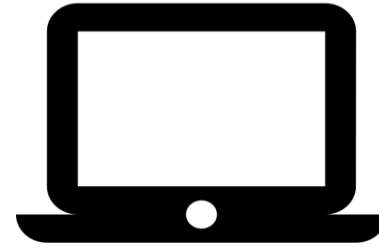


Deliver a better SHOPPING EXPERIENCE across all screen sizes

Why Unilever & Cambridge co-created Mobile Ready Hero Images

Oliver Bradley @eCommerceULVR





 **COMMERCE**



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**



1

What is a **mobile**
ready hero image ?



 **COMMERCE**





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



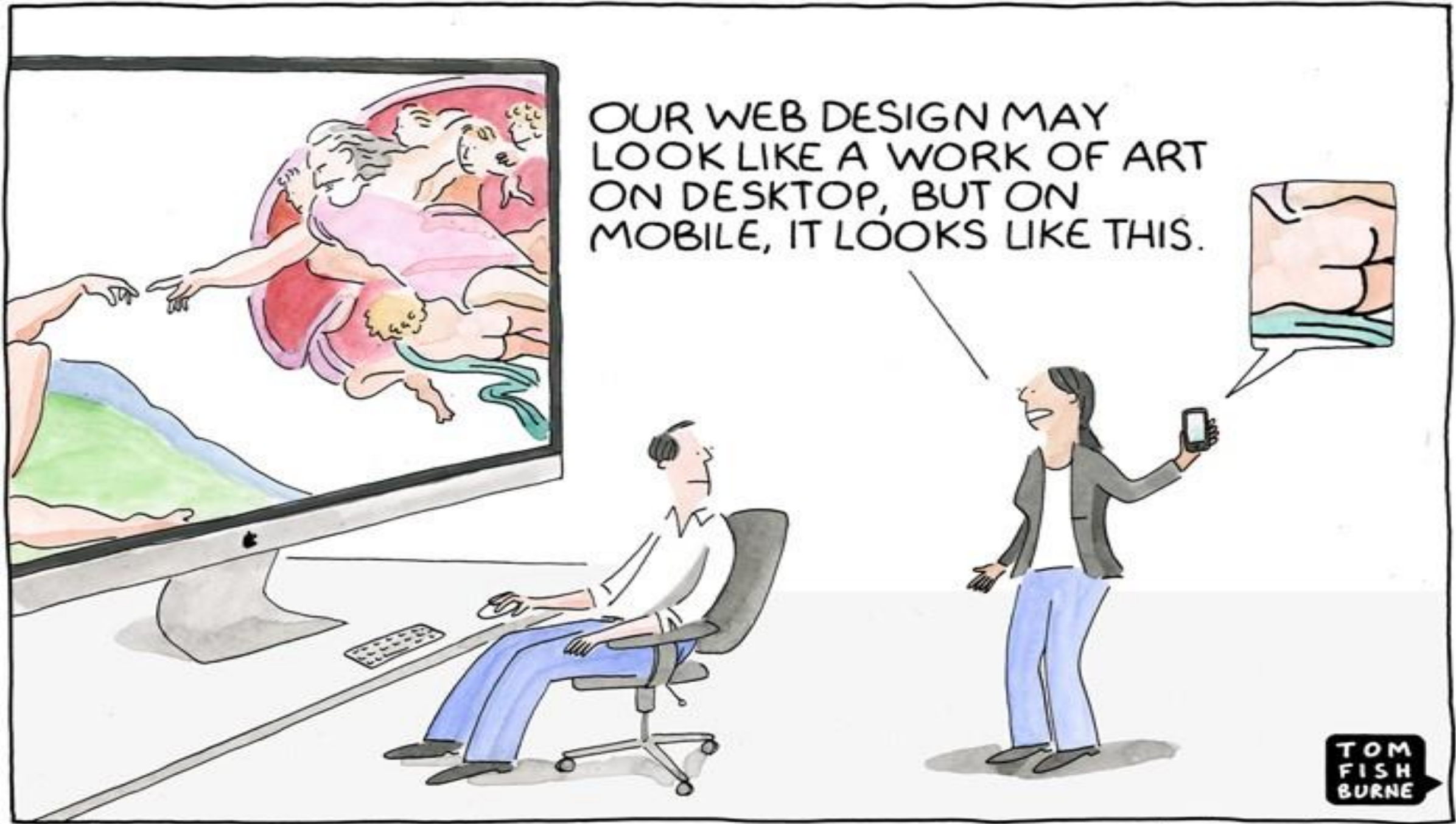
- 1. BRAND**
- 2. FORMAT**
- 3. VARIANT**
- 4. PACK COUNT / SIZE**

2

Why does CPG need better ecom images?

Thanks to mobile, "I'm going shopping" has evolved to "I'm always shopping."





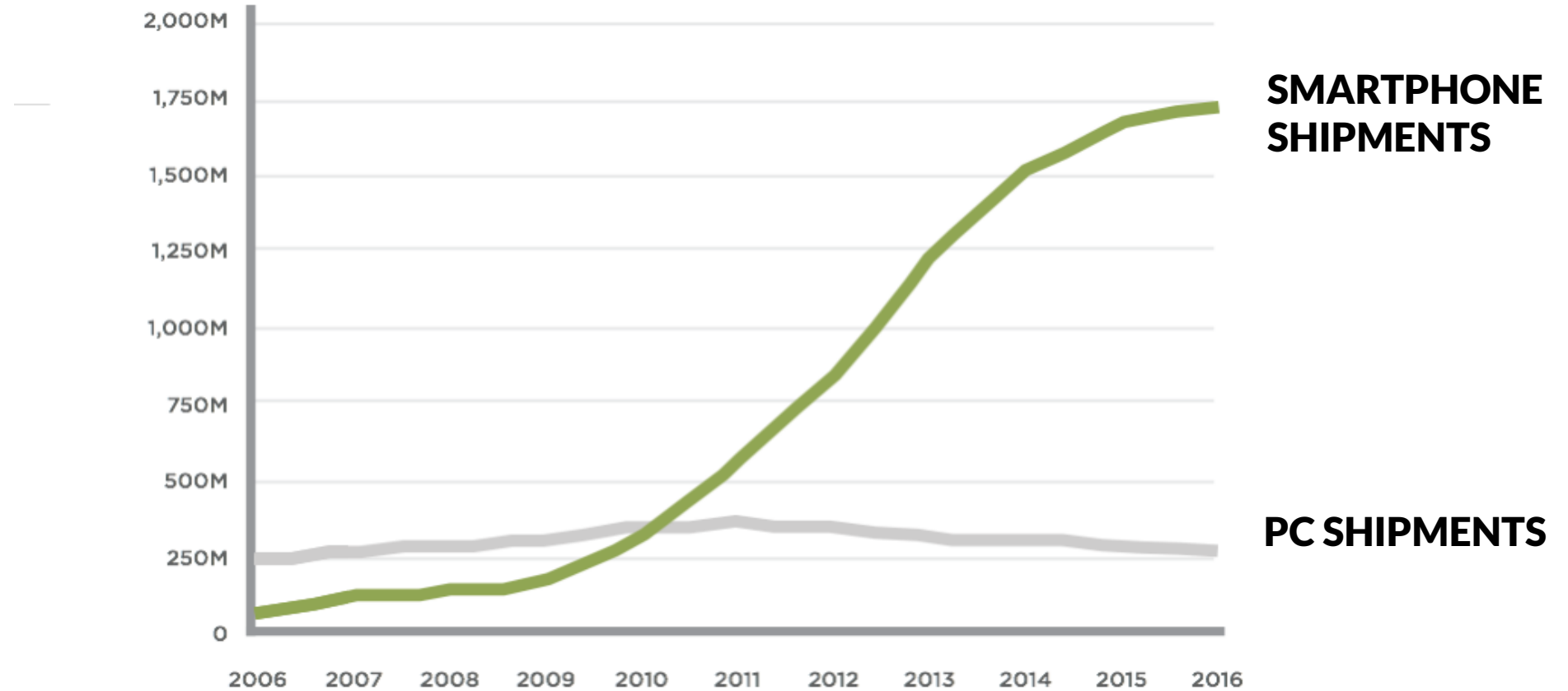
OUR WEB DESIGN MAY
LOOK LIKE A WORK OF ART
ON DESKTOP, BUT ON
MOBILE, IT LOOKS LIKE THIS.

