



Working to create industry guidelines for

# MOBILE READY HERO IMAGES





# Rewind & Recap

1. **What** are mobile ready hero images?
2. **Why** support mobile ready hero images?
3. **What** does the shopper actually see?
4. **How** they have spread? Global examples
5. **Who** is crafting these GS1 guidelines?
6. **Definitions** agreed
7. **Guideline principles** agreed
8. **Google Feedback**
9. **No consensus yet...**hot topics
10. **When** we will publish & where to next?



**#1**

**What** are mobile  
ready hero images?



# Definition :



digital representation of a real world product

that may differ from a standard pack shot photography

**maintains the majority of the physical pack's key elements**

**of design, shape and colour, & is**

**therefore recognisable on a Digital Shelf.**

The image should include, or be closely associated with

**key elements online shoppers are likely to use**

**when making a purchase decision...**

*choosing the correct product from search results on mobile*

# Unilever & Coke's online eye tracking research all pointed to the same **4 basics**



Unilever Eye-tracking showed shoppers want to be able to **work out 4 basics from the image**

- 1. What is the brand? - YES
- 2. Format Shampoo/Conditioner? - YES
- 3. Variant? - YES  
Colour Revitalise Or Keratin Smooth?
- 4. Size? 600ml or 900ml? - YES



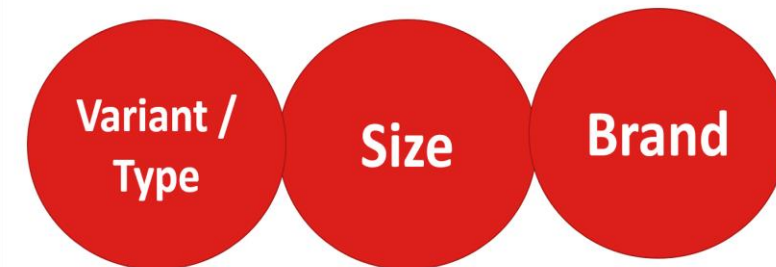
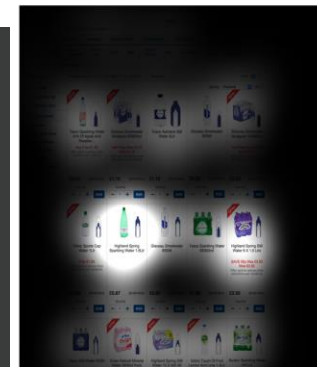
"as a working group we all agreed on **4 basics that would be helpful if they could be conveyed from the digital pack**, in combination with any information that is presented 'closely associated' with the digital pack."

*For the avoidance of doubt, the product title is not closely associated with the digital pack*



There are 3 key things shoppers are looking for

• Hierarchy of needs



# Key 4+1 elements of a mobile ready hero image

## 1. BRAND:

*recognisable name* used by a brand owner to uniquely identify a line of trade item or services. This is recognisable by the consumer. (Can also be sub-brand e.g. **Magnum** Ice cream)



# Key **4+1 elements** of a mobile ready hero image

## 2. Functional Name / FORMAT:

(Type of product ) describes use of the product or service by the consumer, and should help clarify the product classification associated with the GTIN.

For example, ' **ice cream bar**' vs “ice cream tub”



# Key 4+1 elements of a mobile ready hero image

## 3. VARIANT:

*the distinguishing characteristics that differentiate products with the same brand and size including such things as the particular flavour, fragrance or taste.*

e.g. Magnum **Mint** Ice cream





# Key **4+1 elements** of a mobile ready hero image

## 4. Net Content / SIZE:

*the amount of the product contained by a package, usually as claimed on the label. For example, 750ml of a liquid or gel; the number of diapers in a pack, the number of washes that a box of laundry powder will support etc. E.g. Magnum Ice cream **6x60ml Mini bars***



# Key **4+1 elements** of a mobile ready hero image

## +1. PLUS ONE:

- *Plus one additional message. In some cases, the 4 Basics are not sufficient for a consumer to make a choice. For example, a variant description might need to include the target age range, such as 'kitten 0-6 months' or '1-2 years'. Likewise, the net content might need to cover multiple dimensions such as the number of sheets and the overall length of a toilet roll. The 'plus one' message, which is always optional, is explicitly not a marketing message*  
Eg. Magnum **mini ice cream bars** 60ml not 100ml (Full Size)



# Making it Easy to see the 4 Basics: Brand, Format, Variant, Quantity

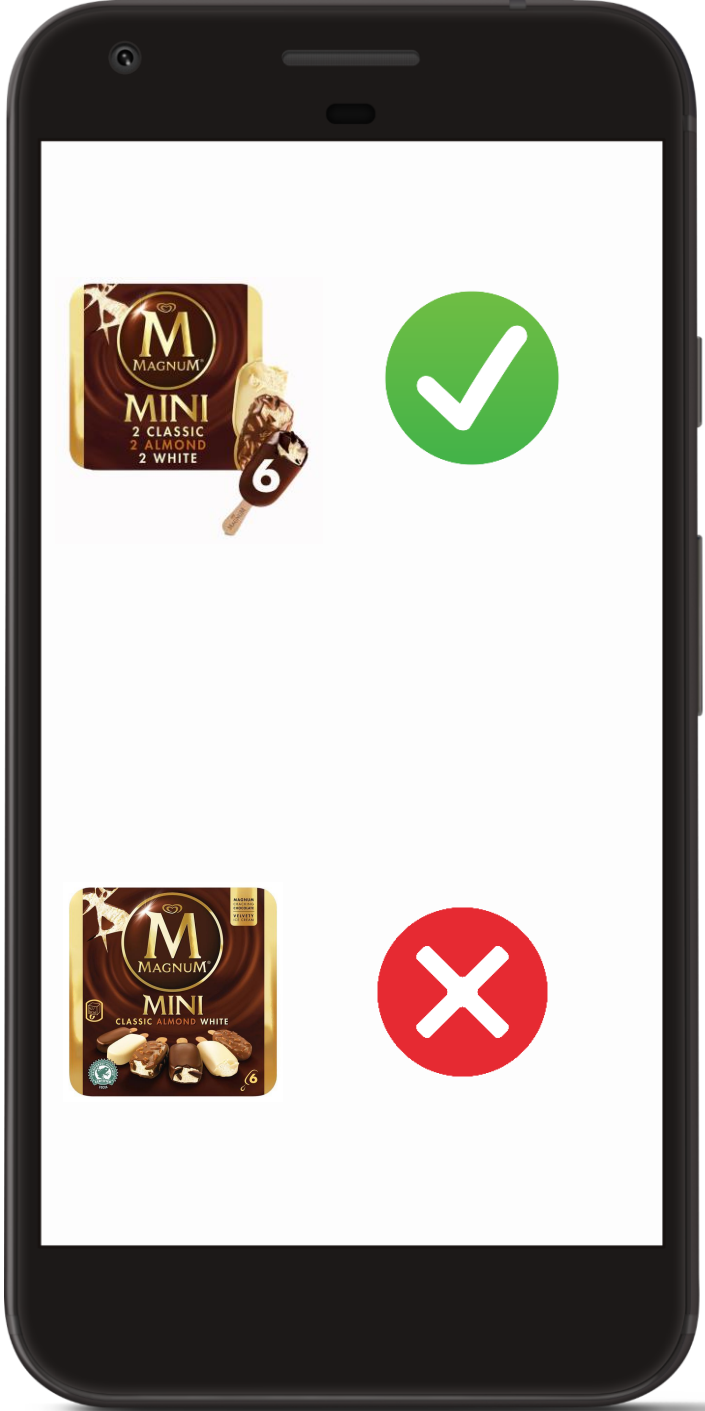


Standard  
Pack-shot



Mobile ready  
Hero Image

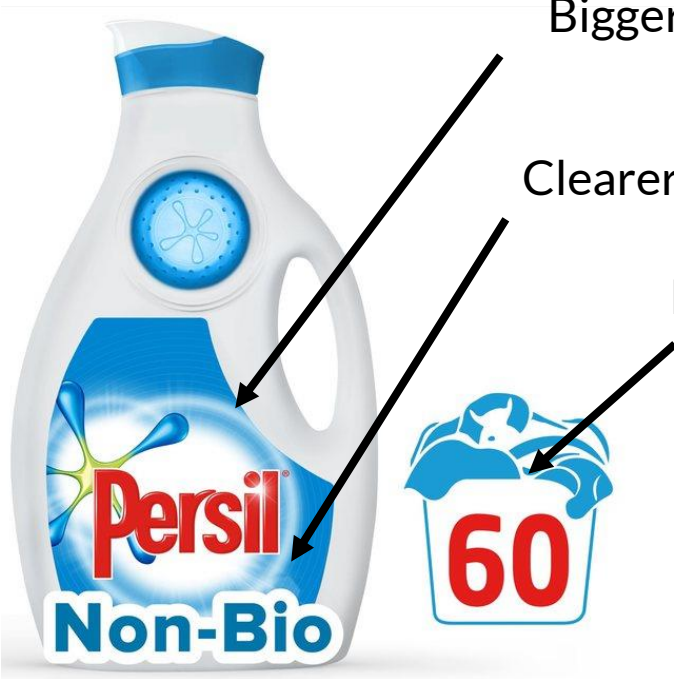
Bigger branding  
+1 = "MINI" size  
Clearer VARIANT  
Clearer QUANTITY



