



A Leading CPG Brand Reinvents its Grocery Aisle Experience



THE CHALLENGES

- **Complex food category organization** needing simpler assortments and clearer in-aisle clarity.
- **Limited shopper engagement** due to an unintuitive and difficult to navigate aisle experience.
- **Low purchase inspiration** as the aisle fails to highlight product variety or new usage occasions.
- **No data-backed validation** to support the project and secure retailer buy-in for implementation.

THE SOLUTION

Studio: Design with Confidence in 3D, Test Realistically Using VR Research

Planogram Creation: The 3D product library was updated with current category packaging, and VR planogramming was used to create two leading aisle design concepts alongside the current state.

Virtual Shopping Study: The aisle concepts were tested in immersive VR, where participants navigated a life-size virtual store, viewed signage, and completed guided shopping scenarios with product purchases.

Data Analysis & Visualization: Consumer testing captured shelf and product eye tracking, dwell time, path navigation, and purchase metrics. Heatmaps and reports revealed which aisle concept performed best and identified elements to refine or remove.

VR Cost Savings

The analysis revealed several design elements had little impact on shopper behavior or category lift. Removing these features created a **cost-saving opportunity of \$370K** for in-store implementation.

The result?

Elements from the winning concept were removed without impacting sales performance, reducing overall execution costs.

THE RESULTS

By utilizing Studio for 3D store planning and concept testing in VR, the brand:

- ✔ **Quickly validated the winning concept** through virtual testing, enabling confident design decisions before costly in-store investments.
- ✔ **Delivered a +3.5% category lift** versus the current state, proving the power of the new aisle design.
- ✔ **Demonstrated the ROI potential of VR Store Planning** with clear, data-backed results that built retailer confidence and accelerated approval for rollout.



LOOKING AHEAD

Through close collaboration between a leading CPG brand and its U.S. retail partner, Studio enabled the teams to identify the most effective design concept for aisle reinvention. By leveraging **Studio** and conducting immersive virtual shopping tests, they pinpointed the winning concept, quantified its category impact, and uncovered cost-saving opportunities before implementation. This project highlights the power of virtual reality to inform design decisions, drive category lift, and optimize resources for enhanced retail experiences.

ACCELERATE YOUR NEXT CATEGORY TRANSFORMATION

Ready to reinvent your aisle? [Book a demo](#) to see how Studio empowers CPG teams to validate designs, drive sales lift, and deliver ROI before rollout.