

1. MAKE SHOPPING MORE VISUAL - How can retailers and brands collect & display more visual content to improve shopping experience? (VISUAL)

- **Videos Submission - (VIDEOS)**

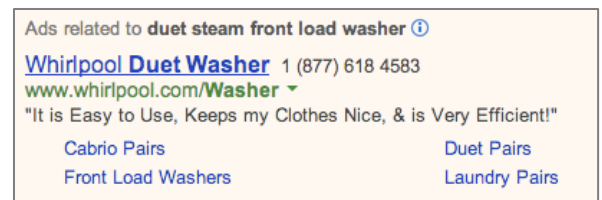
- In the age of u-tube, consumers crave video, but there are some challenges that brands and retailers need to overcome to create high quality videos from the masses. [Tastemade](#) has attempted to solve this by having stock music in the background, dividing the video creation process into specific bite size chunks, etc. Download their app and try it out. Simple as can be. How can brands and retailers do this better? A few other bits of consumer research to frame your thinking. Consumers:
 - prefer videos that are 45 seconds to a minute
 - want videos from both consumers and brands
 - get turned off if they see one bad video because of the time consumed and the risk that the next video is just as bad
 - like videos that span the gambit – reviews, product in use, tutorials, tips and tricks, informational, etc.

- **Photos Everywhere - (PHOTOS)**

- **Best Buy** - “Thousands of user-generated images have been uploaded by our customers via review submission, but are locked into the customer reviews tab by use of the media gallery. We believe that having the ability to display these images throughout the site via a self-contained widget that can be easily styled to our brand-guidelines would be highly beneficial in attracting interest and increasing conversion”
- Other client examples [PDPs](#)

2. MAKE SHOPPING MORE SOCIAL - How can we make shopping more social? (SOCIAL)

- **Rethink category & landing pages (CATEGORY)**
 - **Best Buy** “We believe there is relevance to allowing customers to shop by customer-generated images and reviews within a given category. Similar to the Patagonia [Shop by Reviews](#). We see a testable capability that if dropped into the right location on BestBuy.com would deliver a surprise & delight option for customers. The solution can be category based or landing page based and would display either a mix of product reviews with and without imagery, or just those that include an image or video upload from a product in that category. Two Pinterest-esque examples are [Nikon](#) & [Samsung](#) but with a focus on the review writer’s own experience and imagery associated with that product.”
 - “This pet food brand does not have a rapid, cost effective way to create custom landing pages integrating ratings and reviews. There are many services out there to create landing pages, but for a high cost, emotional purchase like pet food, the ratings and reviews component can tip the scale to make the sale.”
 - Other client examples: [Splash pages](#)
- **Social Ads - How do we make ads more social & authentic (ADS)**
 - Leveraging photos, videos, tweets, and review snippets – how can brands and retailers integrate those into existing advertising channels to increase return on ad spend? There are multiple advertising changes to consider (e.g. paid search, display, retargeting, video, etc.)
 - One example
- **In-Store - How can we take UGC in-store? (INSTORE)**
 - **Macys** – Improve the link between in-store and online shopping experiences (including aggregate displays of reviews and better showcasing features and attributes)
 - Major Brand - “We’d love to have a digital presence in the shopping aisle to allow consumers to seek the review content/etc. they need to help make a purchasing decision. We feel that we could find a retailer who’d partner with us and test bringing this type of technology/content to aisle to see if it would help us grow category sales.”
 - Major retailer - Here is one idea that has been proposed that leverages existing LCD screen infrastructure that does not require “power drops”



3. FIND THE RIGHT PRODUCT - Help me find the right product (PRODUCT)

- **Product Comparisons / Recommendations (RECOMMENDATIONS)**
 - **Dove** - How to use social to help consumers find better products (product comparison, recommendations, derive segmentation)
 - Product comparisons don't distill social data at all or [all that effectively](#). How can a retailer or brand do this better?
 - [Selfie Recommendations](#) – how can a retailer or brand do this better and at scale?
- **Derive Segmentation (SEGMENTATION)**
 - Major cosmetics brand - "Brand wants to use their Ratings and Reviews to better understand their consumer's life stages, and what specific products they are using in each life stage and any similarities /trends in sentiment within each life stage. Given a set of Trigger words, the brand wants to map each review and hence user to a specific life stage."
- **Summarize Content More Effectively (SUMMARIZATION)**
 - **Macy's** - "Instead of relying on marketing copy to provide relevant information, allow other consumers to be the voice of product features, such as fit, size, color, etc. Many customers already reference product attributes within the reviews, but not all potential customers will read through 20+ reviews to find this information. Instead, they want to see a snapshot of important features and attributes – and whether the sentiment is positive or negative."
 - **J&J**: "J&J is on the constant quest for better visualizing data both internally and externally. They would like to look at innovative ways to capture, visualize and share text, audio and video reviews. Could users on our product pages get word clouds and visualizations of the product reviews, not just the star rating and scroll bar of text? "
- **Dashboards to Drive Internal Awareness (DASHBOARD)**
 - Major brand - "We would like a touch screen that would allow other internal stakeholders to dive deeper into the data without having to be a Workbench guru. For example, the VP of sales of the portable generators could easily walk up to a public display and look at a multitude of details gathered from BV's database about his category including reviews, trends, average ratings, insights and eventually how they are in the industry vs others/share of voice. How cool would that be??"