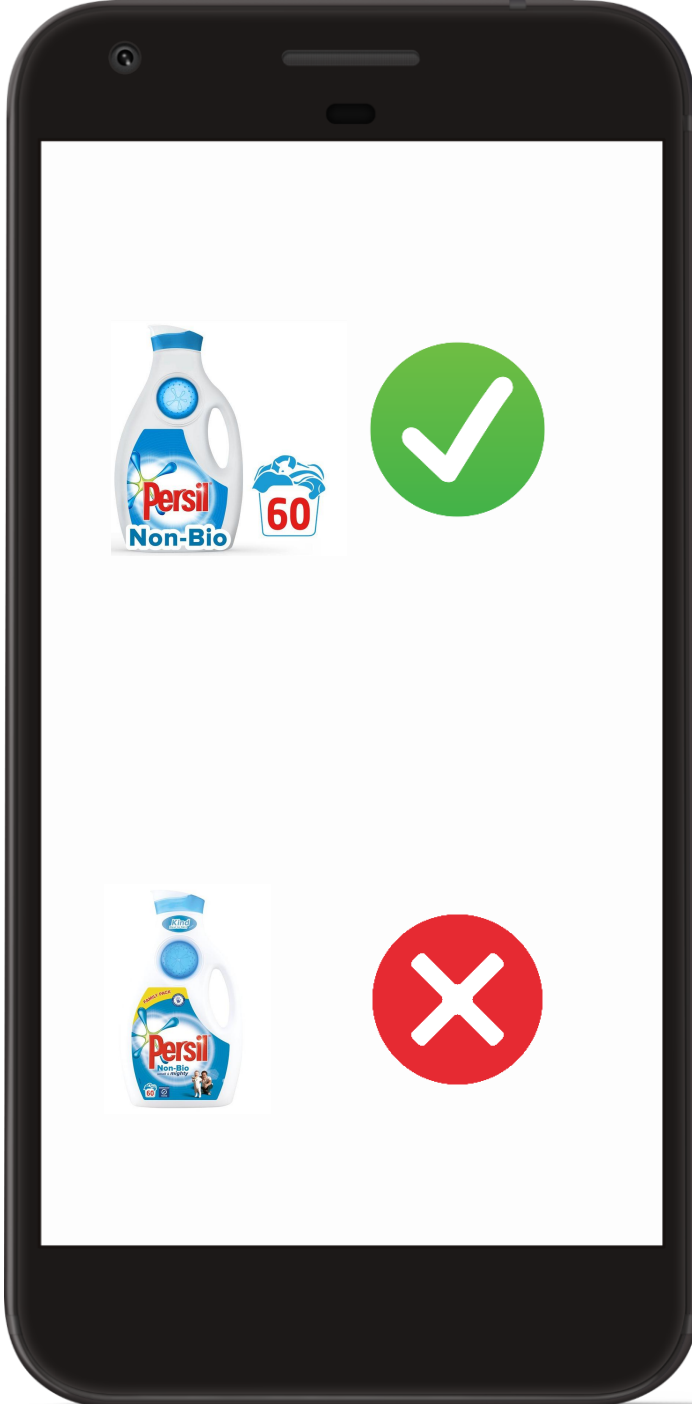
# Making it Easy to see the 4 Basics: Brand, Format, Variant, Quantity



Standard  
Pack-shot



Mobile ready  
Hero Image



# Making it Easy to see the 4 Basics: Brand, Format, Variant, Quantity (number of bars)

**Clearer BRAND**

**Clearer QUANTITY**

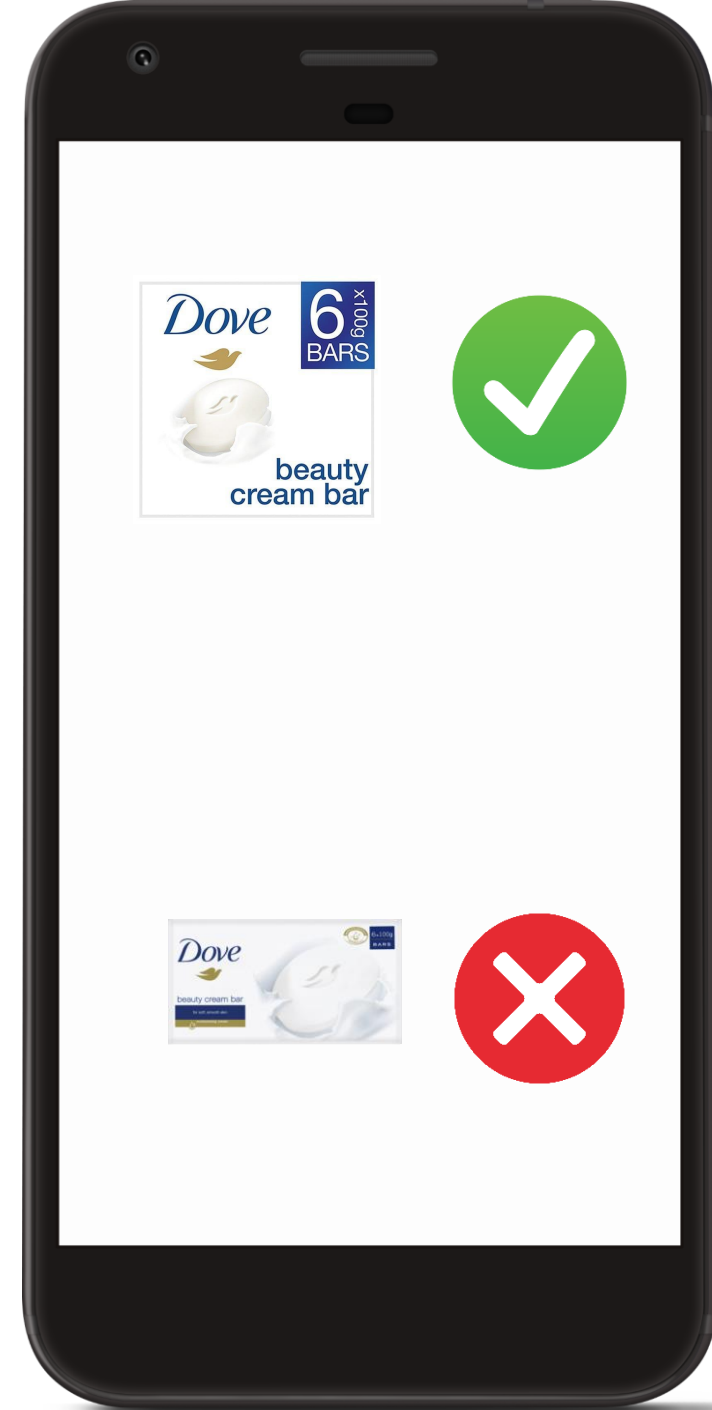
**Clearer FORMAT**



**Standard  
Pack-shot**



**Mobile ready  
Hero Image**



# Making it Easy to see the 4 Basics: Brand, Format, Variant, Quantity (number of diaper)



Standard  
Pack-shot



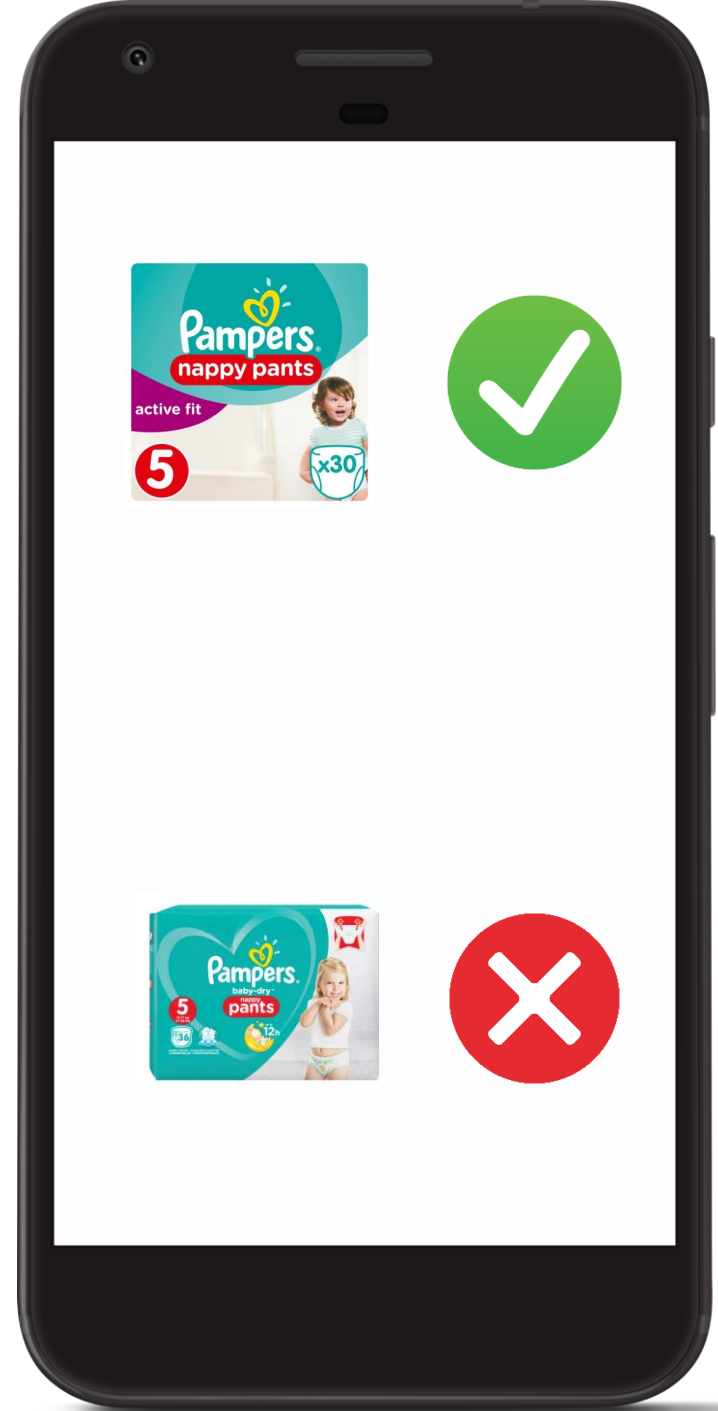
Mobile ready  
Hero Image

Clearer BRAND

Clearer FORMAT

+1 = Nappy SIZE

Pack COUNT



Example of a +1 message that isn't a marketing message

#2

**Why** support mobile  
ready hero images?



# Why do we need heroes?

1. **help people find the product they need** more easily;
2. **reduce 'accidental' basket adds** that were not what the shopper thought it was\*;
3. **Create incremental sales** across all platforms / device screens especially ROPO (research online purchase off line)
- 3.a) **Improve Conversion** (add to basket) on mobile
5. **Improve the consistency of presentation;**
6. **increase the visual appeal** of primary product images



**36%** of people say they **struggle to find** what they're looking for during online grocery shops – IGD Online Research 2016



# AB split test result with Retailer X



before



after



3.6%\*  
lift

\*test with Retailer C

# AB test with retailer Y

19.6%  
lift  
A/B  
test\*

The screenshot shows the Superdrug website interface. At the top, there is a navigation bar with the Superdrug logo, a delivery offer for 'Health & Beautycard', and a search bar. Below the navigation bar, there are category tabs: Make Up, Skin, Fragrance, Mother & Baby, Hair, Mens, Toiletries, Electricals, Health, Online Dr, and Opticians. The main content area shows search results for 'simple kind to skin'. On the left, there is a 'Refine by' sidebar with filters for Category, Brand, and Promotions. The main results area displays a grid of products including Hydrating Cleansing Oil, Micellar Cleansing Water, and Facial Wipes. The search results are titled 'You searched for "simple kind to skin"' and show 31 results.

