Deliver a better SHOPPING EXPERIENCE across all screen sizes

Why Unilever & Cambridge co-created Mobile Ready Hero Images

Oliver Bradley @eCommerceULVR
1. WHAT is a mobile ready hero image?

2. WHY we need better ecommerce images?

3. a) HOW people shop online? Shopper Truths
   b) HOW hero images meet shopper needs? meet retailer needs?

4. WHERE TO NEXT? not just Unilever thing
What is a mobile ready hero image?
What is a mobile ready hero image?

A **category first approach** developing better primary ecommerce images that allow online shoppers to select the correct product faster (compared to conventional packshots) on all screen sizes / devices because the hero image allows recognition of 4 basics:

1. **BRAND**
2. **FORMAT**
3. **VARIANT**
4. **PACK COUNT / SIZE**
Why does CPG need better ecom images?

Thanks to mobile, “I’m going shopping” has evolved to “I’m always shopping.”
OUR WEB DESIGN MAY LOOK LIKE A WORK OF ART ON DESKTOP, BUT ON MOBILE, IT LOOKS LIKE THIS.
Shoppers adopt smartphones as their primary connected device: Smartphone vs PC

Worldwide Device Shipments

Gartner, Worldwide Devices Shipments per Year by Device Type
91% adults own a smartphone - 2017

### Device Ownership

<table>
<thead>
<tr>
<th>Device</th>
<th>Ownership (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smartphone</td>
<td>91%</td>
</tr>
<tr>
<td>PC/Laptop</td>
<td>87%</td>
</tr>
<tr>
<td>Tablet</td>
<td>42%</td>
</tr>
<tr>
<td>Smart TV</td>
<td>32%</td>
</tr>
<tr>
<td>Games console</td>
<td>24%</td>
</tr>
<tr>
<td>Mobile/cellphone</td>
<td>16%</td>
</tr>
<tr>
<td>e-Reader</td>
<td>13%</td>
</tr>
<tr>
<td>TV streaming stick/device</td>
<td>11%</td>
</tr>
</tbody>
</table>

### Smartphone Ownership by Region & Demographics

<table>
<thead>
<tr>
<th>Region</th>
<th>Ownership (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia Pacific</td>
<td>93%</td>
</tr>
<tr>
<td>Europe</td>
<td>86%</td>
</tr>
<tr>
<td>Latin America</td>
<td>93%</td>
</tr>
<tr>
<td>Middle East &amp; Africa</td>
<td>95%</td>
</tr>
<tr>
<td>North America</td>
<td>84%</td>
</tr>
</tbody>
</table>

Source: [https://www.globalwebindex.net/blog/the-changing-mobile-marketplace](https://www.globalwebindex.net/blog/the-changing-mobile-marketplace)
Mobile Dominates Screen Time

"can’t stop checking my phone"

% Mobile share of screen minutes

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

- 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 for not converting

- Cannot see product detail: 19.6%
- Navigating is difficult: 19.3%
“Retailer.com traffic & transactions have both become mobilefirst”
eCom becomes Mobile First

Major UK online-only retailer: 75% of traffic and 65% of revenue is mobile (‘mostly iOS’), desktop traffic falling multiple points a year

8:17 am · 03 Oct 17

28 Retweets   46 Likes
“People scroll faster on Mobile & Tablet (finger) than Desktop (mouse)”
On average, people consume mobile content on Facebook faster than on a desktop (1.7 seconds vs. 2.5 seconds) & scroll faster on mobile than desktop.

Source: Facebook IQ
“Most people shop online to save time, because it's more convenient”
“Our brains process images 60,000x faster than reading text”
Eye tracking on mobile shows

AVOID reading

VISUALLY SCAN images

IGNORE most other text
“Majority of EU Shoppers shop across devices and find mobile more convenient as its always on them”
4

HERO IMAGES

meet shopper needs
What 4 Things Do Online SHOPPERS Need to Know to Successfully Choose the Right Product On Any Device?
1. BRAND
2. FORMAT
3. VARIANT
4. SIZE
• What is the brand? maybe
• Is it shampoo or conditioner? - NO
• Intensive Repair or Colour Care? - NO
• Is it 400 ML or 250 ML? - NO
• What is the brand? - YES
• Is it shampoo or conditioner? - YES
• Intensive Repair or Colour Care? - YES
• Is it 400 ML or 250 ML? - YES
NOT all packs are square...
What brand?

