



Eye Catching Chewing Gum

For most companies Denmark is considered a very small market share, nevertheless, Cadbury, the owner of Stimorol Chewing Gum, has started to test with iMotions' eye tracking software, Attention Tool®, in Denmark.

Before Cadbury launches a new type of chewing gum, it is crucial for them to receive valid market research data.

"I believe by using iMotions' Attention Tool eye tracking software we receive new knowledge and data that we can't receive from any other research methods. For instance: we receive individual respondent interpretations that we would not be able to get by asking him / her", says Allan Soerensen, Commercial Development Director, Cadbury, Denmark. Cadbury is the producer of Stimorol chewing gum in Denmark

The launch of a new type of chewing gum undergoes a detailed product cycle process.

For example a lot of consumers will taste the chewing gum and also be asked questions related to the packaging. If the launch involves a completely new product or type, then Cadbury's research can be carried on for several years. One example of several months of research is the Fusion chewing gum that is a piece of gum containing liquid flavoring inside of it.

"For Cadbury, Denmark is considered to be the research starting point / country for new product launches within Europe. Yet, it can be a long and difficult road to work with large client like us.", explains Allan Soerensen.

Measuring the Pupil

The response of the eyes is a very exact measurement to determine how a package design is being perceived plus how it is being displayed on a store shelf.

→ About advertisement's impact

We are exposed to more than 3,000 brand messages every day and 37% of all that advertisement does not work.

Over 90% of all decisions we make in our life are based on emotions.

Emotions have a strong influence in all rational processes.

Source: iMotions

To determine the Emotional Activation the respondent's pupil is being measured through blink, gaze, and dilation.

Shelf space allocation has previously had the focus on a cost-effective basis, which means how much are you willing to pay for a shelf space based upon the return.

"With eye tracking we add another dimension to the aspect and we get reports explaining if the product placement lives up to our expectations and if the product catches the consumers eye.", says Allan Soerensen.

The European Market

Cadbury in Denmark has bought iMotions' software and is debating how to roll it out internationally. "Either we are going to buy us to the expertise, methodologies, and support from iMotions and learn to interpret the results ourselves, or we are going to invest in the solution ourselves and run everything in-house.", says Allan Soerensen.

Cadbury's product development director believes that if the entire European market turns toward eye tracking then it would be an advantage to buy their own system even for a small market as Denmark.

"We have received an excellent deal from iMotions to start out on the Danish market as well, so it is not only the US market that can try out the technology. Of course the deal is interesting for iMotions but it is very exciting for us as well", says Allan Soerensen. He is convinced that the technology from iMotions' software has a bright future ahead of it.

"Already nowadays the technology has become cheaper to use, and iMotions invents new techniques for the technology all the time", says Allan Soerensen, who believes that eye tracking will replace some of the more traditional market research methodologies.

"But it is difficult to change the ad agencies' way of doing research".

Eye Tracking Users

Several different users have started to implement eye tracking in their research. One of those users is Ekstra Bladet, a major Danish celebrity newspaper. They use eye tracking to optimize the ad placements.

"As far as I know Ekstra Bladet is the only newspaper that offers an eye tracking test for their ad placement. We have had an agreement with Ekstra Bladet for over a year now to perform eye tracking for their advertisers. In that matter we use Attention Tool® to gather research data", says Sune Alstrup, eye tracking specialist from Eyefact, Denmark.

Eyefact is a marketing research company that specializes in eye tracking and they collect data for major media agencies as well as ad agencies in Denmark and Norway. Among their cliental is: TV2 (a Danish TV station), Ekstra Bladet (a major Danish celebrity newspaper), SAS (Scandinavian Airlines), and Nykredit (Danish Bank).