Superdrug

FREE\* standard delivery with Health & Beautycard  
\*no minimum spend

Search

Make Up Skin Fragrance Mother & Baby Hair Mens Toiletries Electricals Health Online Dr Opticians

Home > simple kind to skin

Refine by Clear All

Category

- BB Creams 1
- Cleansing Gels 1
- Cleansing Lotion 1
- Cleansing Mousse & Foams 2

View more

Brand

- Simple 31

Promotions

You searched for "simple kind to skin"

Your search has returned 31 results.

1 - 20 of 31

List Grid View items by: Best Seller Items per page: 20

Hydrating Cleansing Oil 125

Micellar Cleansing Water 400

Facial Wipes 7 wip

Facial Wipes 25 wip

The screenshot shows the Walmart mobile app interface. At the top, there is a navigation bar with the Walmart logo and a search bar. Below the navigation bar, there are search results for 'simple micellar'. The results show a list of products including Simple Micellar Cleansing Water and Simple Micellar Makeup Remover. The search results are titled 'simple micellar' and show 12 results.

Walmart

simple micellar

Learn how to save 10% up to

12 of 12 results

Simple Micellar Cleansing Water, 6.7 oz \$5.39 80.5¢ / fl oz (2744) ★★★★★ FREE shipping on orders over \$50 FREE pickup today

Simple Micellar Makeup Remover Wipes, 25 ct \$5.39 21.6¢ / each (1450) ★★★★★ FREE shipping on orders over \$50 FREE pickup today

\$12.15

# AB test with Retailer Z

before



after

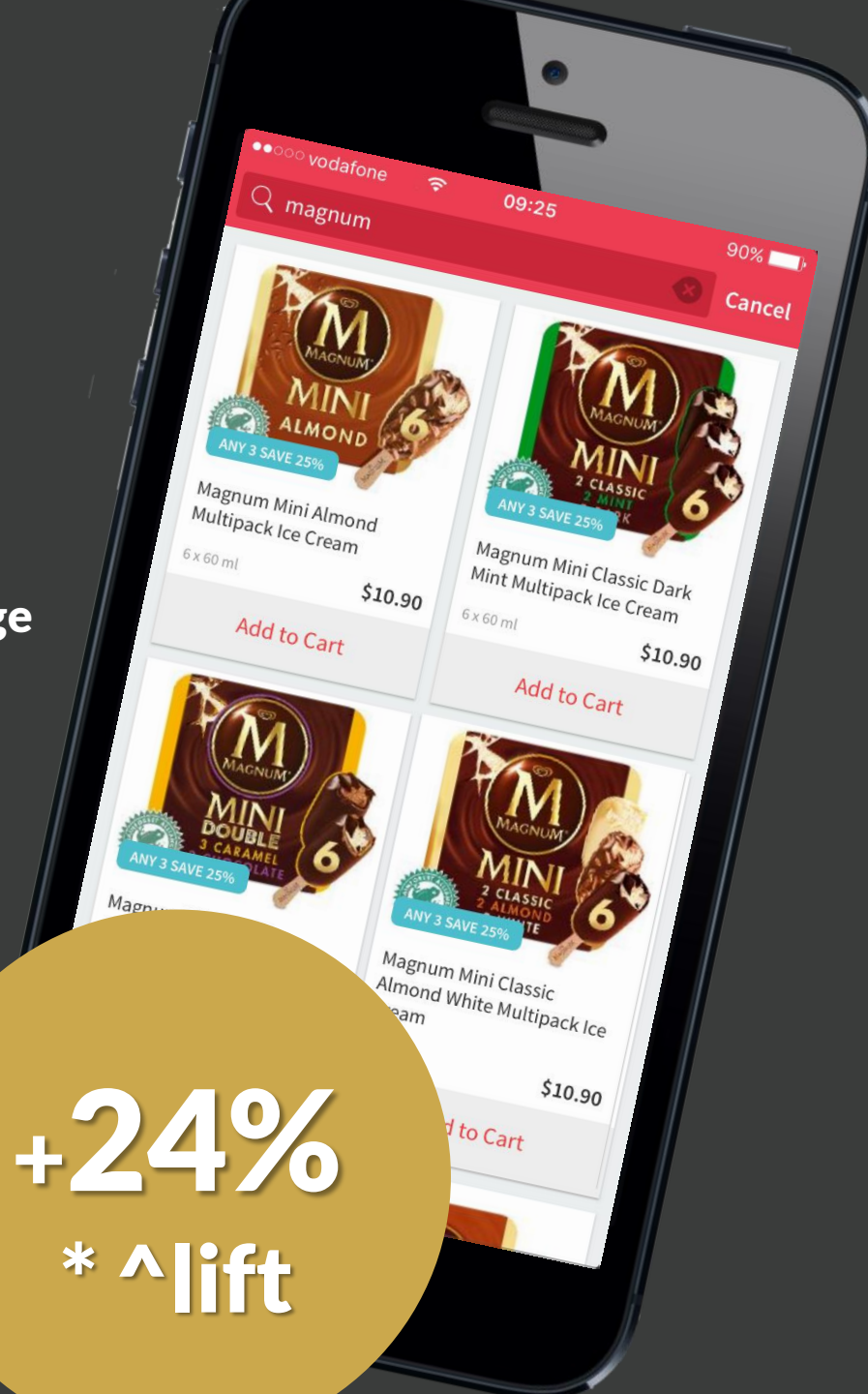


Bigger branding

Clearer sub-range

No confusion on no. of each

+24%  
\* ^lift



# AB test with Retailer A



**Standard  
Pack-shot**



**Mobile ready  
Hero Image**

**2.6%\***  
**lift**

# Quarter 2 2017

# 94% of adults own a smartphone

## 94% of Digital Consumers Now Own a Smartphone

### Smartphone Ownership

% of internet users who say they personally own a smartphone



## GLOBAL

94%

AGE GROUP	REGION
16 - 24	Asia Pacific
25 - 34	Europe
35 - 44	Latin America
45 - 54	Middle East and Africa
55 - 64	North America

**Question:** Which of the following devices do you personally own? Smartphone

**Source:** GlobalWebIndex Q2 2017 **Base:** 89,029 Internet Users aged 16-64

# Desktop is declining, design for smartphones

face computers  
(AR/VR glasses, HMDs)



wrist computers  
(smartwatches)  
voice computers  
(smart speakers)



smartphones



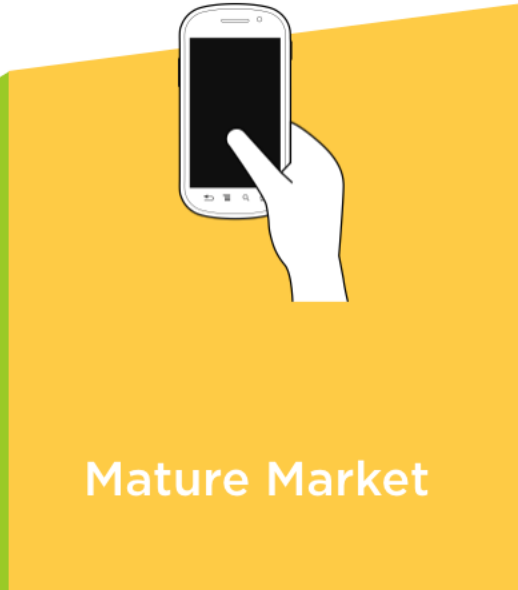
desk computers  
(desktops, laptops)



Emergent



Growth Market



Mature Market



Declining Market

Many Players, still working out biz models

Double digit growth, Ends with consolidation

Slow Migration, Brand Allegiance

# 1/3 of people would rather give up sex for a year than hand over their smartphone...

BCG

THE BOSTON CONSULTING GROUP



More than **three in 10** would **stop seeing their friends in person**



Almost **a third** of Americans would rather **give up sex** for a year



**45%** said they would **put off going on vacation**



**46%** would be willing to **give up a day off per week**



More than **55%** would rather **forgo dining out** for 12 months

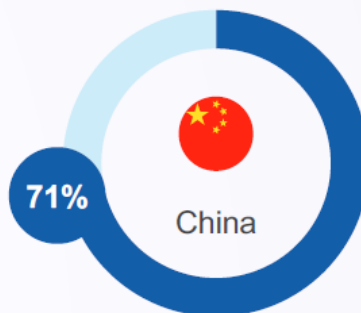
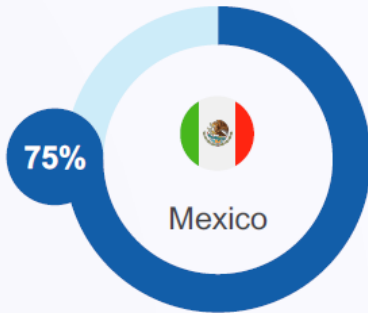
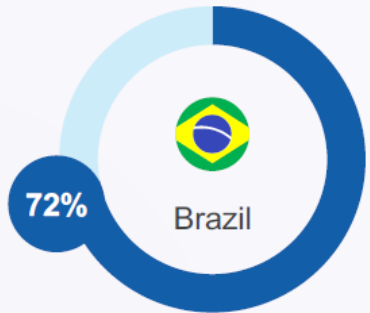
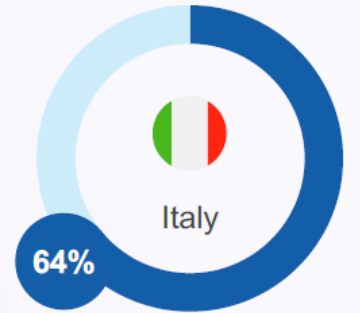
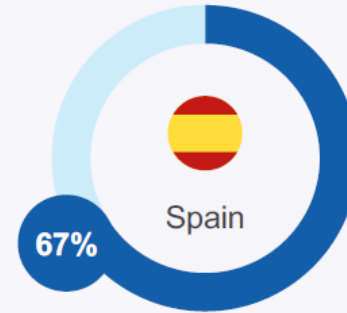
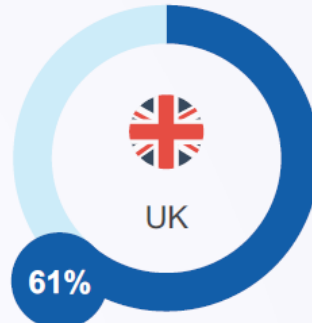
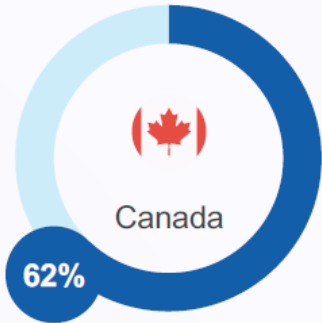
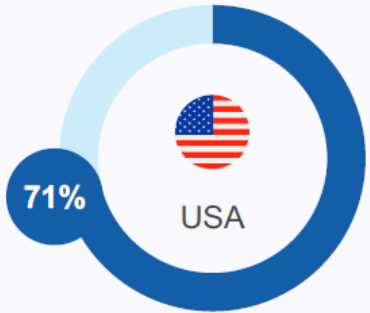
# MOBILE IS ADDICTIVE: “can’t stop checking my phone”

## % Mobile share of screen minutes

the average smartphone owner engages in 76 sessions  
(i.e. picks it up, uses it, puts it down) a day.

