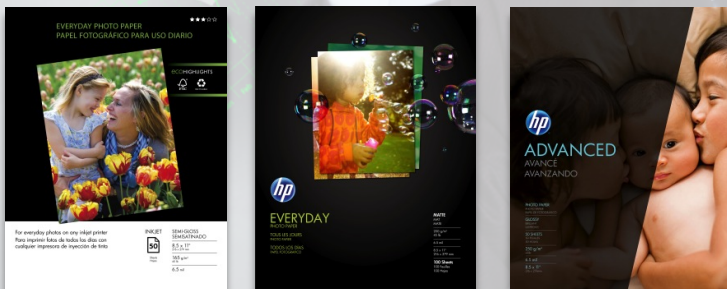


# Package Success Through the Nimbus Virtual Shopping System

## OVERVIEW

In our Photo Paper Case Study, HP wished to explore which of several potential photo paper packages would be most successful at retail. They were interested in gaining results by using virtual reality shopping to better explore this topic.



## WHAT WE DISCOVERED

What we discovered was that TWO of the 16 total packages examined evoked purchase at a higher rate than the other 14. We attributed this to a particular dynamic: the combination of the emotionality and the apparent quality of the picture suggested to many respondents that they should choose that particular package.

## WHAT WE DID

Within our Nimbus Virtual Shopping System, we created a virtual reality store environment in which to test these concepts. There was a single aisle scenario, roughly 30'-40' long, designed to replicate the look and feel of an aisle with media in a store such as Staples or Office Max.

This virtual reality environment was deployed in the US and Germany. The environment contained both HP packages and competitive media packages, including translated versions for Germany.

Each respondent spent 15 minutes with the Nimbus system.

## RESULTS

Our findings prompted HP to feature even greater emotionality and higher resolution photos on the front of the box as well as emphasize packages having these characteristics.



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