TOM
FISH
BURNE

Shoppers adopt smartphones

as their primary connected device: Smartphone vs PC

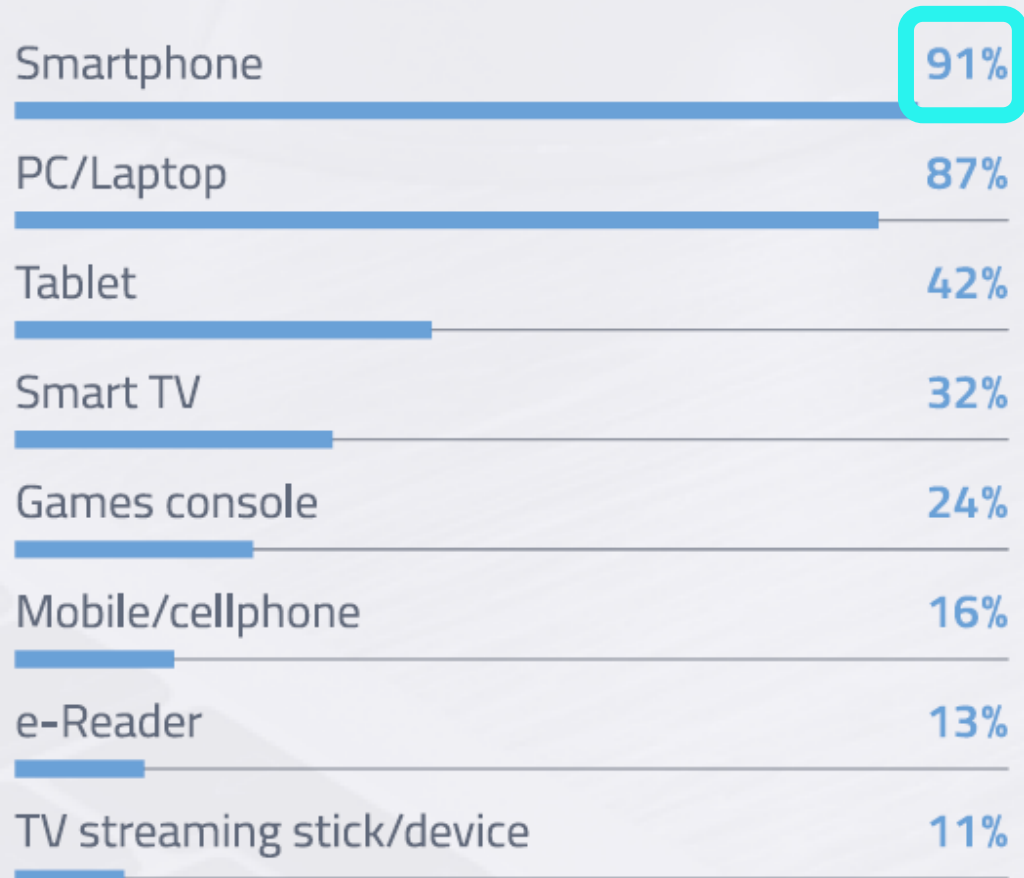
Worldwide Device Shipments



91% adults own a smartphone - 2017

DEVICE OWNERSHIP

% WHO PERSONALLY OWN THE FOLLOWING DEVICES



SMARTPHONE OWNERSHIP BY REGION & DEMOGRAPHICS

% IN EACH GROUP WHO OWN A SMARTPHONE

16 to 24	94%	Asia Pacific	93%
25 to 34	95%	Europe	86%
35 to 44	92%	Latin America	93%
45 to 54	84%	Middle East & Africa	95%
55 to 64	73%	North America	84%
Female	90%		
Male	91%		