% mobile share of total digital minutes

## 2,617 touches (clicks, swipes, scrolls) a day

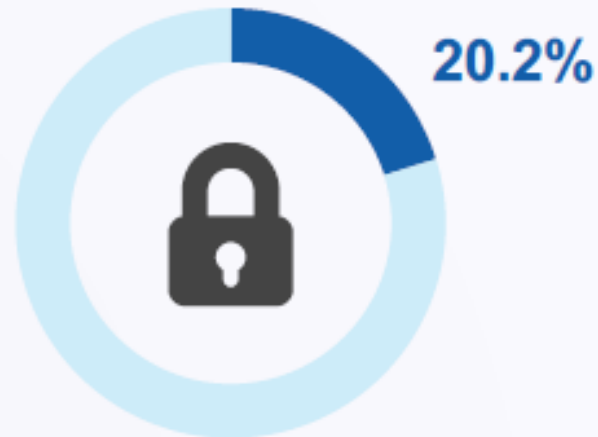




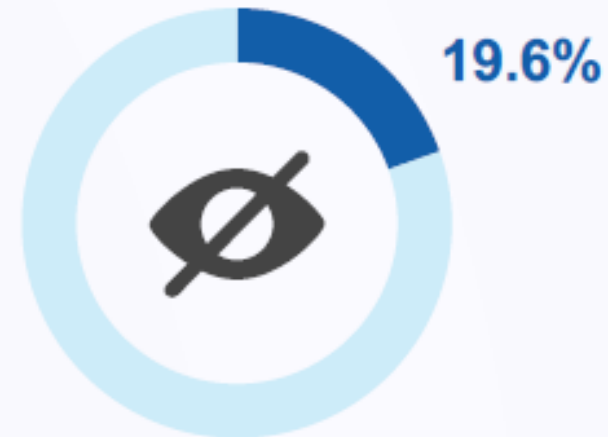
# The m-commerce conversion gap (& what's causing it)

## Reasons given by consumers involve basic UX difficulties

Reasons for  
not converting



Security  
concerns

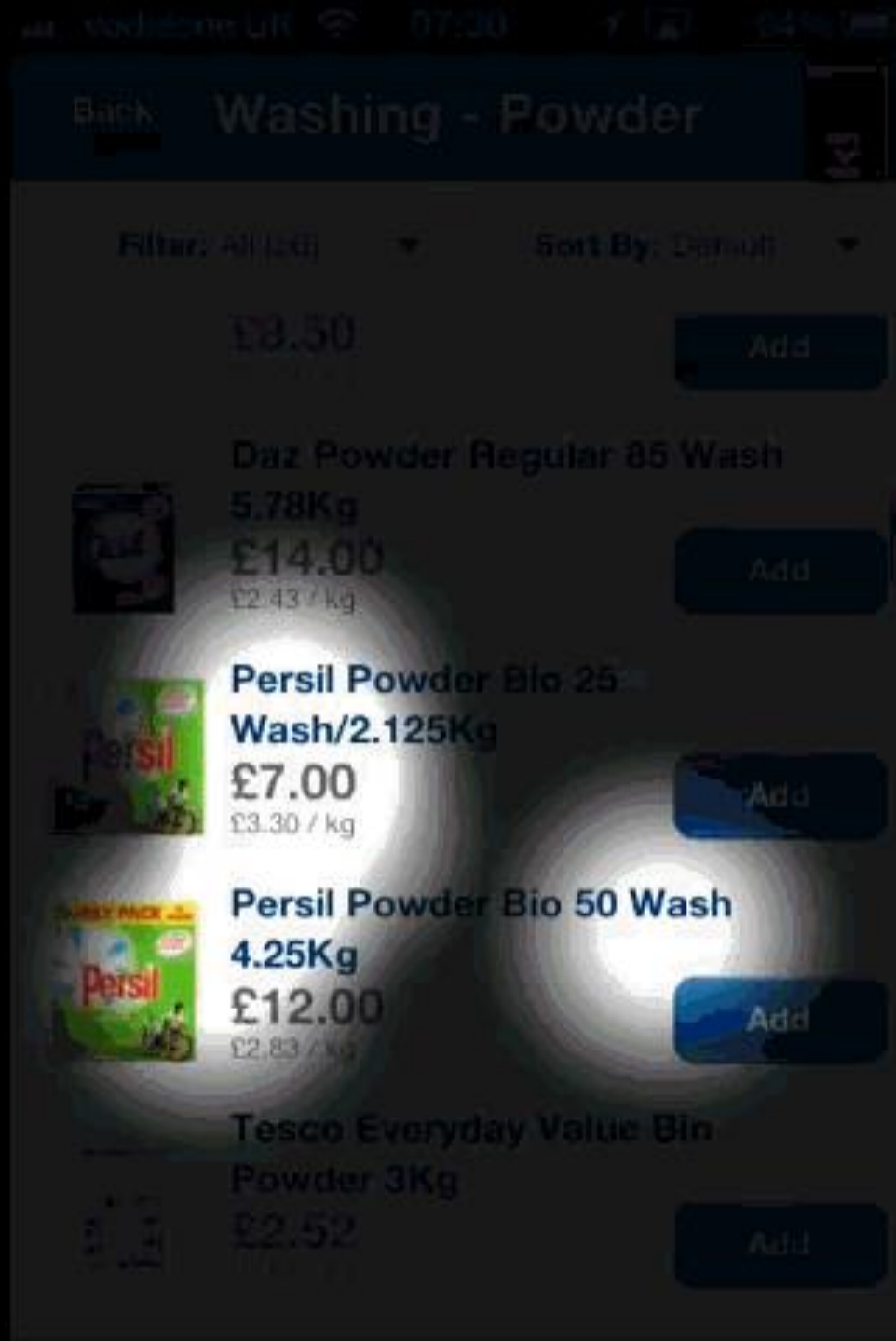


Cannot see  
product detail



Navigating  
is difficult

# What ONLINE SHOPPERS REALLY SEE.

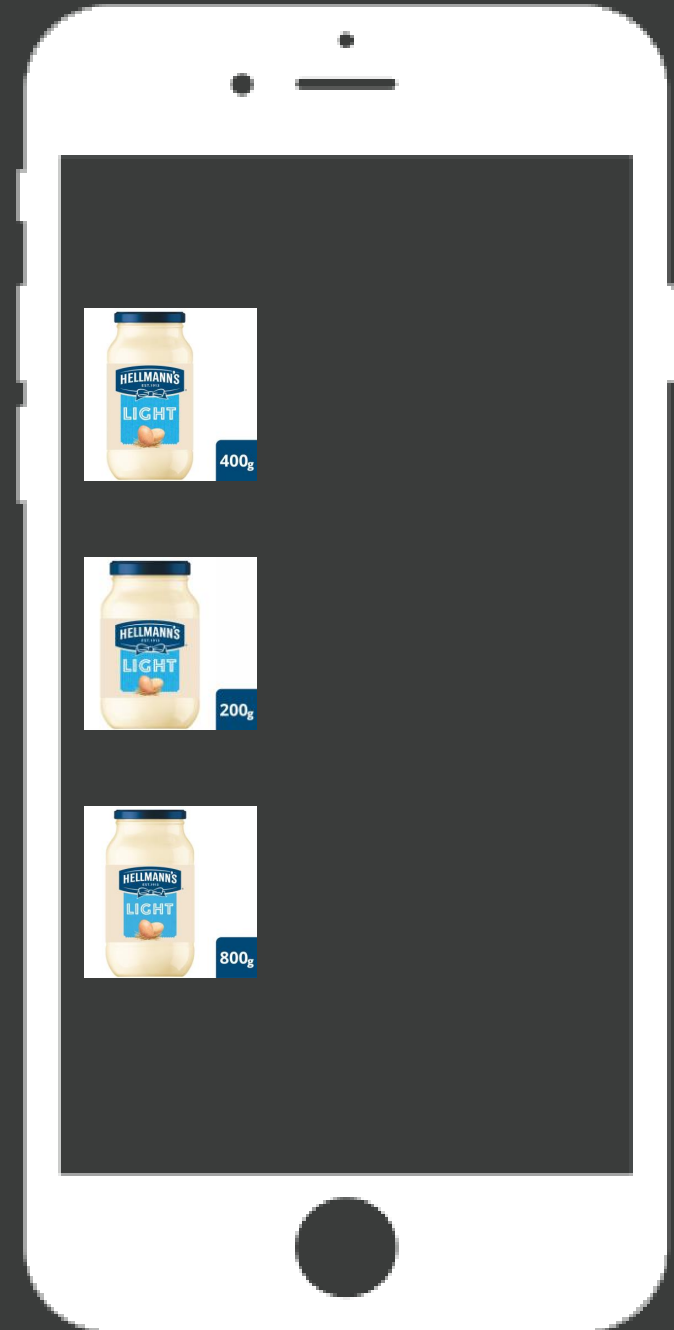


#3

# Visual Clarity testing

What can the shopper see?

