

The Philips logo is displayed in a white rounded rectangle on a dark background. The word "PHILIPS" is written in a bold, blue, sans-serif font.

Retail lighting

Shell

Case study

# Joining forces to redefine in-store shopping



“ I really like that Philips recognizes the business side of lighting. Because everything we do in the service of the shopper should lead to a sustainable and profitable outcome.”

Ewout Rooda  
Manager Convenience Retail Benelux & France, Shell



Despite the growth of e-commerce, most retail sales still happen in stores. And in the petrol station branch, the store's role is even more important: only four minutes to entertain, inspire, engage and inform.



At Shell certain categories are highlighted with higher light intensities at different times of day to attract more customers and enhance sales.

#### Customer challenge

Shopping behavior and final choices are triggered by a combination of perception and emotional response, so a store needs to create a multisensory store environment. This is where lighting comes into place. Shell wanted to explore the possibilities of light, how it affects shopper behavior and how it can be used to improve the in-store experience.

#### The right lighting

LED lighting not only offers excellent quality of light, it can also improve product presentation and even help preserve products! To capitalize on these characteristics, Philips developed LED flavors and Fresh food recipes that enhance specific visual qualities of particular product groups and preserve freshness.

At Shell CrispWhite was installed on promotional displays and impulse goods to enhance their appearance and attract extra attention. The specially developed Champagne LED recipe for bread and fresh food was installed at the sandwich counter to give a fresh and appealing look. Champagne LED was also installed at the coffee corner, giving it a warm and golden glow.

At these 'hero'-areas different light intensities were tested to attract more shoppers to these specific areas during specific times of the day.

#### Analyzing routing and assessing perception

After the installation, both qualitative and quantitative research was conducted together with an independent research party. During the quantitative research footfall, routing and time spent



### Fast facts

#### Customer

Shell

#### Location

Rijswijk (Schaapweg),  
the Netherlands

#### Products

StyliD with Champagne and  
CrispWhite recipe

in the different areas of the store was measured using security cameras. Next to that shoppers were interviewed to get their feedback on the overall atmosphere, environment and the presentation of the products in the store. The analysis showed that the effects on customers were substantial, exceeding everyone's expectations.

#### The results

Shell gained insight into buying preferences at specific times of the day, which enabled them to optimize the store layout and product presentation. The dynamic light settings throughout the day were shown to generate extra traffic to particular product categories.

Secondly the presentation of products was enhanced. Customers responded positively on the attractiveness of the products and of the store atmosphere as a result of the flavors and recipes 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

Next to that customers commented on the enhanced feeling of safety, especially at night. And finally staff reported less eye strain and less tiredness.

## The primary benefits of the installation



Insight into buying  
preferences at specific  
times of the day



Increased traffic to  
highlighted product  
categories during the day



Enhanced look and feel  
of products displayed



Customers feel safer