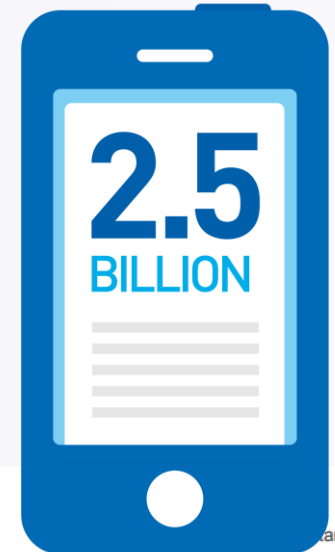
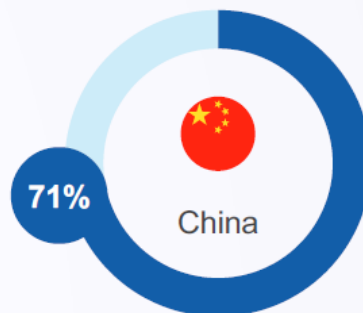
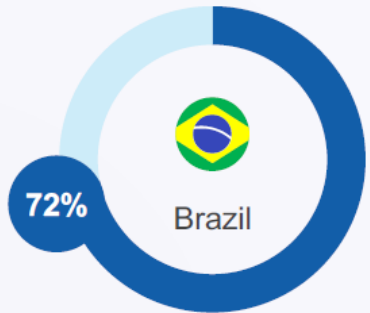
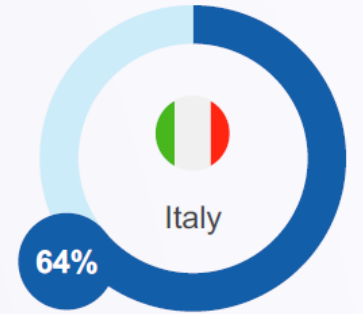
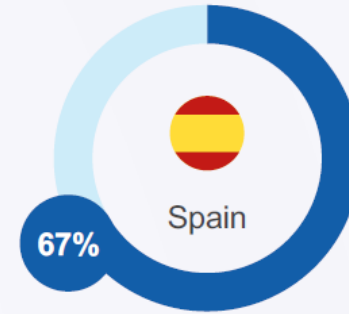
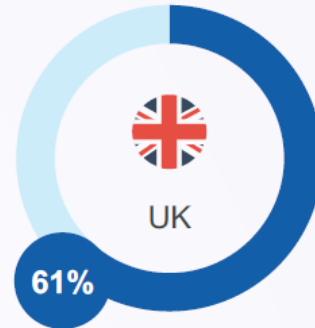
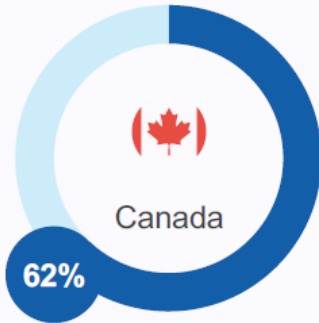
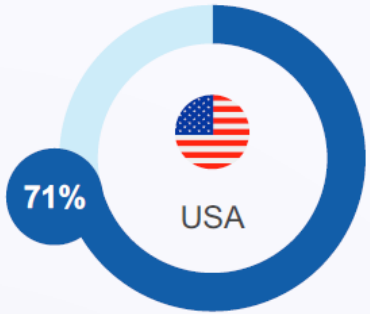
Mobile Dominates Screen Time

“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



The m-commerce conversion gap (& what's causing it)

Reasons given for not converting



Cannot see
product detail



Navigating
is difficult

3

ONLINE

Shopper Truths



COMMERCE



Online Shopper Truth #1

“Retailer.com traffic & transactions have both become mobilefirst”

eCom becomes **Mobile First**



Benedict Evans 

@BenedictEvans

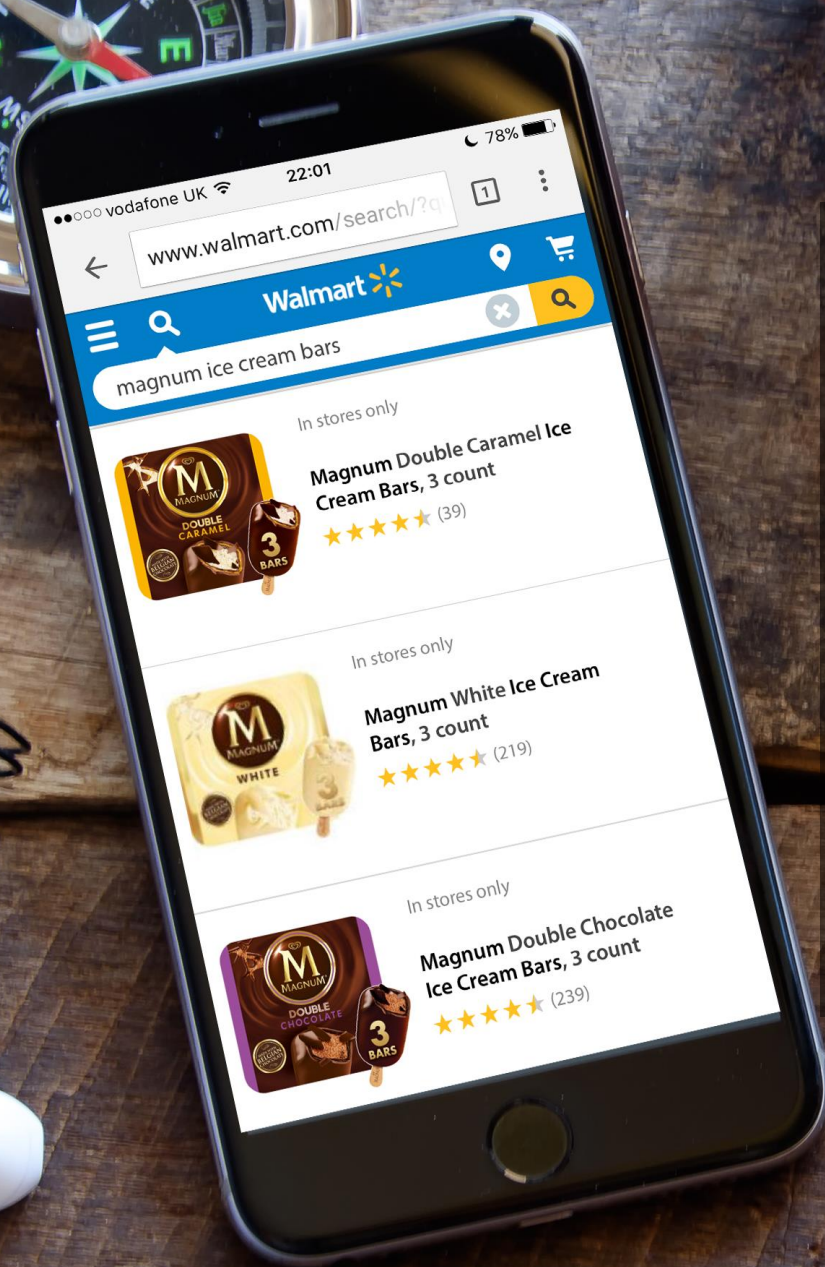
Major UK online-only retailer: 75% of traffic and 65% of revenue is mobile ('mostly iOS'), desktop traffic falling multiple points a year

8:17 am · 03 Oct 17

28 Retweets **46** Likes

Online Shopper Truth #2

“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

Online Shopper Truth #3

“Most people shop online to save time, because its more convenient”

Online Shopper Truth #4

“Our brains process images 60,000x faster than reading text”

