Condiment Manufacturer Increases Sell-Through by Enhancing Messaging in VR

THE CHALLENGES

- **Need to optimize a new food channel program** to avoid costly in-market trial and error.
- **Uncertainty on which brand messaging would resonate** with shoppers and convey value.
- **Lack of optimal assortment** to balance hero SKUs, flavors, and package sizes for max impact.
- **No data-backed display placement** to ensure the program captured attention and conversions.

THE SOLUTION

Studio: Design with Confidence in 3D, Validate Displays using VR Research

Planogram and Signage Display Creation: The condiment manufacturer uploaded their signage concept imagery into Studio to quickly build three different messaging displays. Each display was paired with a corresponding assortment mix developed using the Studio 3D product library.

Store Experience Research and Testing: Within the Studio Walmart lab environment, these virtual displays were strategically placed at various locations throughout the grocery trip to simulate real-world scenarios for the VR research participants.
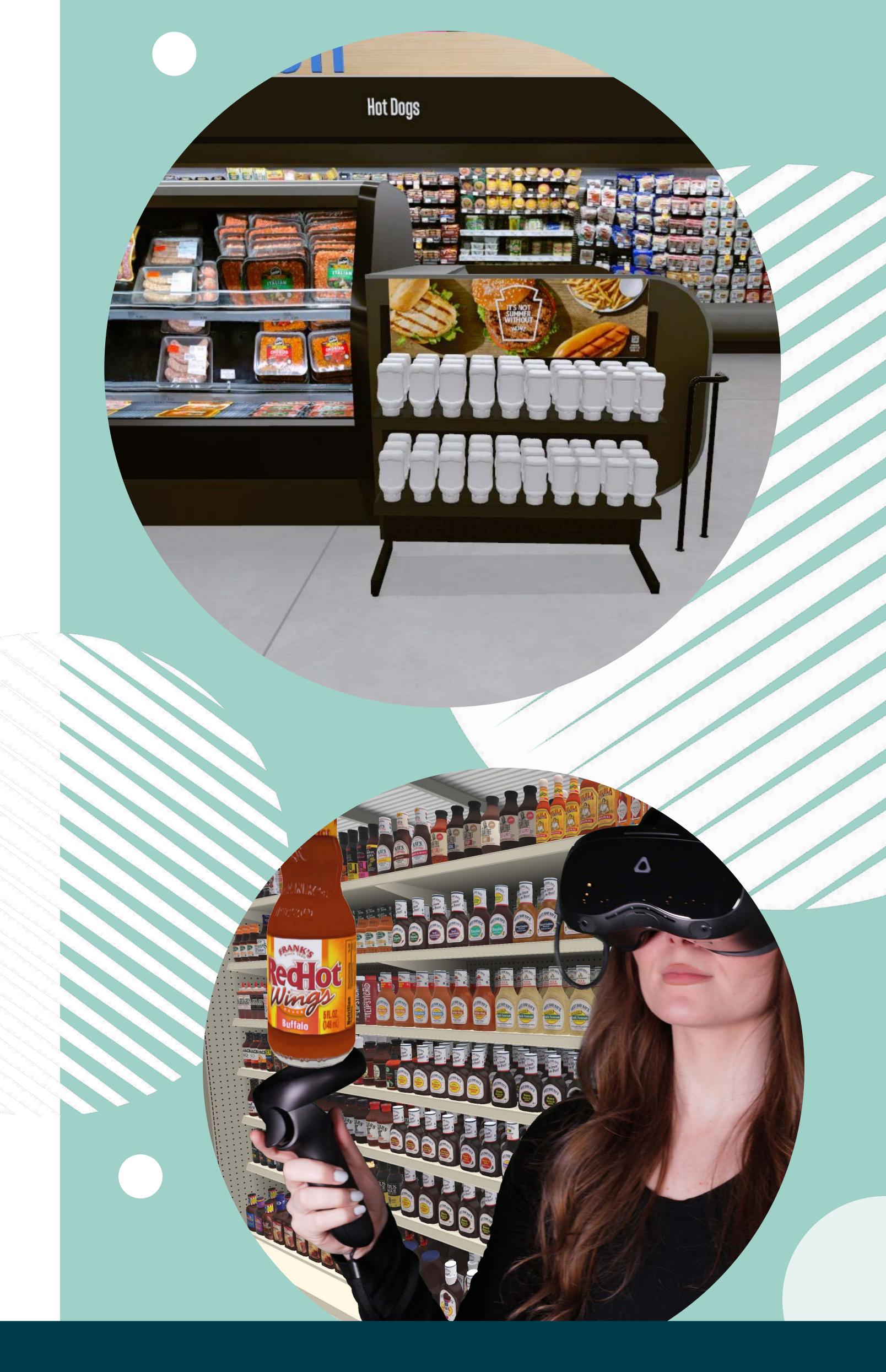
Data Analysis and Visualization: By leveraging VR eye-tracking capabilities for predictive analysis and consumer feedback, the manufacturer was able to evaluate the performance of different messaging, assortment, and placement options to identify the most impactful combination.

THE RESULTS

By utilizing Studio for 3D display concepting and VR shopper research testing, the manufacturer:

✅ **Identified the strongest messaging and assortment mix** through predictive analysis and virtual testing, selecting the combination that resonated best with target shoppers.

✅ **Optimized display placement instore** by pinpointing locations that delivered the highest conversion rates.

✅ **Improved program sell-through by 6%** compared to alternative options by aligning messaging, assortment, and placement around shopper response.

✅ **Maximized return on investment** and validated the value of VR for program optimization before production.

LOOKING AHEAD

By leveraging **Studio** to test messaging, assortment, and placement in VR before production, the condiment manufacturer built a repeatable, data-driven approach to program design. Going forward, they can apply the same virtual framework to future promotions, seasonal programs, and new products. This reduces risk, accelerates decision-making, and maximizes sell-through before hitting the shelves.

OPTIMIZE YOUR NEXT DISPLAY BEFORE IT HITS THE STORE

Ready to move beyond messaging guesswork? Book a demo to see Studio use VR to test messaging, assortment, and display placement, so you can launch programs that unlock ROI from day one.