



**PHILIPS**

Retail lighting

Shell

Case study

# Joining forces to redefine in-store shopping

Like all retailers, Shell is keen to meet the needs and expectations of a new generation of shoppers. So the company joined forces with Philips Lighting to implement a new lighting approach at one of their convenience stores. The project was not just about ledification of the store, but also analyzing how lighting influences store traffic, affects buying behavior and enhances product presentation.



There's no doubt that 'online' is on the rise. But despite the dramatic growth of e-commerce, most retail sales still happen in stores. And in the convenience branch, the store's role is even more important. However, power has shifted into the hands of the 'connected' shopper, and to meet the increasing demands and expectations of the new generation of shoppers, the in-store experience needs to be redefined.

#### **Four minutes to entertain, inspire, engage and inform**

To meet these expectations, it's necessary to offer shoppers a seamless in-store experience. It has to entertain, inspire, engage and inform them, and for a convenience store, this has to happen within four minutes. Shopping behavior and final choices are triggered by a combination of perception and emotional response, so a store needs to create a multi-sensory store environment. This is where lighting comes into place. Shell wanted to explore the possibilities with light, how it affects shopper behavior and how they can use it to improve the in-store experience.

#### **Excellent quality of light and improved product presentation**

It doesn't stop at efficiency. LED lighting also offers excellent quality of light and improved product presentation, which also helps improve the overall presentation of the store. To capitalize on these characteristics, Philips developed LED flavors and recipes that enhance specific visual qualities of particular product groups. The lighting uses CrispWhite on some displays, and specially developed Champagne spectrum for bread and fresh food. The light intensities are varied per store area and per time of day to create an inviting environment, which attracts shoppers to specific areas during the day.

#### **Analyzing routing and assessing perception**

After the installation together with an independent research party we conducted both qualitative and quantitative researches. During the qualitative research, we measured customer footfall, routing and time spent in the different areas of the store using security cameras. And next to that, we also interviewed shoppers to get their feedback on the overall atmosphere and environment and the presentation of the products in the store. The analysis showed that the effects on customers were substantial, exceeding everyone's expectations. Customers also commented on the enhanced feeling of safety, especially at night.





**LED Champagne**  
Coffee



**LED Champagne**  
Bread and sandwiches



**CrispWhite**  
Impulse goods:  
snacks and candy

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**With the right combination of our LED recipes and different light highlights** the objective was to attract customers to certain product categories during day and thereby enhance sales.”

Jan Poot  
International Key Account Manager  
Philips Lighting

**The main benefits**

The primary benefit was the enhanced presentation of the products. The LED flavors and recipes enhanced the displays in three different ways.



The vibrant brightness feels natural and prevents 'harshness'



Increased light levels maximize the impression of hygiene and freshness



The tuned spectrum brings out the natural colors of the food and packaging

In addition to enhancing the look and feel of products, the new concept generates extra traffic to particular product categories. Shell also gained insight into buying preferences at specific times of the day, which enabled the store layout and product presentation to be optimized further. Staff also reported less eye strain and less tiredness.

**Excellent collaboration**

“During the development of this new store, I experienced Philips as an enthusiastic, collaborative and reliable partner”, says Ewout Rooda Manager Convenience Retail Benelux & France at Shell. “They demonstrate a thorough knowledge of lighting possibilities and were willing to invest in tailor-made lighting concepts for our store. I also liked that Philips recognizes the business side of lighting. It’s important because everything we do in the service of the shopper should lead to a sustainable and profitable outcome”.



“ To stay ahead of competition, a retailer has to ensure stores deliver the ‘WOW!’ factor. Offer an in-store experience that keeps shoppers coming back. And that is the objective of this new approach at Shell.”

Art Frickus  
Shopper Marketing Resultant

**Fast facts**

**Customer**  
Shell

**Location**  
Rijswijk (Schaapweg),  
the Netherlands

**Products**  
StyliD with Champagne  
and CrispWhite recipe

**From design to finish**

We have been working together with Shell from the ideation, completed the lighting design and installation, and also support them with the conduction of researches and giving recommendations on how to maximize the benefits of lighting in the store.