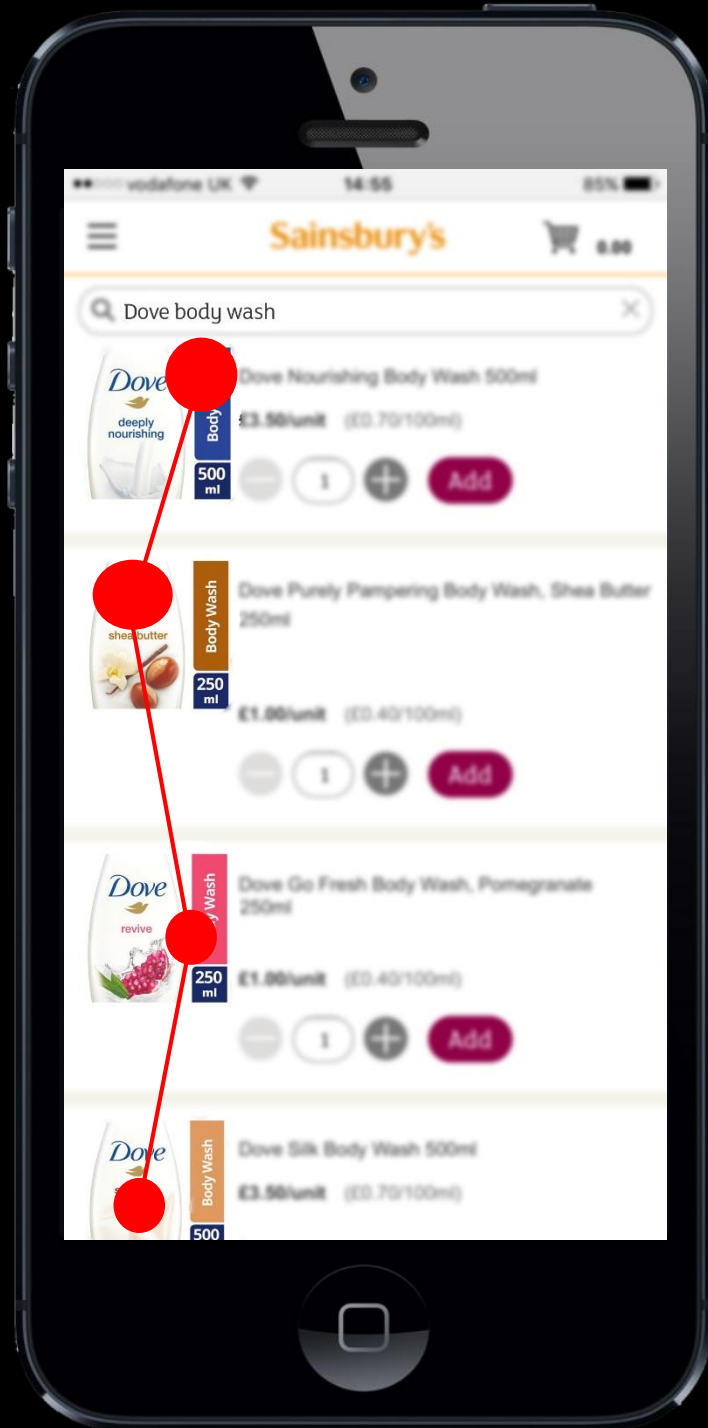


Eye tracking on mobile shows

AVOID reading

VISUALLY SCAN images

IGNORE most other text



Online Shopper Truth #5

“Majority of EU Shoppers shop across devices and find *mobile more convenient as its always on them*”

