

## **Case Study: Vizeum**

Using IPA TouchPoints mood data to understand when shoppers might be more emotionally primed to make an impulse purchase, enabled Vizeum to hone contextual planning and make the plan for this retail client much more efficient.



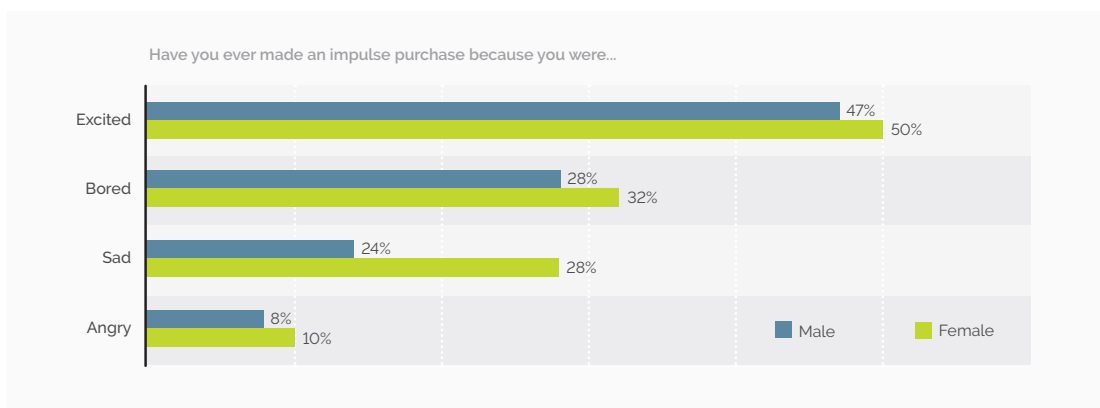
# Using TouchPoints to demonstrate the link between impulse shopping and mood

## Impulse shopping can be linked to our emotional state

We were keen to understand if a link existed between impulse shopping and an individual's emotional state. We consulted a psychologist who explained that impulsive thinking and behaviour is a function of the limbic (emotional) system of the brain and usually manifests at times of extreme emotion, positive or negative.

A recent shopper behaviour study had explored the emotional mindset that leads to impulsive shopping behaviour. It identified 4 emotional triggers – Excitement, Boredom, Sadness and Anger (see Figure 1). The most dominant of these being excitement.

**Figure 1:** Impulsivity is a State of Mind



Source: Creditcards.com shopper survey "States of mind that lead to impulse shopping". Base: All impulse shoppers)



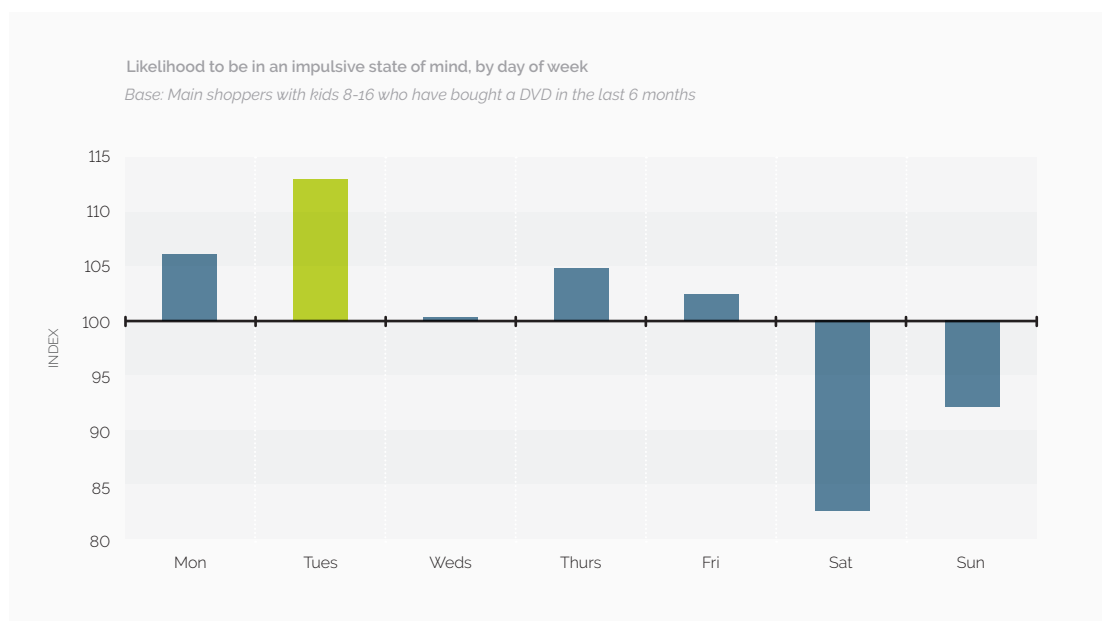
Using IPA TouchPoints mood data, we tracked these emotions across days of week and time of day for specific retail audiences – in this case, a DVD buying family audience.

