

6 Ways You Can Leverage Virtual Now for Retail Planning

There has never been a more important time to understand how 3D technology can change the way we work. Virtual testing gives retail and brand teams a way to continue their learning plans, and help them navigate the New Normal of in-store planning.



While the priority for brands and retailers today is making sure items are stocked and that the supply chain is healthy, there are actually many opportunities to leverage virtual to improve strategies and work smarter:

1

CRISIS MODE TESTING

Virtual research can accurately capture the changes in behavior in store happening at a given point in time, and repeated tests can capture how this behavior is evolving.

- We can address changes through our surveys and sampling methods to help mitigate abnormal sampling and shopper behaviors.
- We can get accurate behaviors using virtual research right now with these extra measures, which in turn helps you understand shopper behavior both today, as well as what that might look like down the road.

2

VIRTUAL CATEGORY LINE REVIEW

We can't gather large groups right now to review a new POG or category strategy in person. But we still need to be thinking about these things, so our categories are ready to thrive as we return to the world as we know it.

- Virtual simulations can provide everything you need to ground your audience from a distance.
- Give them an in-depth look at proposed category changes.
- Get feedback and quickly iterate as necessary.

3

VIRTUAL LEARNING PLANS

We have proactively fielded research on research that shows that we can get shoppers to behave similarly to how they did previous to the Covid-19 crisis. This means that for your team's shopper research learning plans, ICS can:

- Effectively help you understand the impact of your strategies on arrangement, assortment, signage, displays, pricing, promotions, placement, and other in-store questions.
- Consult with you on how to use virtual store research to effectively address your learning plans both now and in the future.

4

CHALLENGER OPPORTUNITIES

Virtual has always facilitated opportunities for **challenger brands** to get ahead through better collaboration and presentation capabilities, but today there is an even greater opportunity for challenger brands to plan ahead.

- The current state of flux could present a unique chance to catch the attention of retail partners.
- Challengers can leverage quick, cost-effective virtual research to get a jump on in-store strategies, and prove their value using data-backed recommendations.

5

SOURCING

Virtual conferencing has replaced face-to-face meetings for now—so what does that mean for sourcing?

- Even when business travel resumes, companies will have to be smart about how they are spending their money.
- We can render 3D product images, allowing sourcers and buyers to virtually continue with their tasks without the need for travel.

6

TRAINING

The ability to train retail workers in a VR setting will ramp up significantly during this crisis and even after it subsides.

- VR headsets and training tools allow retailers to onboard staff as this crisis continues.
- Includes new retail hires and new field sales staff—anyone that needs to be immersed in the store.
- We can help retailers and brands tailor the actual store space to conduct operational training in a safe learning environment.

WE ARE INCONTEXT SOLUTIONS

InContext Solutions is the **global leader in 3D simulation software for retail**. First to market, we've built and honed our expertise by boldly challenging the traditional processes that have been in market for years. The data speaks for itself, we currently work with the top brands and retailers across the globe as they look to stay competitive and relevant in a rapidly changing landscape.

Our aim is to drive ideas and innovation with a platform that enables teams to **ideate, evaluate, and activate at speed, scale, and cost**.

FOR MORE INFORMATION,
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