4

HERO IMAGES

meet shopper needs



COMMERCE



**What 4 Things
Do Online
SHOPPERS
Need to Know
to Successfully
Choose the
Right Product
On Any Device?**

YES



NO



1. BRAND



2. FORMAT



Dove



4^{x100g}
BARS



beauty
cream bar



3. VARIANT



Body Wash

250 ml



4. SIZE



Shower Gel
250 ml

- **What is the brand?**

maybe

- **Is it shampoo or conditioner?**

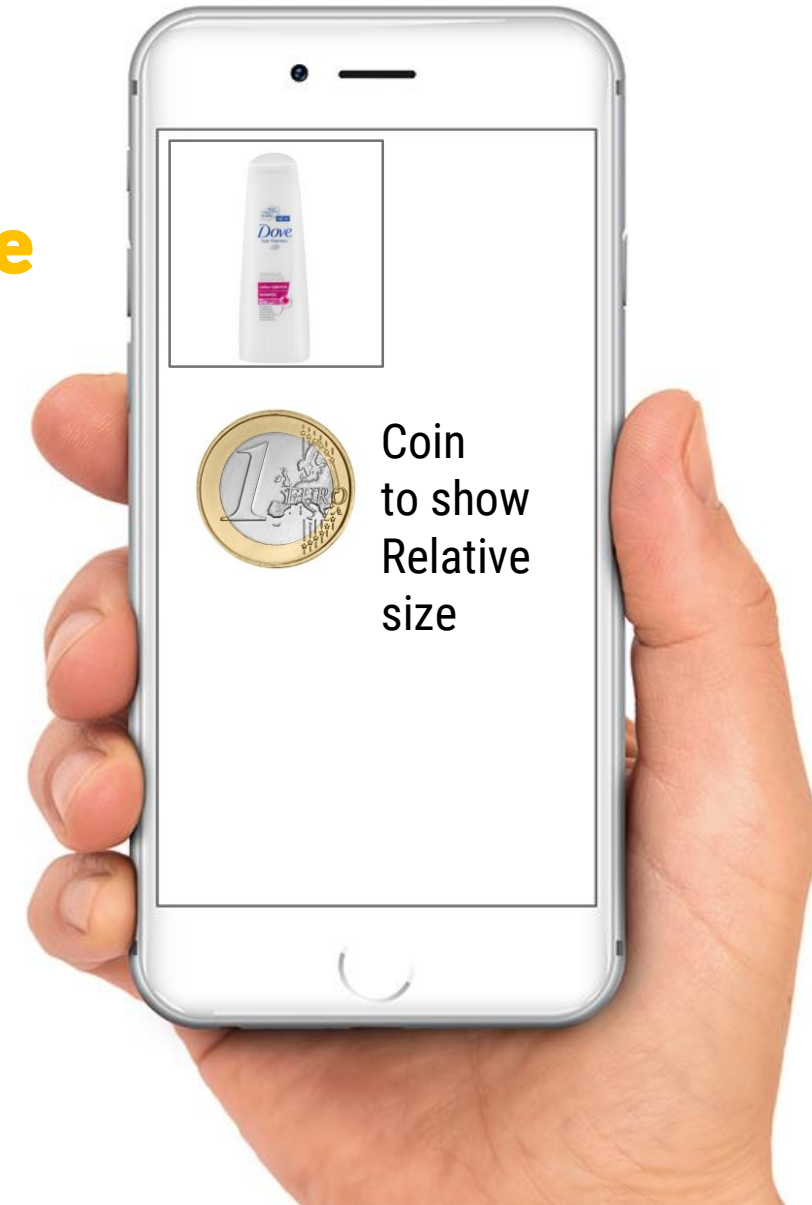
- **NO**

- **Intensive Repair or Colour Care?**

- **NO**

- **Is it 400 ML or 250 ML?**

- **NO**



• **What is the brand?**

- **YES**

• **Is it shampoo or conditioner?**

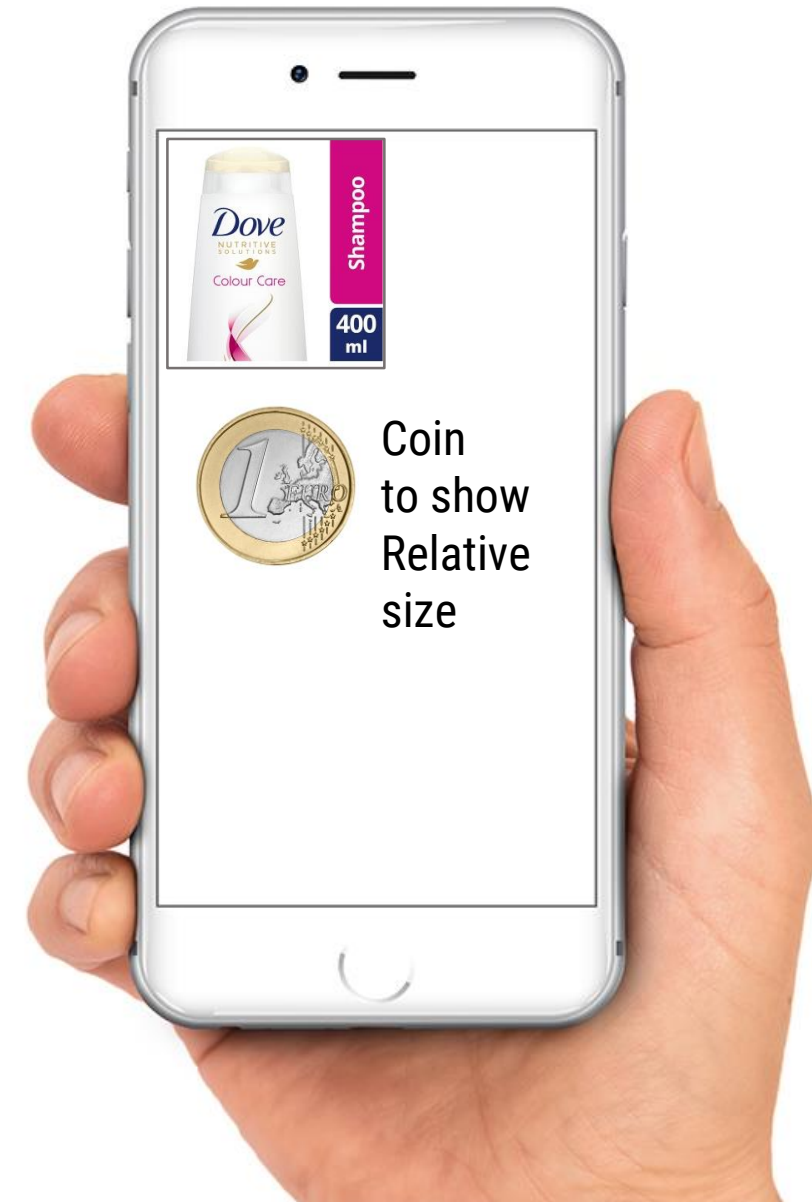
- **YES**

• **Intensive Repair or Colour Care?**

- **YES**

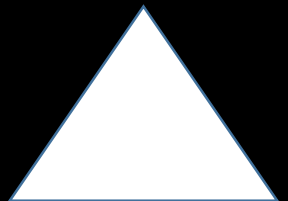
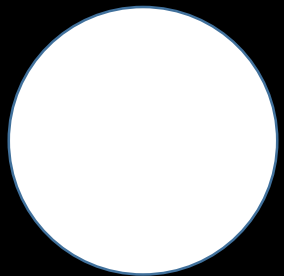
• **Is it 400 ML or 250 ML?**

- **YES**

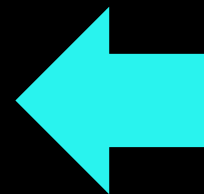
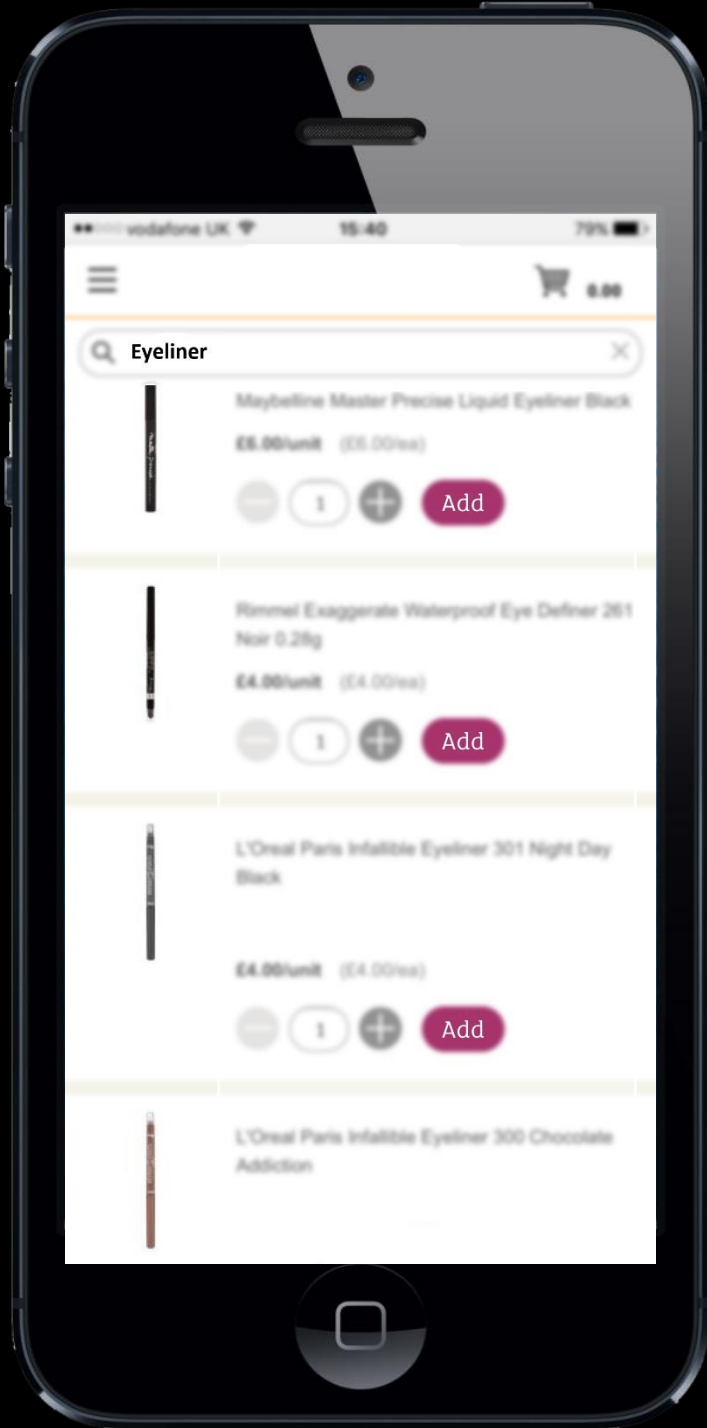




