Working to create industry guidelines for Mobile Ready Hero Images
1. What are mobile ready hero images?
2. Why support mobile ready hero images?
3. What does the shopper actually see?
4. How they have spread? Global examples
5. Who is crafting these GS1 guidelines?
6. Definitions agreed
7. Guideline principles agreed
8. Google Feedback
9. No consensus yet...hot topics
10. When we will publish & where to next?
What are mobile ready hero images?
Definition:

digital representation of a real world product that may differ from a standard pack shot photography maintains the majority of the physical pack’s key elements of design, shape and colour, & is therefore recognisable on a Digital Shelf.

The image should include, or be closely associated with key elements online shoppers are likely to use when making a purchase decision... choosing the correct product from search results on mobile
Unilever & Coke’s online eye tracking research all pointed to the same **4 basics**

"as a working group we all agreed on 4 basics that would be helpful if they could be conveyed from the digital pack, in combination with any information that is presented 'closely associated' with the digital pack."

For the avoidance of doubt, the product title is not closely associated with the digital pack

<table>
<thead>
<tr>
<th>Basics</th>
<th>YES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. What is the brand?</td>
<td>YES</td>
</tr>
<tr>
<td>2. Format Shampoo/Conditioner?</td>
<td>YES</td>
</tr>
<tr>
<td>3. Variant?</td>
<td>YES</td>
</tr>
<tr>
<td>Colour Revitalise Or Keratin Smooth?</td>
<td>YES</td>
</tr>
<tr>
<td>4. Size? 600ml or 900ml?</td>
<td>YES</td>
</tr>
</tbody>
</table>
Key 4+1 elements of a mobile ready hero image

1. BRAND:

*recognisable name* used by a brand owner to uniquely identify a line of trade item or services. This is recognisable by the consumer. (Can also be sub-brand e.g. **Magnum** Ice cream)
Key **4+1 elements** of a mobile ready hero image

2. **Functional Name / FORMAT:**

(Type of product) describes use of the product or service by the consumer, and should help clarify the product classification associated with the GTIN.

For example, ‘**ice cream bar**’ vs “**ice cream tub**”
Key **4+1 elements** of a mobile ready hero image

3. **VARIANT:**

*the distinguishing characteristics that differentiate* products with the same brand and size including such things as the particular flavour, fragrance or taste.

e.g. Magnum **Mint** Ice cream
Key **4+1 elements** of a mobile ready hero image

4. **Net Content / SIZE:**

*the amount of the product contained by a package*, usually as claimed on the label. For example, 750ml of a liquid or gel; the number of diapers in a pack, the number of washes that a box of laundry powder will support etc. E.g. Magnum Ice cream **6x60ml Mini bars**
Key 4+1 elements of a mobile ready hero image

+1. PLUS ONE:

• Plus one additional message. In some cases, the 4 Basics are not sufficient for a consumer to make a choice. For example, a variant description might need to include the target age range, such as ‘kitten 0-6 months’ or ‘1-2 years’. Likewise, the net content might need to cover multiple dimensions such as the number of sheets and the overall length of a toilet roll. The ‘plus one’ message, which is always optional, is explicitly not a marketing message. Eg. Magnum mini ice cream bars 60ml not 100ml (Full Size)
Making it Easy to see the 4 Basics: Brand, Format, Variant, Quantity

- **Standard Pack-shot**
- **Mobile ready Hero Image**

- Bigger branding
- +1 = “MINI” size
- Clearer VARIANT
- Clearer QUANTITY
Making it Easy to see the 4 Basics: Brand, Format, Variant, Quantity

- Standard Pack-shot
- Mobile ready Hero Image

- Bigger branding
- Clearer variant “NON-BIO”
- Number of Washes
Making it Easy to see the 4 Basics: Brand, Format, Variant, Quantity (number of bars)

- A/B split test with retailer
- Clearer BRAND
- Clearer QUANTITY
- Clearer FORMAT

Standard Pack-shot

Mobile ready Hero Image
Making it Easy to see the 4 Basics:
Brand, Format, Variant, Quantity (number of diaper)

Example of a +1 message that isn’t a marketing message
#2 Why support mobile ready hero images?
Why do we need heroes?

