



PHILIPS

Retail lighting

Achieving more stopping power **and increasing sales**

Established in 1828, Globus is a retail chain of hypermarkets and electronics stores located in Germany. Priding itself on customer service, the chain's Saarbrücken, Germany location wanted to improve its store by providing a unique shopping experience for its customers, and more specifically, to create more excitement and attention in the promotions area.

Knowing that 90% of shopping purchases are impulse decisions triggered by emotions, the store knew that a new lighting solution to replace the current fluorescent lights would be the key to achieving this goal.

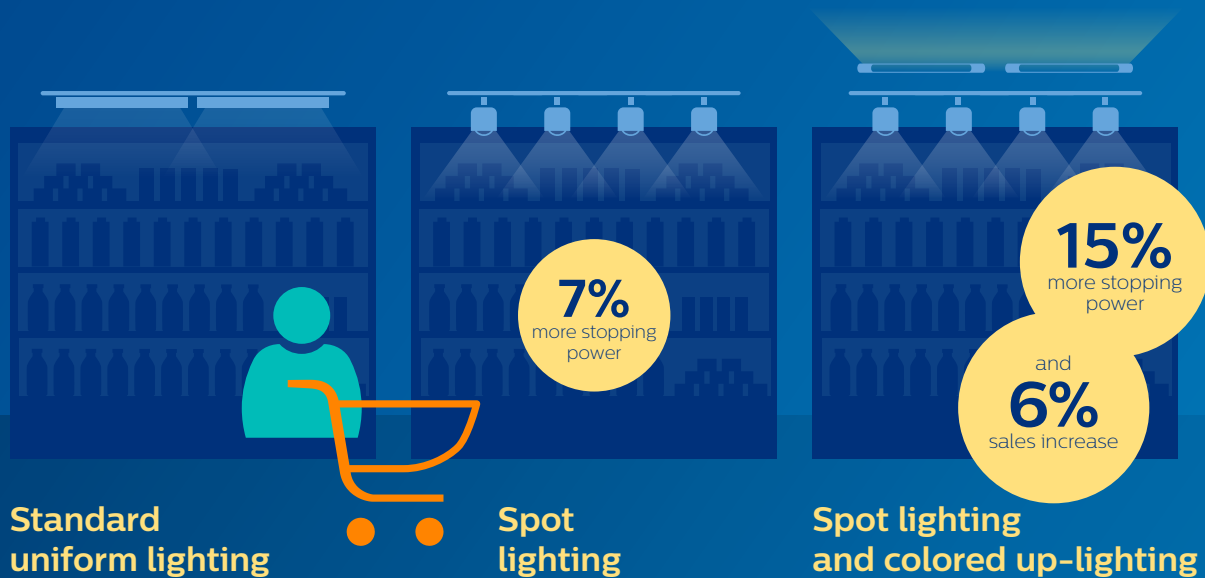
The research

Globus partnered with Philips Lighting to implement three different lighting scenarios in the promotional area. The first lighting scenario was the current lighting design; a uniform look similar to the rest of the store's lighting. The second scenario focused more on accent lighting, and utilized spotlights to highlight certain items and create contrast. The third combined both spot lights and colorful up-lights. By using pastel

colored up-lights, the colors not only played into a shopper's emotions, but also increased the visibility of the promotional area from a distance.

Over a two-month period, visitors were measured by tags installed in shopping carts. Dwell times were measured with motion sensors and sales data of the area were analyzed. Philips collaborated with DFKI and EIT Digital and conducted research to learn how these lighting scenarios had an effect on stopping power, dwell time, and sales.





The results were successful on different levels for each scenario

Compared to the first scenario of uniform lighting, the second scenario with spot lights increased stopping power by 7%. Similarly the third added an additional 8%, totaling 15% more stopping power compared to the first scenario. In this third scenario, the store noticed a 6% increase in sales of promotional items.

Globus was satisfied with the success of the pilot, and management is more confident than ever that they can truly influence shopping behavior with the power of lighting.

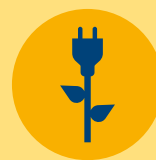
Want to learn more about lighting for supermarkets or StoreWise, please visit philips.com/supermarketlighting

About the system

We know that no two stores are the same and that each retailer has different needs. With StoreWise we can create a completely unique solution for your store and for individual departments and install a platform for additional features in the future. With StoreWise you can:



Create memorable shopper experience



Maximize energy savings



Adjust your lighting via an app



It's easy to install



Future-proof