NOT all packs
are square...



What brand?



Maybe it's Maybelline?



IMAGE SIZE

Laptop
45mm



Tablet
23mm



Mobile
15mm

**Finding
Your Eyeliner
should not cause
eye strain**

What is an **inclusive design** audit?



UNIVERSITY OF
CAMBRIDGE

What % could...

Inclusive Design target: >75% of UK adults

Recognise BRAND

96%

Determine FORMAT

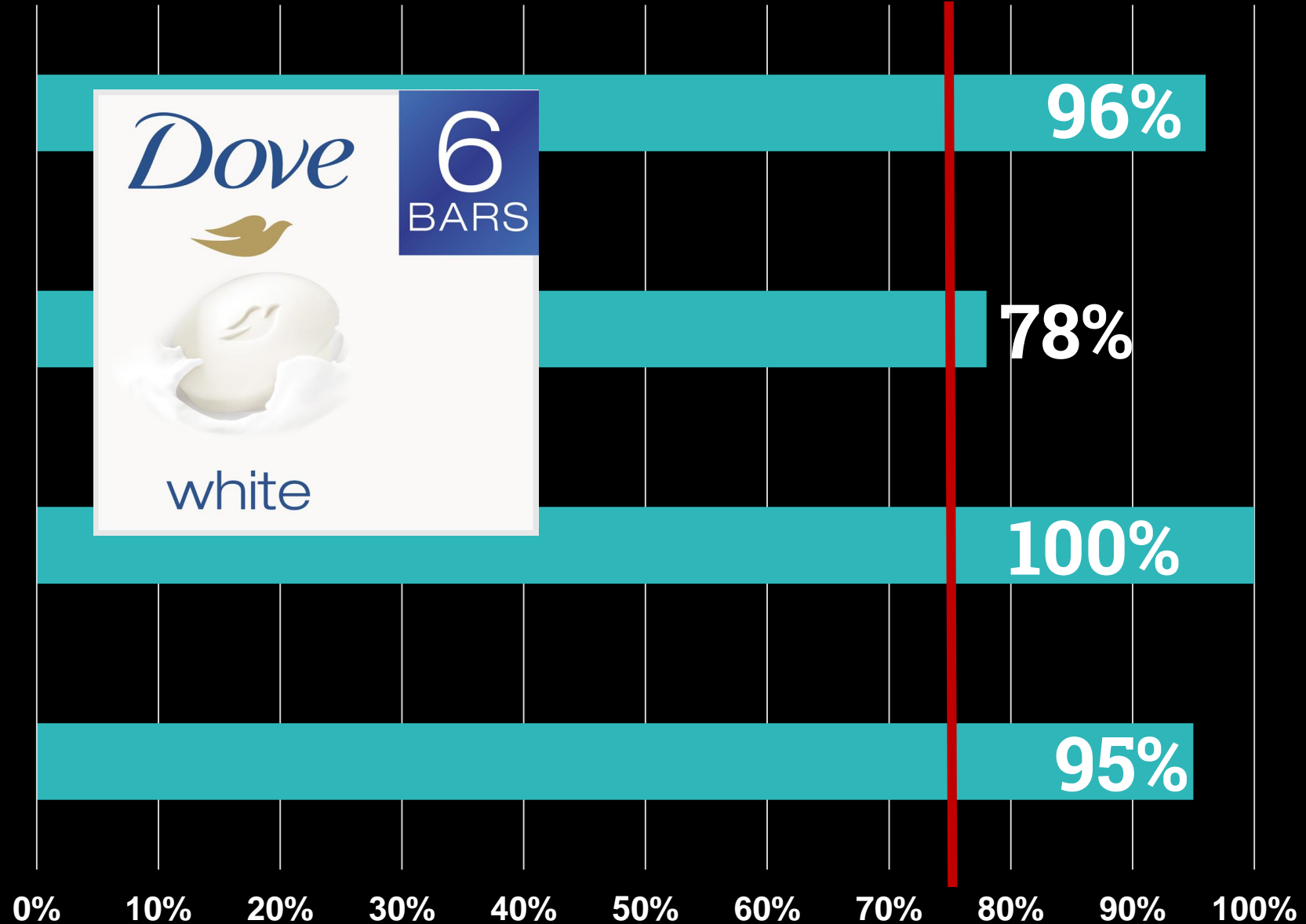
78%

Recognise VARIANT

100%

Read SIZE / Pack Count

95%



Inclusive Design target: >75% of UK adults

What % could...

Recognise BRAND

86%

Determine FORMAT

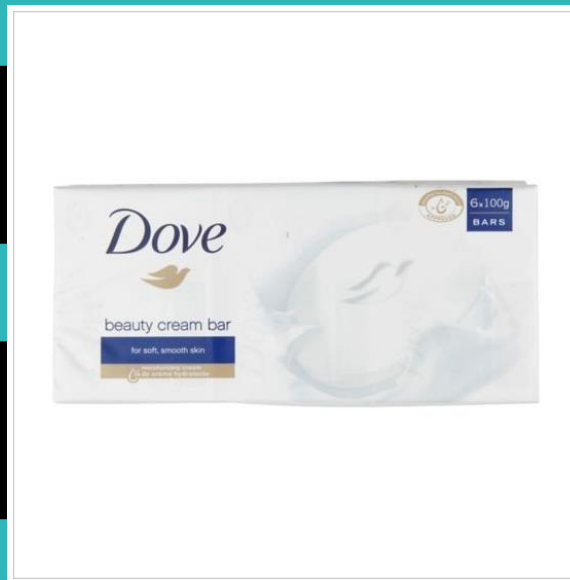
50%

Recognise VARIANT

90%

Read SIZE / Pack Count

0%



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

5

HERO IMAGES

meet retailer needs



COMMERCE



Helping shoppers “see” our ice cream tastes awesome (& find their flavour fast)