1. Help people find the product they need more easily;
2. Reduce ‘accidental’ basket adds that were not what the shopper thought it was*;
3. Create incremental sales across all platforms / device screens especially ROPO (research online purchase off line)
   3.a) Improve Conversion (add to basket) on mobile
4. Improve the consistency of presentation;
5. Increase the visual appeal of primary product images

36% of people say they struggle to find what they’re looking for during online grocery shops – IGD Online Research 2016
AB split test result with Retailer X

*test with Retailer C

before

after

3.6%* lift
AB test with retailer Y

19.6% lift

A/B test*
AB test with Retailer Z

Before

![Image of product before AB test]

After

![Image of product after AB test]

- Bigger branding
- Clearer sub-range
- No confusion on no. of each

+24% * lift
AB test with Retailer A

- Standard Pack-shot
- Mobile ready Hero Image

2.6%* lift
Quarter 2 2017

94% of adults own a smartphone

94% of Digital Consumers Now Own a Smartphone

Smartphone Ownership
% of internet users who say they personally own a smartphone

<table>
<thead>
<tr>
<th>AGE GROUP</th>
<th>OWNERSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>16 - 24</td>
<td>98%</td>
</tr>
<tr>
<td>25 - 34</td>
<td>97%</td>
</tr>
<tr>
<td>35 - 44</td>
<td>95%</td>
</tr>
<tr>
<td>45 - 54</td>
<td>89%</td>
</tr>
<tr>
<td>55 - 64</td>
<td>81%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>REGION</th>
<th>OWNERSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia Pacific</td>
<td>96%</td>
</tr>
<tr>
<td>Europe</td>
<td>91%</td>
</tr>
<tr>
<td>Latin America</td>
<td>97%</td>
</tr>
<tr>
<td>Middle East and Africa</td>
<td>98%</td>
</tr>
<tr>
<td>North America</td>
<td>89%</td>
</tr>
</tbody>
</table>

Question: Which of the following devices do you personally own? Smartphone
Source: GlobalWebIndex Q2 2017
Base: 89,029 Internet Users aged 16-64
Desktop is declining, **design for smartphones**

- **Face computers** (AR/VR glasses, HMDs)
- **Wrist computers** (smartwatches)
- **Voice computers** (smart speakers)
- **Smartphones**
- **Desk computers** (desktops, laptops)

**Emergent**
- Many Players, still working out biz models

**Growth Market**
- Double digit growth, Ends with consolidation

**Mature Market**
- Slow Migration, Brand Allegiance

**Declining Market**

Source: Tom Chi, 2008
1/3 of people would rather give up sex for a year than hand over their smartphone...

More than three in 10 would stop seeing their friends in person

Almost a third of Americans would rather give up sex for a year

45% said they would put off going on vacation

46% would be willing to give up a day off per week

More than 55% would rather forgo dining out for 12 months
MOBILE IS ADDICTIVE: “can’t stop checking my phone”

% Mobile share of screen minutes

The average smartphone owner engages in 76 sessions (i.e. picks it up, uses it, puts it down) a day.

2,617 touches (clicks, swipes, scrolls) a day

% mobile share of total digital minutes

- USA: 71%
- Canada: 62%
- UK: 61%
- Spain: 67%
- Italy: 64%
- Brazil: 72%
- Mexico: 75%
- China: 71%
- Indonesia: 91%

Source: comScore MMX Multi-Platform, January 2017
The m-commerce conversion gap (& what’s causing it) Reasons given by consumers involve basic UX difficulties

- Security concerns: 20.2%
- Cannot see product detail: 19.6%
- Navigating is difficult: 19.3%

comScore. Q3 2016
What ONLINE SHOPPERS REALLY SEE.
Visual Clarity testing

What can the shopper see?

A visual clarity test is useful in deciding at what point an element of the Digital Pack is too small to be read, and/or the whole Digital Pack is too cluttered, and therefore when elements should be resized, repositioned or removed entirely.
Visual Clarity testing

Characteristics for a visual clarity test.

