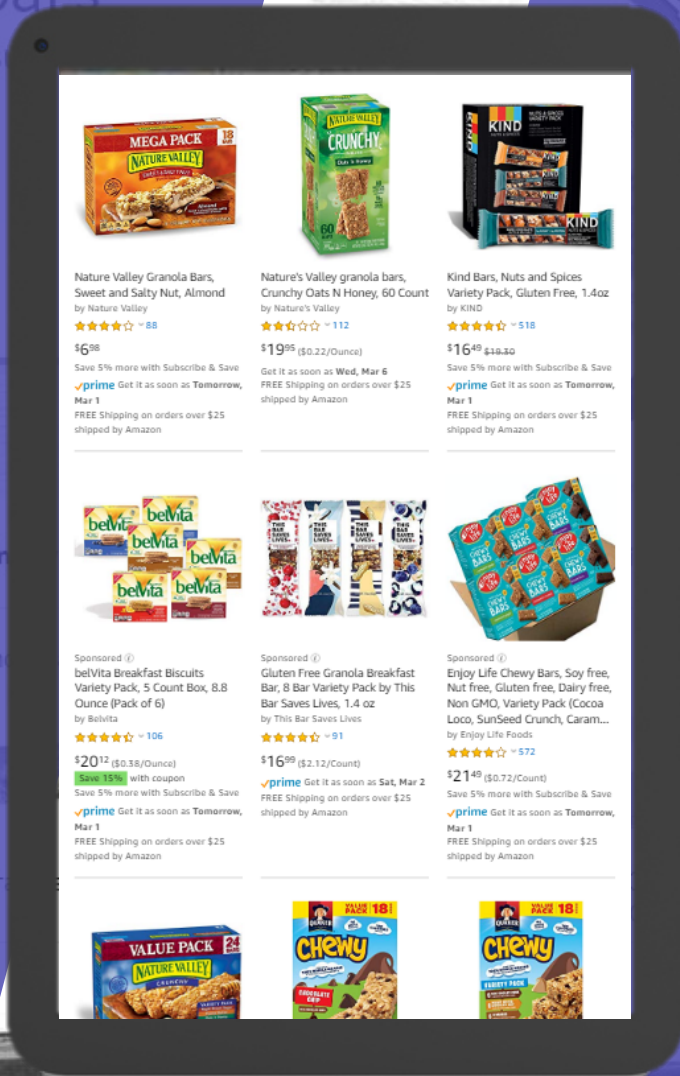
P

Purchase



# High Protein bars

20g protein. 5g sugar. No s...



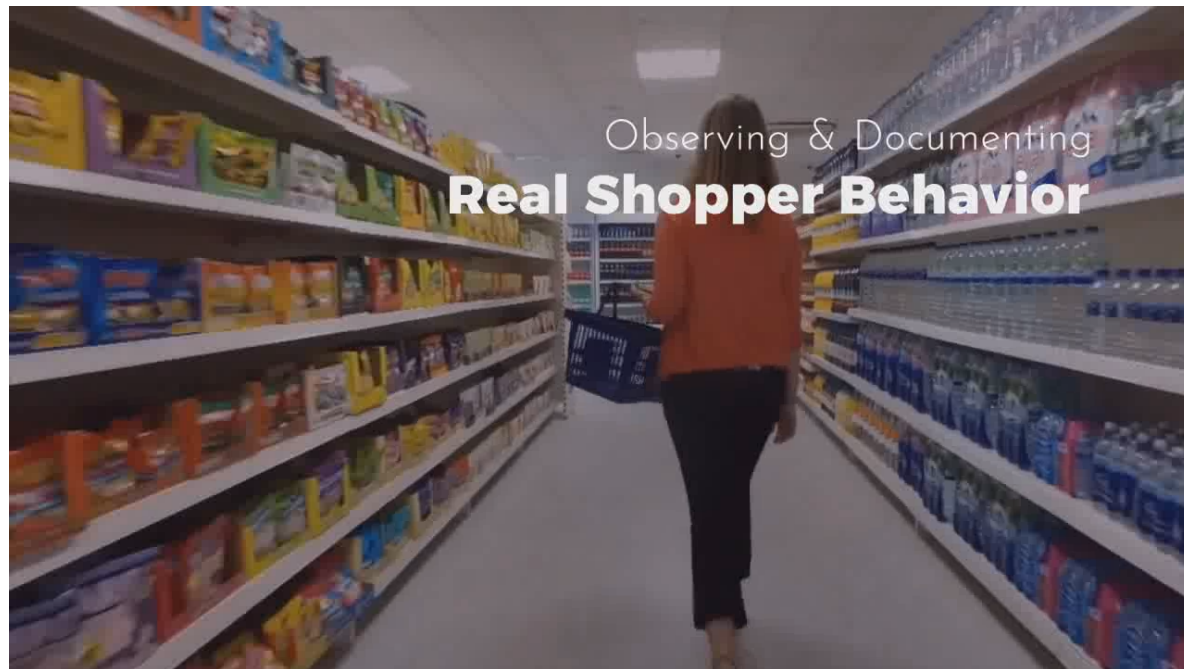
## Integrating E-Commerce To Enhance Digital Presentation