before



after

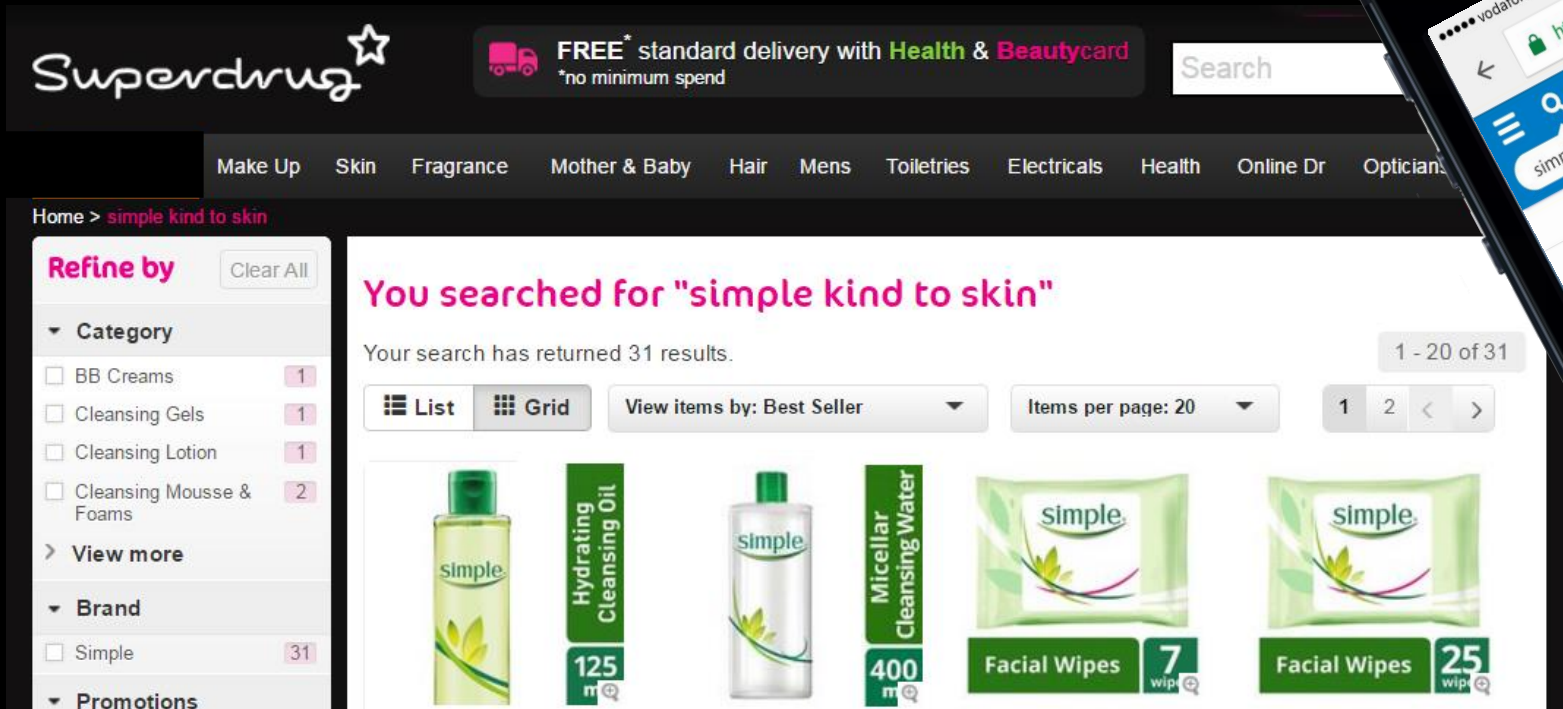


3.6%*
lift

*test with Retailer C

A **SIMPLER** experience across all screen sizes

19.6%
lift
A/B test*



*A/B split test with Retailer D

Shoppers can see “What’s inside”