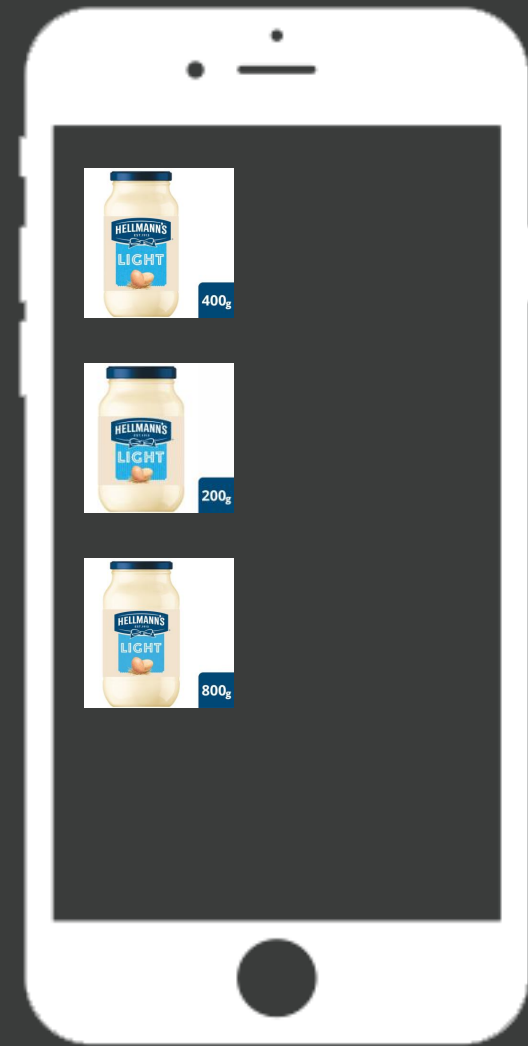
A visual clarity test is useful in deciding at what point an element of the Digital Pack is too small to be read, and/or the whole Digital Pack is too cluttered, and therefore when elements should be resized, repositioned or removed entirely



# Visual Clarity testing

## Characteristics for a visual clarity test.

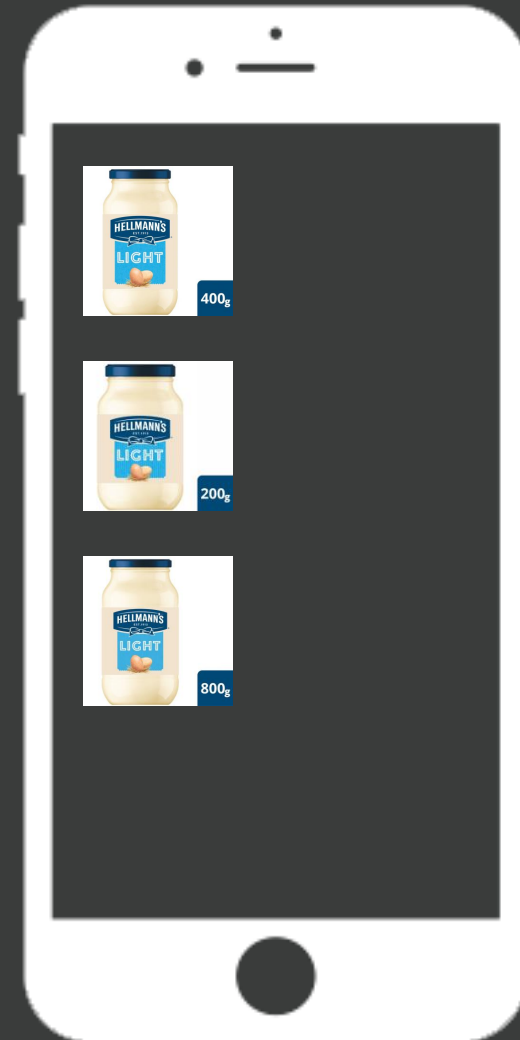
1. Is the test **conducted on a mobile device**?
2. Does the test include **calibration for less than perfect eyesight**?
3. Is the test **underpinned by proven visual science** principles?
4. Does the test consider **minimum contrast** between foreground and background?



# VISUAL Clarity test approved



UNIVERSITY OF  
CAMBRIDGE



When viewed at **16mm size on mobile and held at arms length** away (75cm) a shopper with good vision should be able to determine the 4+1 elements from the digital pack

1. Brand
2. Format
3. Variant
4. Size

**+1 Category specific message (not a marketing claim)**

**Intended outcome**

That information shown on the Digital Pack is perceivable by a person with normal vision when viewed on a mobile phone held at arm's length

Disadvantage – Test is manual – image by image and doesn't scale

# VISUAL Clarity test – v2 (under discussion)

When image is **resampled to 100 pixels**, the image should still clearly render 4+1 so they are recognisable

- Brand
- Format
- Variant
- Size
- +1 Category specific message (if present)



100 pixels packshot  
Size is illegible



100 pixels hero  
Size is legible

Advantage – test scales quickly & is cheap / free to execute



UNIVERSITY OF  
CAMBRIDGE

# VISUAL Clarity test – v3 (under discussion)

“Clari-Fi” blur is based on simulating 'what can you see from an image displayed at 16 x16 mm on a mobile device that is held at arm's length away', by viewing the image on a large screen on a desktop and applying particular levels of Gaussian blur to the image.

The tool Cambridge developed performs this blurring directly in PowerPoint, available as a beta free trial and can be downloaded from here:

<http://www.cedc.tools/clarifi/>

Advantage – test scales quickly & is cheap / free to execute



Desktop hero image



Mobile simulation  
Size is still legible



Desktop pack shot



Mobile simulation  
Size is illegible

#4

**EXAMPLES:**  
**How hero images**  
**have spread**  
**across the globe**





# Unilever: mobile ready hero images not just strips



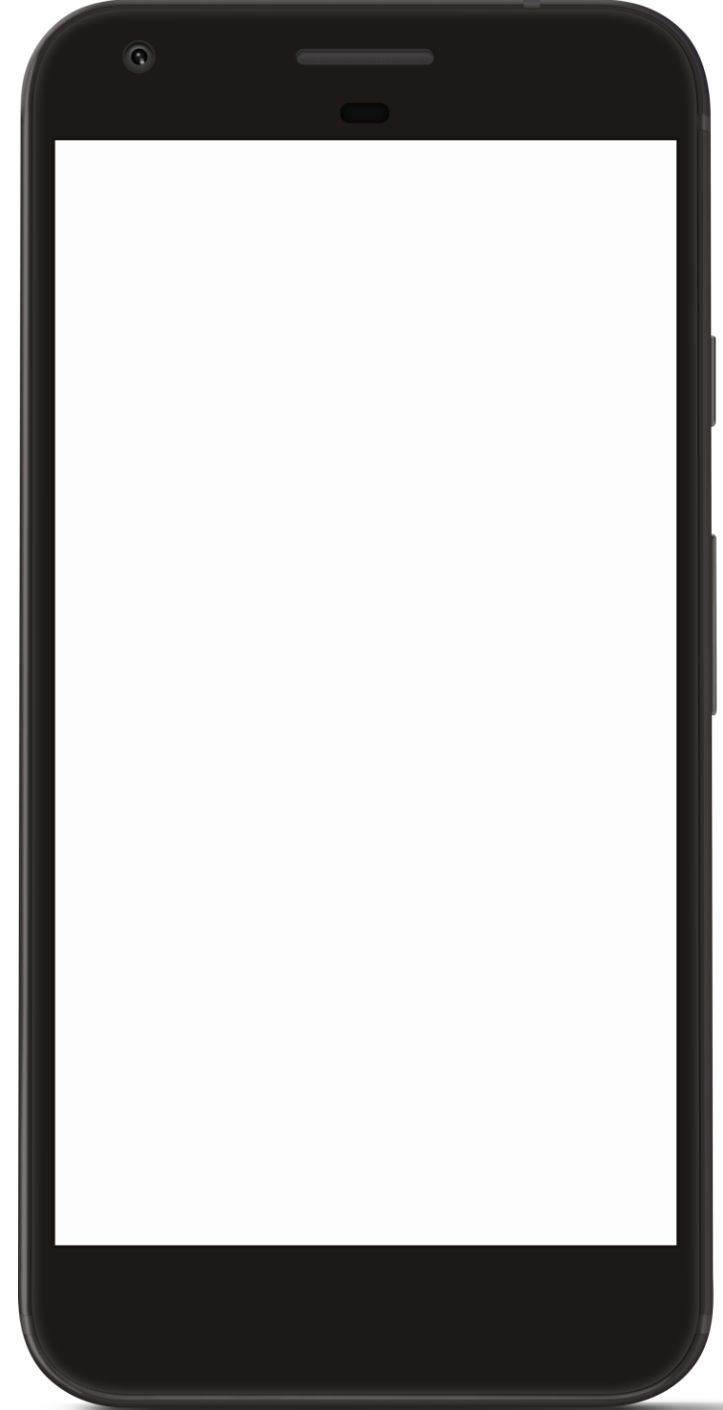
# Fun exercise 1

Take out your smartphones

Go to [www.Amazon.co.uk](http://www.Amazon.co.uk)

Search “Pampers”

Knowing that young mom’s are #mobileonly  
What did you think about their hero images?



## Fun exercise 2

Take out your smartphones

Go to [www.Tesco.com](http://www.Tesco.com)

Search “Knorr Stock cubes”

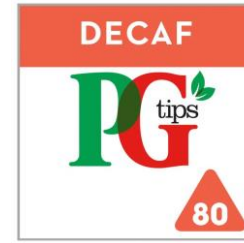
Or “Knorr Stock pot”

Knowing that in the kitchen people don't like to use laptops but instead use mobile & tablet  
What did you think about the Knorr hero images?