1. Is the test conducted on a mobile device?
2. Does the test include calibration for less than perfect eyesight?
3. Is the test underpinned by proven visual science principles?
4. Does the test consider minimum contrast between foreground and background?
VISUAL Clarity test approved

When viewed at 16mm size on mobile and held at arms length away (75cm) a shopper with good vision should be able to determine the 4+1 elements from the digital pack

1. Brand
2. Format
3. Variant
4. Size
+1 Category specific message (not a marketing claim)

Intended outcome
That information shown on the Digital Pack is perceivable by a person with normal vision when viewed on a mobile phone held at arm’s length

Disadvantage – Test is manual – image by image and doesn’t scale
VISUAL Clarity test – v2 (under discussion)

When image is resampled to 100 pixels, the image should still clearly render 4+1 so they are recognisable

- Brand
- Format
- Variant
- Size
- +1 Category specific message (if present)

Advantage – test scales quickly & is cheap / free to execute
“Clari-Fi” blur is based on simulating 'what can you see from an image displayed at 16 x16 mm on a mobile device that is held at arm's length away', by viewing the image on a large screen on a desktop and applying particular levels of Gaussian blur to the image.

The tool Cambridge developed performs this blurring directly in PowerPoint, available as a beta free trial and can be downloaded from here:

http://www.cedc.tools/clarifi/

Advantage – test scales quickly & is cheap / free to execute
EXAMPLES:
How hero images have spread across the globe
Unilever: mobile ready hero images not just strips
Fun exercise 1

Take out your smartphones

Go to www.Amazon.co.uk

Search “Pampers”

Knowing that young mom’s are #mobileonly
What did you think about their hero images?
Fun exercise 2

Take out your smartphones

Go to www.Tesco.com

Search “Knorr Stock cubes”
Or “Knorr Stock pot”

Knowing that in the kitchen people don’t like to use laptops but instead use mobile & tablet
What did you think about the Knorr hero images?
Maximise & declutter **SQUARE / rectangle**

This route is live in **83 retailers across 40 countries**
Product type obvious but no space for size on pack to work at 16mm – size callout generic & category specific
Landscape orientation: Category generic callouts
Format & size not obvious: **Format in Strip, size in box**
Portrait (medium zoom allowed) - Category generic callouts
Format & size not obvious: **Format in Strip, size in box**

This route is live in **60 retailers across >30 countries**
M1 Multipack with ITEM pull-out & big text on base pack
Multipack with **ITEM pull-out** & **big text on item**

This route is live in **76 retailers across 40 countries**
Multipack w ITEM pull-out & SIZE / QUANTITY CALLOUT
Multipack – BULK packs showing lots of product, no. of uses
EXAMPLES: Part 2
UK Drinks categories
Soft Drinks & Beer
Visual Approaches
A physical shelf makes it quick & easy to work out size w/o reading
Current problem:
Packshots don't work on mobile

A digital shelf makes it near impossible w/o reading
1. Break the sides of the pack (Schweppes, Volvic, Heineken, Buxton)
2. Vertical Strips (Lipton, Pepsi & Lucozade)
3. Declutter tall thin bottles / packs (Naked, Tropicana, Copella & Fosters, Kronenbourg Buxton – but with size off pack)
4. Multipacks with ITEM pull-out & big text on base pack

Use of decluttering overlays to show SIZE
4. Multipacks with ITEM pull-out & big text on base pack
5. Multipacks with retailer overlays on PACKSHOTS

Tesco added size overlays

Bottle shape is obscured
Who is crafting The GS1 guidelines?
>20 CPG Manufacturers
CPG Online retailers
Definitions agreed
The “Digital Pack”

The term digital pack is used to refer to the representation of the product pack itself, as distinct from any other elements that may be present in the Mobile Ready Hero Image Canvas.
The “Image Tile”

The actual image, which is usually square, comprising the Digital Pack and any white space & any permissible callouts.

The Image Tile
(usually 16mm Square on mobile)
The “Canvas”

The Canvas is the digital pack, in combination with any information that is presented 'closely associated' with the digital pack.”, Where ‘closely associated' means anything that is presented immediately adjacent to the digital pack, provided this is presented in a distinctive and structured way. (eye doesn’t need saccade & re-fixate to notice this).