Maybe it’s Maybelline?
Finding Your Eyeliner should not cause eye strain
What is an **inclusive design** audit?
What % could...

- Recognise BRAND: 96%
- Determine FORMAT: 78%
- Recognise VARIANT: 100%
- Read SIZE / Pack Count: 95%

Inclusive Design target: >75% of UK adults
What % could...

- Recognise BRAND: 86%
- Determine FORMAT: 50%
- Recognise VARIANT: 90%
- Read SIZE / Pack Count: 0%

Inclusive Design target: >75% of UK adults
5 HERO IMAGES meet retailer needs
Helping shoppers “see” our ice cream tastes awesome (& find their flavour fast)

*test with Retailer C

3.6%* lift
A SIMPLER experience across all screen sizes

A/B split test with Retailer D

19.6% lift
A/B test*

*A/B split test with Retailer D
Shoppers can see “What’s inside”

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

* A/B split test with Retailer B

+24% * lift AB test
We open sourced a category led solution

In addition, the following 'multipack' layouts may be used for packs that have individual items inside them, where the number of items is described on the shelf label. These products may also use the standard layouts above if desired. M4 is only allowed when each item in the pack is the same.

Files available to download for free
The following files are made freely available for commercial use, including modifying attribution.

Download photo shop template (v1)
You may also want to Download the Open Sans font too

Download Illustrator source files for laundry assets (v1)
Not just a Unilever thing...
Bayer: mobile ready hero images
Beiersdorf: mobile ready hero images
GSK: mobile ready hero images
Kimberly Clark: mobile ready hero images
General Mills: mobile ready hero images
Kellogg’s: mobile ready hero images
Nestle Purina: mobile ready hero images
J&J: mobile ready hero images
P&G: mobile ready hero images
L’Oreal: mobile ready hero images
Mars: mobile ready hero images
Mondelez: mobile ready hero images
Kraft: mobile ready hero images
Nestle: mobile ready hero images
PepsiCo: mobile ready hero images
Danone: Mobile ready hero images
Our joint vision

a better SHOPPING EXPERIENCE across all screen sizes
<table>
<thead>
<tr>
<th>Criteria</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Number of Brands live?</td>
<td>BRAND ADOPTION</td>
</tr>
<tr>
<td>2. Retailers using?</td>
<td>RETAILER ADOPTION</td>
</tr>
<tr>
<td>3. Countries using?</td>
<td>GEOGRAPHIC ADOPTION</td>
</tr>
<tr>
<td>4. Multipack solution?</td>
<td>VERSATILITY</td>
</tr>
<tr>
<td>5. Visually Consistent Category Solution?</td>
<td>Yes</td>
</tr>
<tr>
<td>6. Proven in Quantitative Study with &gt;100 shoppers?</td>
<td>TESTING RIGOUR</td>
</tr>
<tr>
<td>7. Visual Acuity test with Cambridge pass?</td>
<td>SHOPPER CENTRIC?</td>
</tr>
<tr>
<td></td>
<td>Yes</td>
</tr>
<tr>
<td>7. Guidance adopted by other suppliers / competitors?</td>
<td>OPEN SOURCE?</td>
</tr>
<tr>
<td></td>
<td>Yes</td>
</tr>
<tr>
<td>8. Proven Uplift in Retailer.com AB tests?</td>
<td>Yes</td>
</tr>
</tbody>
</table>

8 CRITERIA
This isn’t religion - it’s design.

Disagreements will happen as we work to an industry standard.

The main thing is we keep learning, keep making things better for people wanting to use their mobile for online shopping, And we make decisions using data rather than opinion on what works.