Using the shopper behaviour study as a guide, we then amalgamated the emotion data into a single index using a weighted average and called it the Retail Impulsivity Index.

This index allowed us to understand the points in the week when their audience were most likely to be in an impulsive state of mind - the most powerful context within which to prompt purchase.

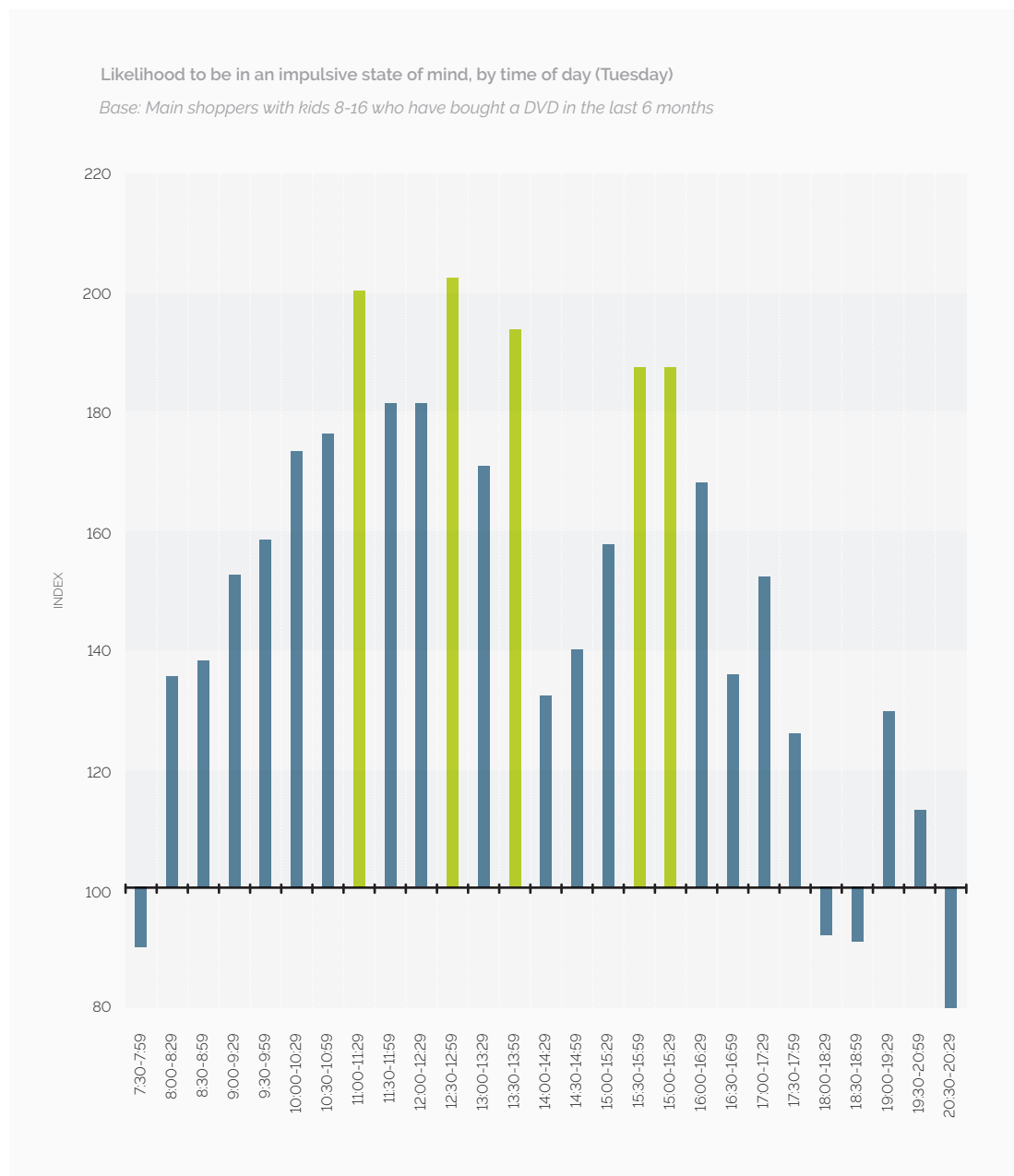
As Figure 3 demonstrates, the team were immediately able to see that Tuesday was the day of the week that the audience were likely to feel impulsive (correlating with trends in DVD sales) and, on that day, mid-morning and lunchtime were the most impulsive moments (see Figure 4).

**Figure 3:** For This Ents Shopper, It's Weekdays Not Weekends



Source: IPA TouchPoints and Dentsu Aegis CCS

**Figure 4: With Some Interesting Peaks Throughout The Day**



Source: IPA TouchPoints and Dentsu Aegis CCS

This data allowed us to laser target the broadcast media into the moments where the audience were in their most receptive mindset.

Getting close to the point of purchase has never been easier in terms of day of week and time of day targeting capabilities in digital, mobile, OOH and in-store – and this insight helped us make every pound invested for our clients work even harder.