

PREDICTING WHICH PRODUCT DESIGNS DRIVE THE HIGHEST REVENUE

Identifying Designs through Emotional Responses

THE CHALLENGE

Mimoco, maker of designer USB flash drives, competes globally for the gadget-obsessed tech consumer. As choices multiply for this highly desirable target market, tech companies must rigorously evaluate a product's sales viability before introducing it to the mass market. Faced with a multitude of potential design concepts for its Pop Art MIMOBOT flash drives, Mimoco needed to accurately identify designs that consumers would buy.

THE SOLUTION

Nielsen Consumer Neuroscience* measured emotional responses to current designs through biometrics and eye tracking, and then guided design choice by pinpointing features which consistently generated the strongest emotional responses.

THE RESULTS

Mimoco created best practices for determining which concepts would move into production by leveraging Nielsen's insights.

Nielsen was first able to prove that stronger emotional responses correlated to designs with higher sales. Mimoco was then able to quickly and efficiently identify winning designs. These best sellers increased profits, improved sales, and reduced slow-moving inventory.

* Study conducted by Innerscope Research, now Nielsen Consumer Neuroscience.

SHOPPER CASE STUDY



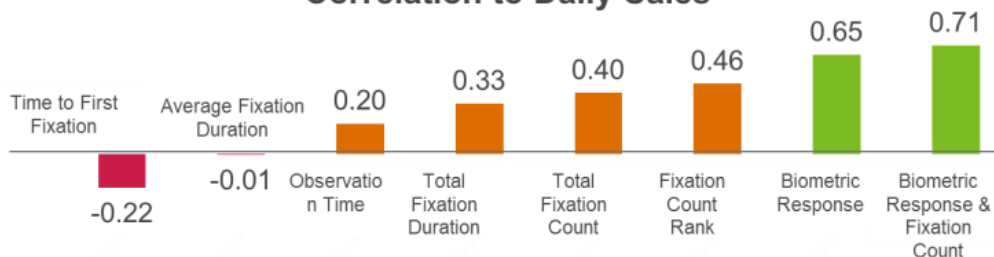
HIGH EYE TRACKING & BIOMETRIC PERFORMERS



LOW EYE TRACKING & BIOMETRIC PERFORMERS



Correlation to Daily Sales



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