Size in grid UX display is often displayed immediately underneath making it part of the canvas.
The “Shelf Item” (Out of scope for WG)

The entire presentation of the product on the full Digital Shelf, including the full product title, any marketing information, Add to Basket button, customer rating stars etc in Search results

On-Pack/Off-Pack

Info conveyed visually within the digital pack is known as on-pack information.

Info shown within the Canvas but not on the digital pack itself is off-pack information.
Overlays

Overlays are visual elements that obscure part of the Mobile Ready Hero Image tile (or obscure any of the 4 basics within the image)
#7 MHRI Guideline principles agreed
Medium zoom is permitted to help smartphone shoppers see the detail on the small screen.

Medium zoom is permitted but not compulsory.

Helpful for tall thin items and zooming the most distinctive area on the digital pack improves recognition.
Declutter is permitted to help smartphone shoppers see the detail on the small screen.

Intended outcome
Visual elements of the digital pack convey the 4+1 Basics as clearly as possible.

Explanation
The canvas for an MRHI is small and must therefore be used efficiently. Any elements that do not convey the 4+1 Basics will take up space, thereby reducing that available for conveying the information a consumer needs to make his or her choice.

Text on an image that is illegible on a small image can legitimately be removed to make space for the 4+1 Basics.
#8 Google Feedback
<table>
<thead>
<tr>
<th>Classic packshot</th>
<th>Modified packshot</th>
<th>Off-pack overlays</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Buxton</strong> Sparkling 8x500ml NATURAL MINERAL WATER</td>
<td><strong>Buxton</strong> 8x500ml SPARKLING NATURAL MINERAL WATER</td>
<td><strong>Buxton</strong> Sparkling 8x500ml</td>
</tr>
</tbody>
</table>

| | Identical to physical product on shelf | Visually very similar to physical product, but with slight modifications to declutter and highlight key attributes | Entire or part of physical product, key attributes highlighted in off-pack overlays |
|---|---|---|
| Not mobile first Google admit | Not mobile first Google admit | | Harder to tell it’s a multipack |
| But currently allowed | But currently allowed | Decluttered hero image | Rendering off pack text as pixels |
| They admit it forces shoppers To read product titles | They admit it forces shoppers To read product titles | Easier to see 4+1 | Doesn’t enable filtering, sorting |
| Google will allow them | Google will allow them | Google will allow them | Retailer should add the overlays |
| | | | For size off pack as HTML smartlater |
Conclusions

1. Declutter is allowed and works better for mobile (Google will update their guidelines)

2. Zoom is allowed to see detail on pack ((Google will update their guidelines)

3. Off pack text should be rendered by retailer as smart HTML layer for stuff that’s too small to read on pack e.g. Size. They want a structured data approach also as voice becomes more important.

4. Google **will not prioritise testing** for MHRI – CPG not a priority
3 Killer questions following Google’s POV

1. Are retailers ready to solve tall thin bottles with off pack text rendered as smart layers?
2. Are suppliers ready with structured data sets?
3. What is the interim image solution that passes visual clarity testing for tall thin bottles? Size only off pack no long strip – done in white text black box bottom right?
There is no current hero image solution approved by all for tall thin packs that pass visual clarity tests.
No consensus yet

Hot topics
Retailer overlays obscure 4+1 basics but still want to overlay images with offers & more...

Our draft guidelines suggest this is unhelpful

“Specifically, retailers and suppliers are discouraged from obscuring the 4+1 Basics with overlays & marketing information.”
Cereal bars often use square designs (and many others e.g. Pizza etc.)

Brand obscured

Quantity obscured
Retailer overlays obscuring brand trademarks

Retailer overlays that secure some part of the image enable some brands to compete more effectively than others, this breaks the GS1 anti-trust caution

https://www.gs1.org/gs1-anti-trust-caution
Where to Next?
Every brand and every retailer in the world has a decision to make

1. **Keep going with business as usual**: Brands spend a lot of time creating images without really knowing which retailers will accept them. Different retailers accept different things. Everyone wastes a lot of time trying to manage the individual relationships between each brand and each retailer, associated with what will or won't be accepted.

2. **Be a part of this hero image working group with GS1**: brands and retailers commit to engaging with the GS1 process, and commit to abiding by its outcome. We need structured data standards to agree how to render off pack text e.g. Size