S1

# Maximise & declutter **SQUARE** / rectangle



This route is live in **83** retailers across **40** countries

S2

Product type obvious but no space for size on pack  
to work at 16mm – size callout generic & category specific



250g



500g



24



44



44



24



12 Sticks



150 gram



60



42



25



2.5 litres



400g



200g



800g



1.8L



1L

S3

Landscape orientation: Category generic callouts  
Format & size not obvious: **Format in Strip, size in box**



Original

250 gram



Sweet Chilli

250 gram



Creamy Mask

300 ml



Day Cream

100 g



Ultra Dry Nappy  
Boys Size 4

72 pk



Body Cream

300 ml



Lip Balm

20g



Day Cream

50 g



Effervescent  
Energy Vitamin

15 tablets



Effervescent  
Energy Vitamin

30 tablets



Effervescent  
Energy Vitamin

45 tablets



Tropical

15 tablets

Old version



Boost

10 tablets

Old version

# S4

Portrait (medium zoom allowed) - Category generic callouts  
Format & size not obvious: **Format in Strip, size in box**



This route is live in **60 retailers across >30 countries**

# M1

## Multipack with **ITEM pull-out** & big text on base pack







# Multipack with **ITEM pull-out & big text on item**



This route is live in **76 retailers across 40 countries**

**M3**

Multipack w **ITEM pull-out** & **SIZE / QUANTITY CALLOUT**



M4

Multipack – BULK packs showing lots of product, no. of uses



#4

## EXAMPLES: Part 2

UK Drinks categories

Soft Drinks & Beer

Visual Approaches



**A physical shelf makes it quick & easy to work out size w/o reading**

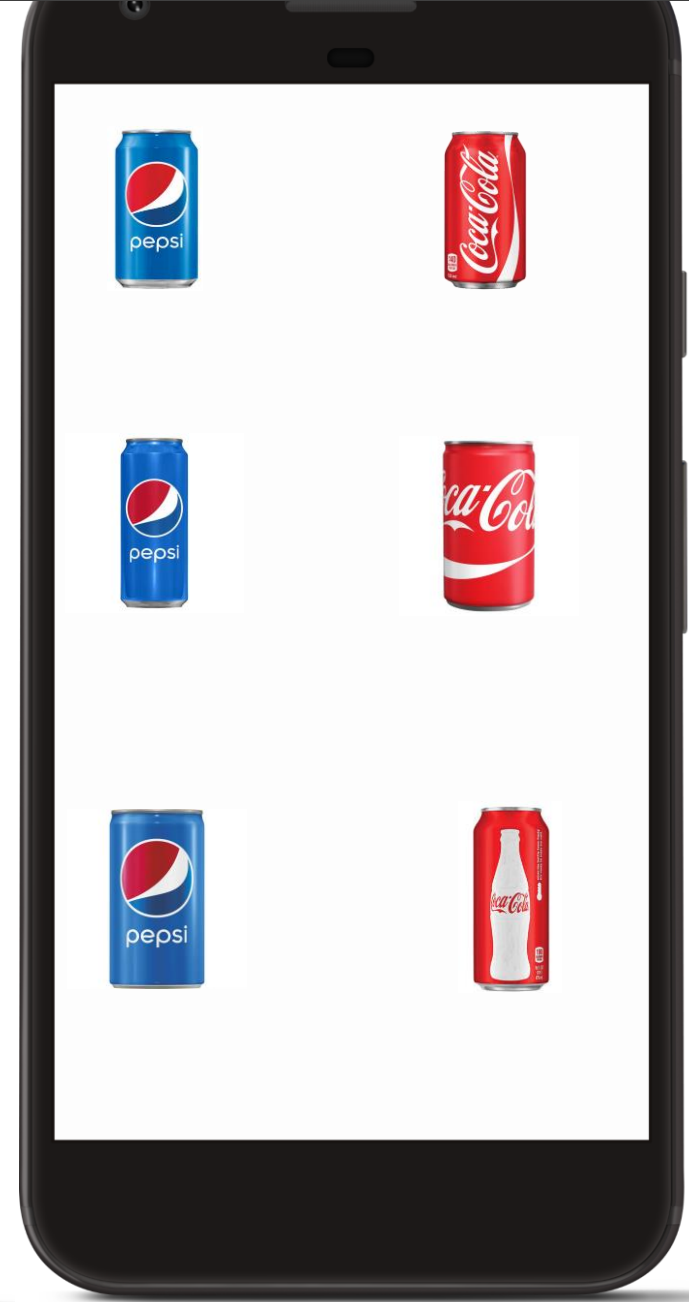
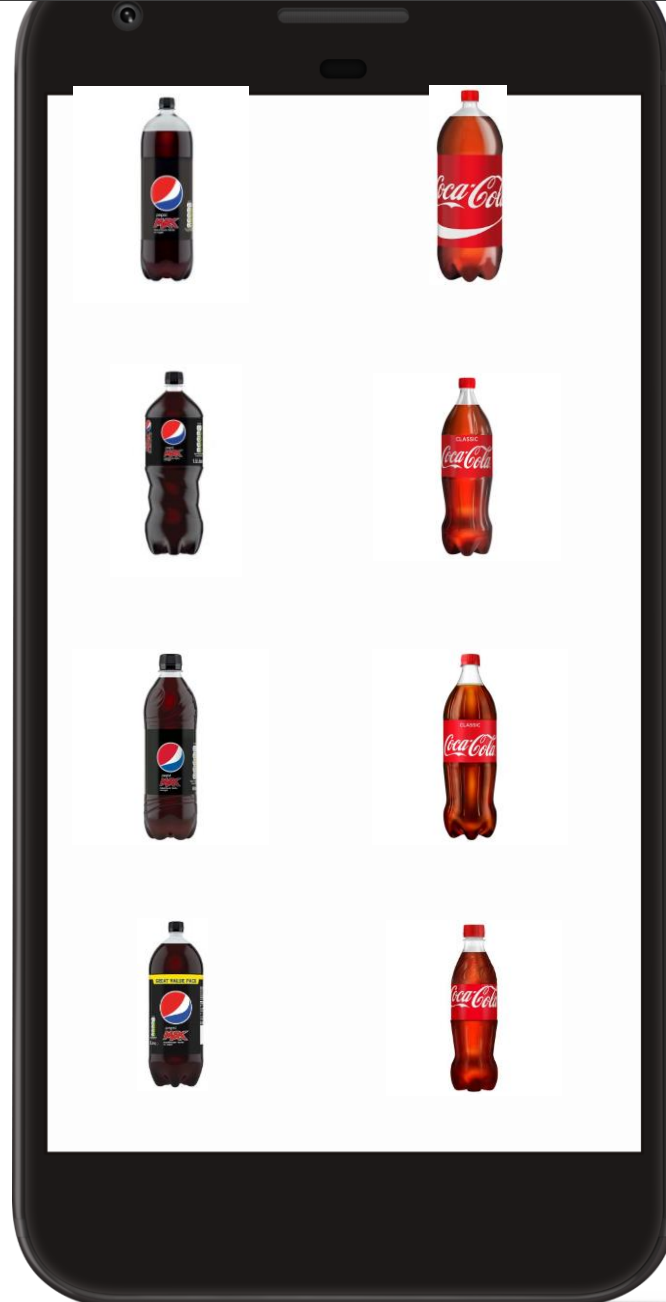
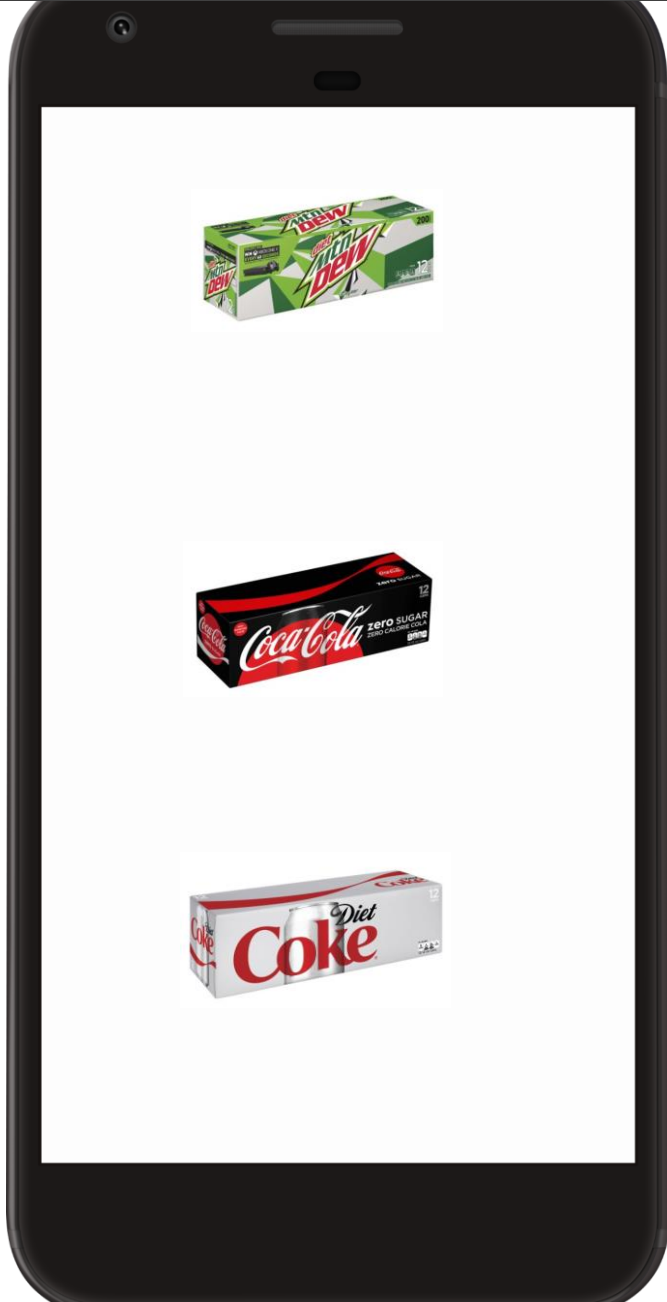


# A digital shelf makes it near impossible w/o reading



Current problem:

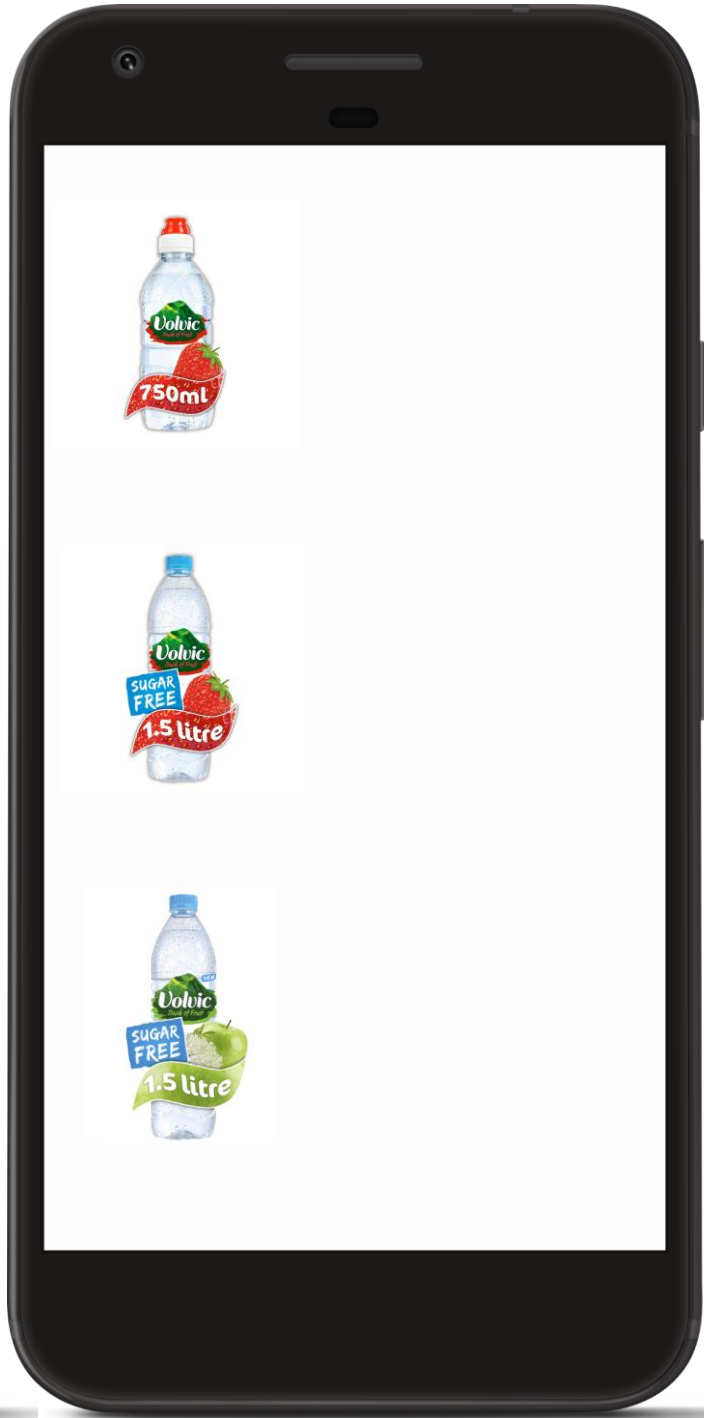
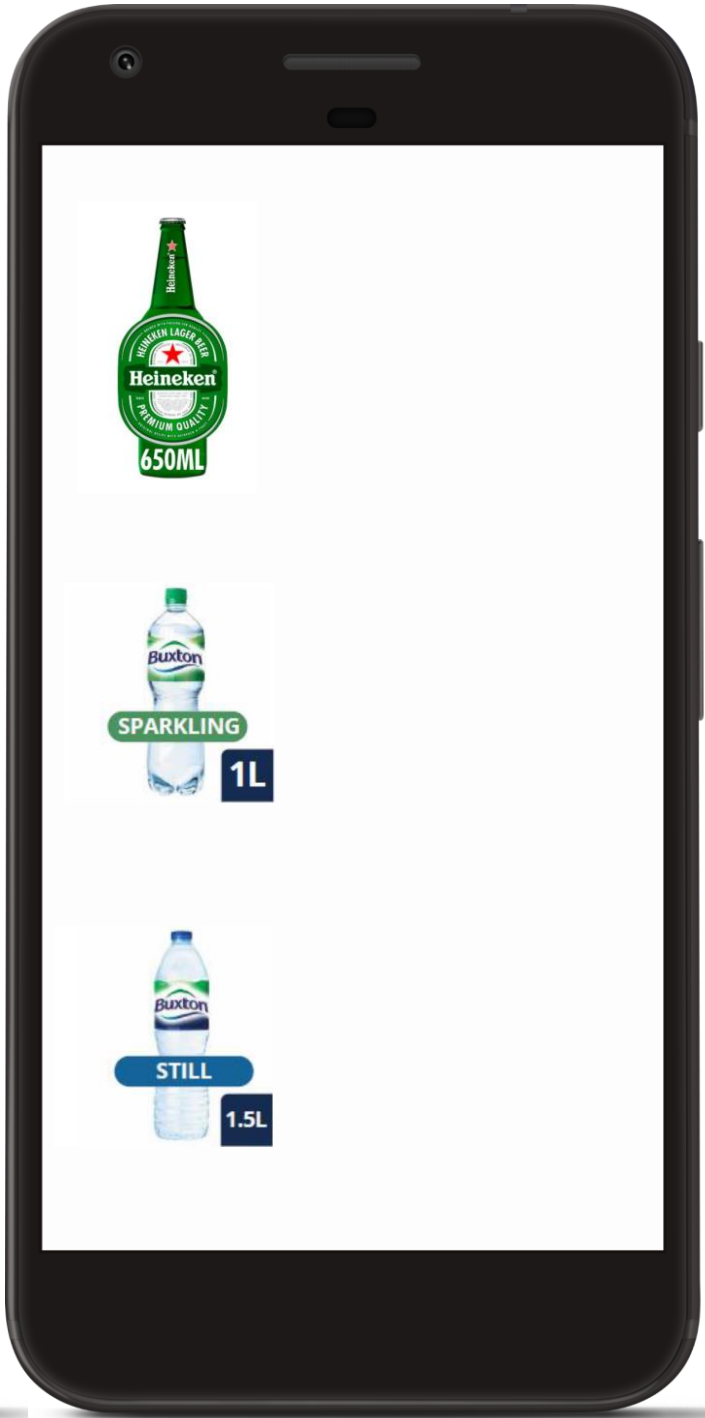
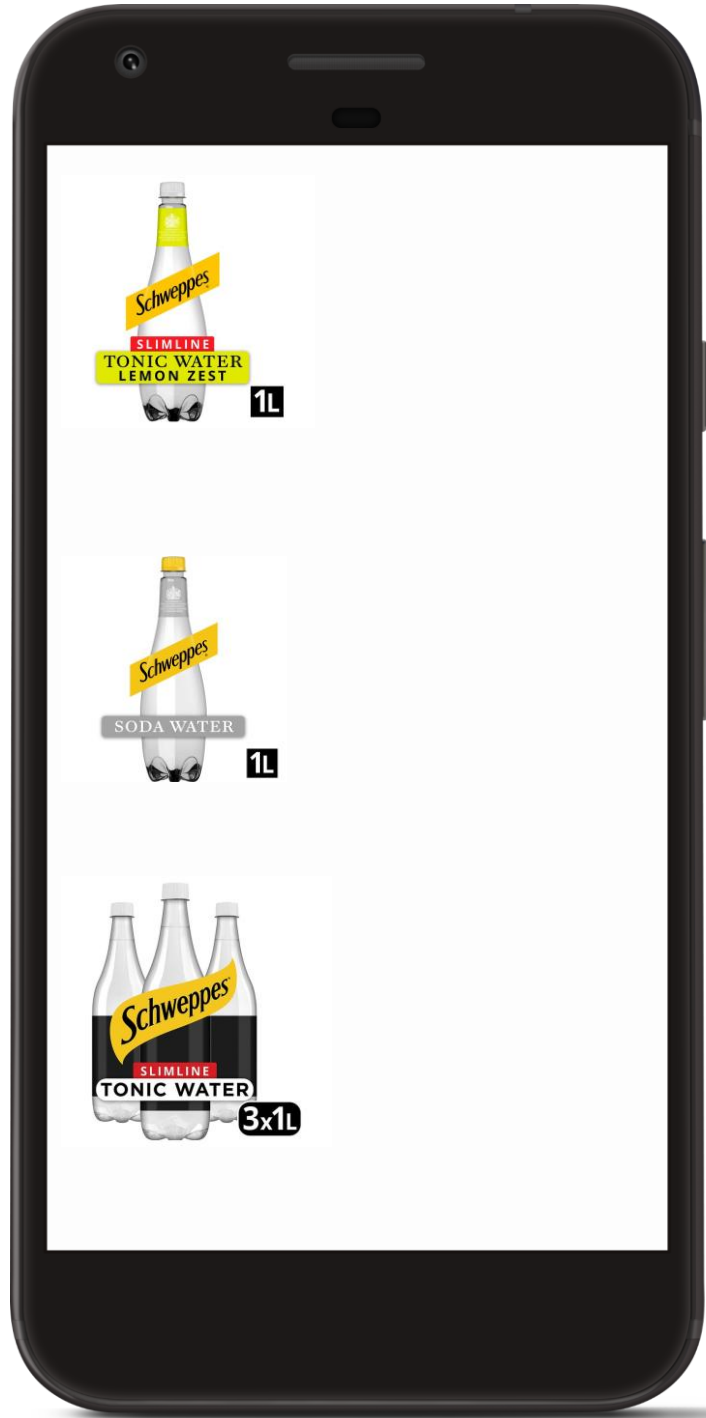
Packshots don't work on mobile





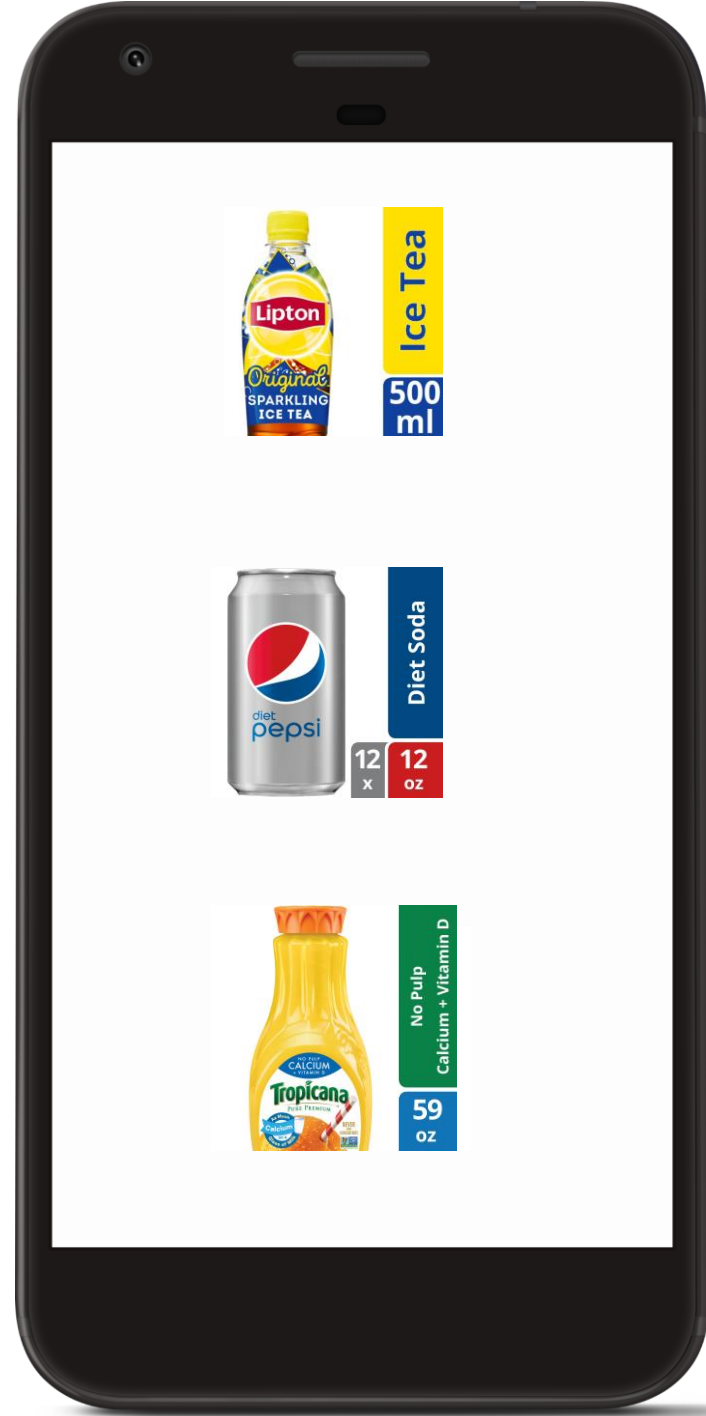
# 1. Break the sides of the pack

(Schweppes, Volvic, Heineken, Buxton)