before

after

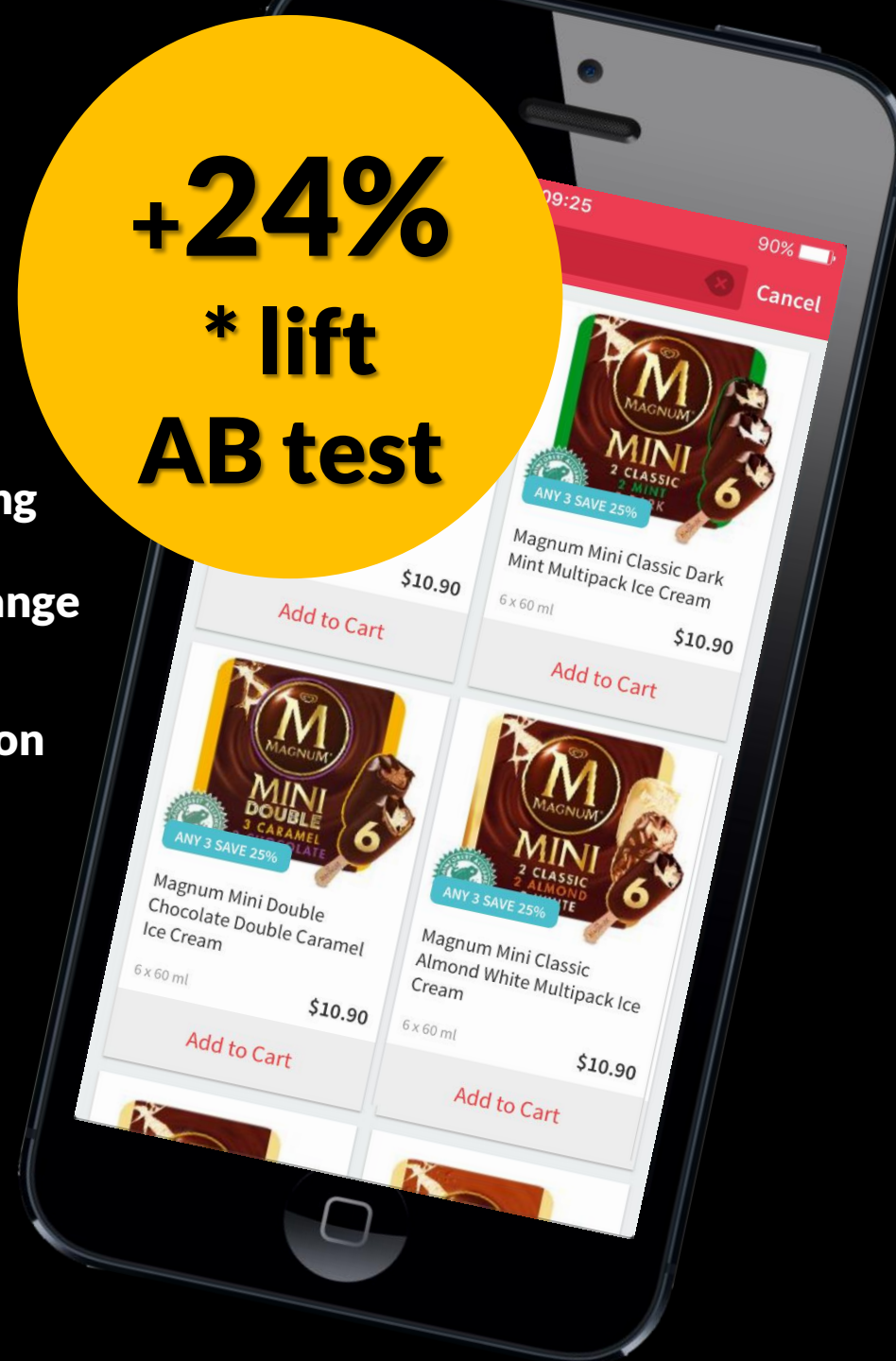


Bigger branding

Clearer sub-range

No confusion on
no. of each

+24%
*** lift**
AB test



*A/B split test with Retailer B

We open sourced a category led solution



UNIVERSITY OF CAMBRIDGE



S1 Full-square



© Unilever

S2 Size only



© Unilever

S3 Landscape with stripe



© Unilever

S4 Portrait with stripe



© Unilever

Files available to download for free

The following files are made freely available for commercial use, including modifying attribution.

Place image here



[Download photo shop template \(v1\)](#)

You may also want to [Download the Open Sans font](#)

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.

M1 Item pull-out



© PepsiCo

M2 Quantity on item pull-out



© Unilever

M3 Item pull-out plus size box



© Unilever

M4 Number and size of items (not variety packs)



© Unilever



[Download Illustrator source files for laundry assets \(v1\)](#)



35 countries

73 retailers

6

Not just a

Unilever thing...



COMMERCE



Bayer: mobile ready hero images



Beiersdorf: mobile ready hero images



GSK: mobile ready hero images



Multi-Action

75 ml



Extra
Freshness

75 ml



Original

75 ml



Whitening

75 ml



Original

75 ml



Extra Fresh

75 ml



Daily
Protection

75 ml



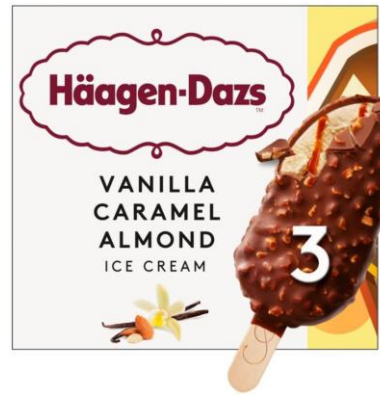
Extra Fresh

75 ml

Kimberly Clark: mobile ready hero images



General Mills: mobile ready hero images



Kellogg's: mobile ready hero images



Reckitt Benckiser: mobile ready hero images



All in 1
55
TABS



CONDOMS
3



Multi Pack



Pre-treat
375
mL



ANTISEPTIC LIQUID 5ltr



Multi Pack



CONDOMS
12



CONDOMS
12



Pre-treat,
in-wash & soak
2kg

Nestle Purina: mobile ready hero images



Mars Petcare: mobile ready hero images



J&J: mobile ready hero images



P&G: mobile ready hero images



L'Oreal: mobile ready hero images



Shower
300 ml



Anti-Perspirant
250 ml



Anti-Perspirant
50 ml



Shower
300 ml



Anti-Perspirant
250 ml



Anti-Perspirant
50 ml



Shower
300 ml



Anti-Perspirant
250 ml



Anti-Perspirant
50 ml



Conditioner
250 ml



Shampoo
250 ml

Mars: mobile ready hero images



Fruits

200g



Fruits

110g



Snakes

180g



Party Mix

180g



Sharepack

216
gram



Large Pouch

305
gram



Sharepack

216
gram



Sharepack

216
gram

Mondelez: mobile ready hero images



Original

9
Triple Packs



Milk
Chocolate

10
Snackpacks



Milk
Chocolate

350
gram



70%
Dark Orange

100
gram



12
Treats



Original

250
gram



Sweet Chilli

250
gram



12
Sticks

Kraft: mobile ready hero images



Original

525 gram



Crunchy
Peanut Butter

500 gram



Smooth
Peanut Butter

200 gram



Deluxe

3 serves



Tomato
Ketchup

1.35 kg



Cheddar

250 gram



Light

250 gram



Cheddar

500 gram

Nestle: mobile ready hero images



Mocha
10



Latte
10 Pack



Vanilla Latte
10 Pack



Cappuccino
10 Pack



500 gram



150 gram



Original
200 gram



Original
100 gram



PepsiCo: mobile ready hero images



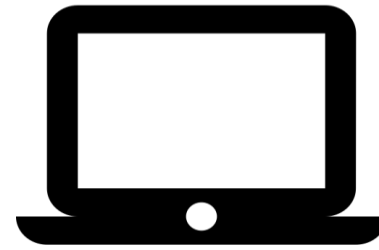
Danone: Mobile ready hero images



Our joint vision

a better SHOPPING EXPERIENCE

across all screen sizes



<http://ecommerce.inclusivedesign toolkit.com/>

GS1 Industry Standards



- 200+ ✓
- 73 ✓
- 35 ✓
- Yes ✓
- Yes ✓
- Yes ✓
- Yes ✓
- Yes ✓
- Yes ✓
- Yes ✓

1. Number of Brands live? BRAND ADOPTION
2. Retailers using? RETAILER ADOPTION
3. Countries using? GEOGRAPHIC ADOPTION
4. Multipack solution? VERSATILITY
5. Visually Consistent Category Solution?
6. Proven in Quantitative Study with >100 shoppers? TESTING RIGOUR
7. Visual Acuity test with Cambridge pass? SHOPPER CENTRIC?

(Brand, Format, Variant, Size from 1m away 23mm image)
7. Guidance adopted by other suppliers / competitors? OPEN SOURCE?
8. Proven Uplift in Retailer.com AB tests?

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