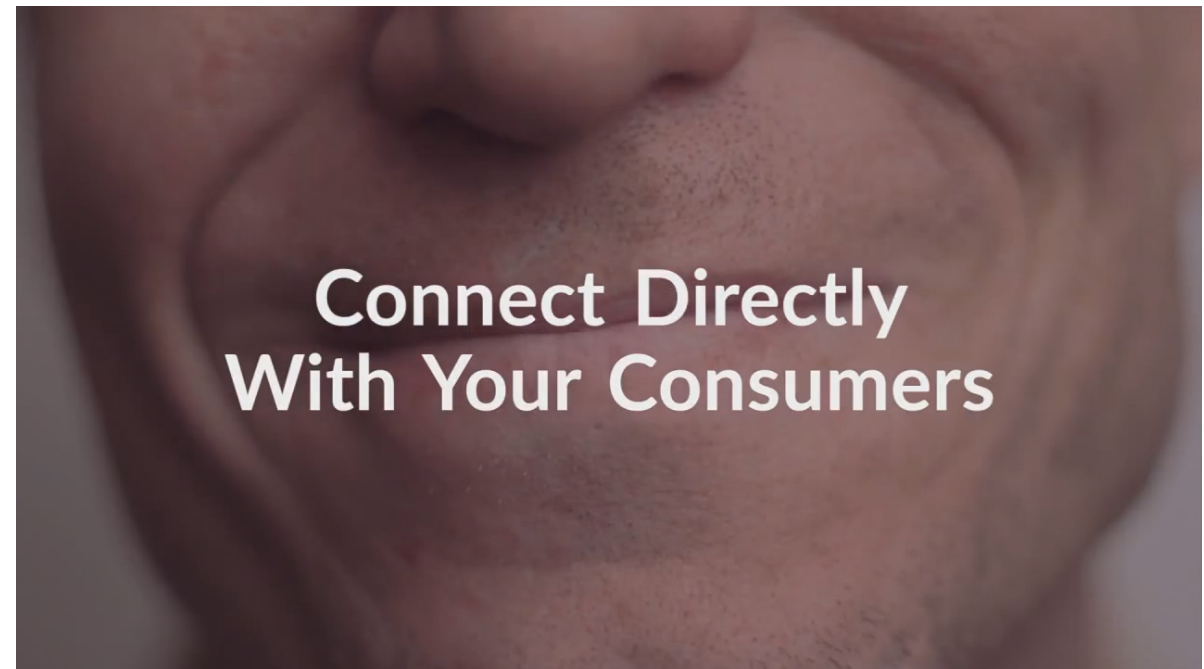
# “Getting Closer” to Shoppers...Discover “Aha” Moments

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*Through videos that document real shopper behavior*



*By having 1-on-1 conversations with your consumers*



# Case Study: Getting Closer To Shopper Decision- Making



## BACKGROUND:

CoverGirl moved forward with a redesign that changed the familiar colors of the brand to convey maturity

## INSIGHTS

Video supported the data which convinced internal stakeholder of confusion at shelf

## OUTCOME

Stakeholder alignment gained and modified design launched

The “deselection” process in action



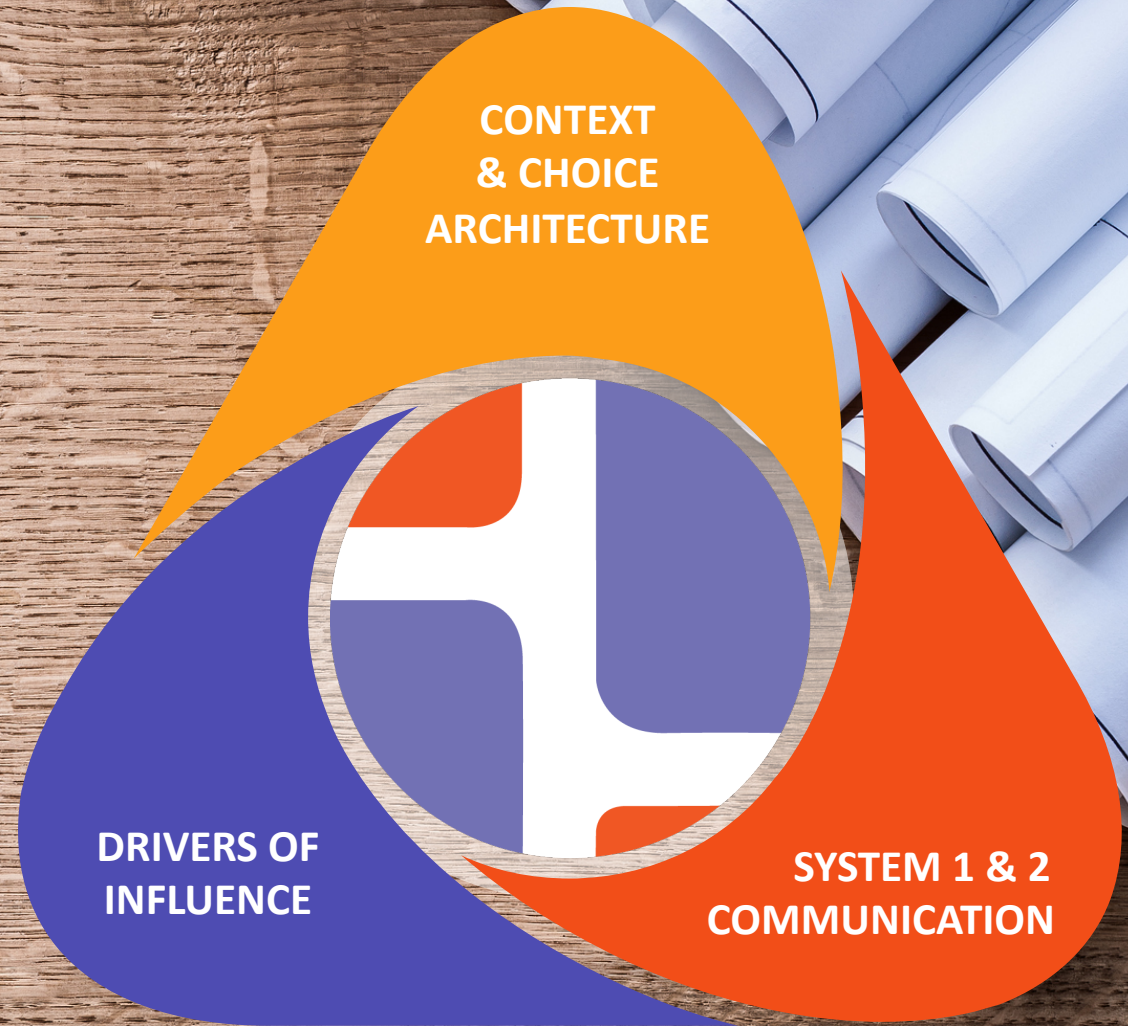
Shopper Journey



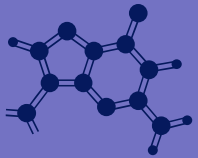
Shopper Eye Tracking



# All Viewed Through and Rooted In Our Behavioral Science Framework



# THE FUTURE OF RESEARCH



**RESEARCH ROOTED  
IN BeSci**



**MODULAR RESEARCH**



**TECHNOLOGY INFUSION**



**CLOSER CONSUMER  
CONNECTION**



**BETTER TIMING**

# Thank you!



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