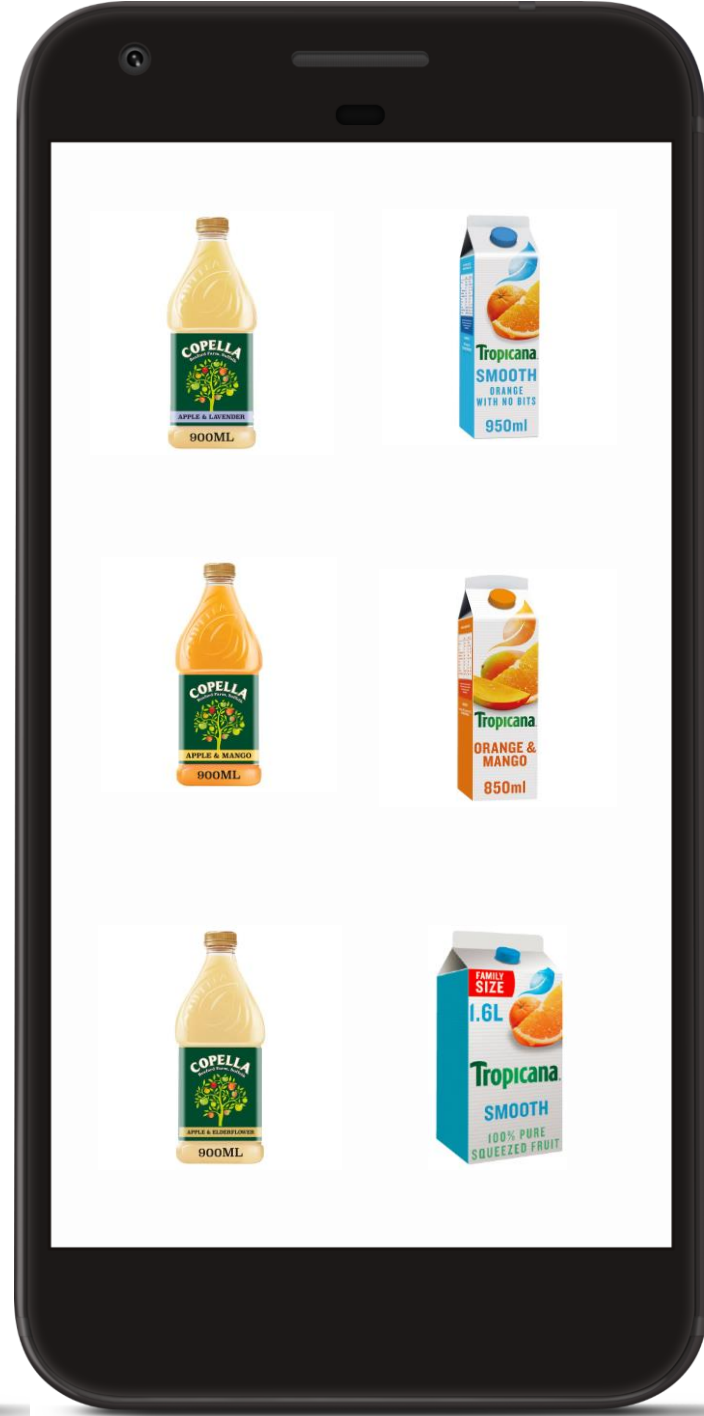
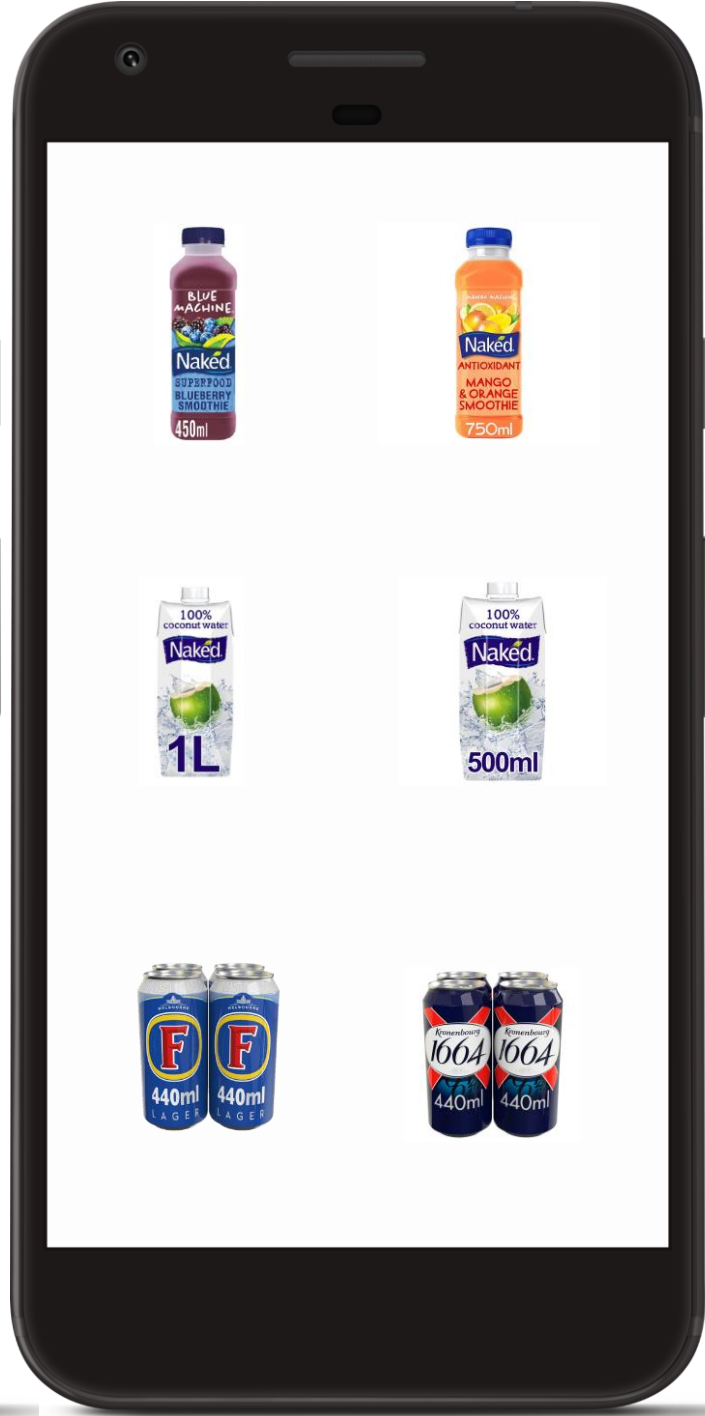
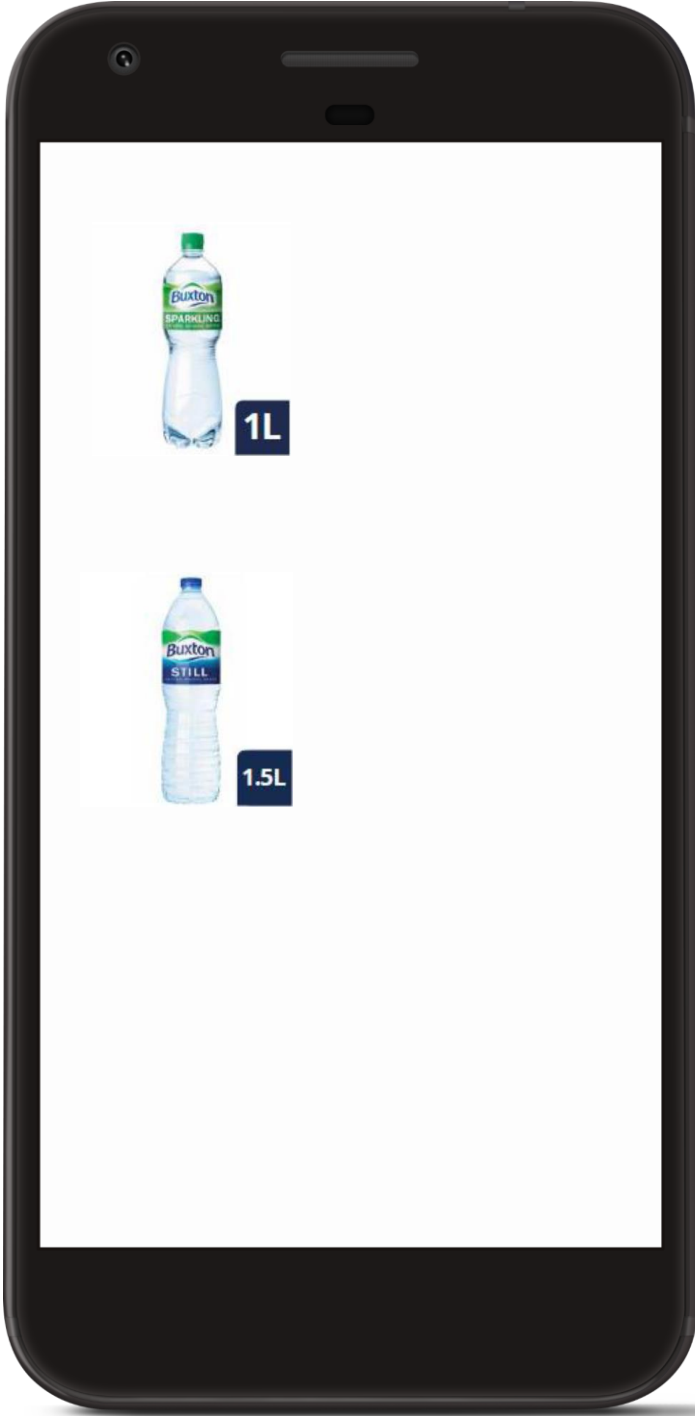


## 2. Vertical Strips (Lipton, Pepsi & Lucozade)



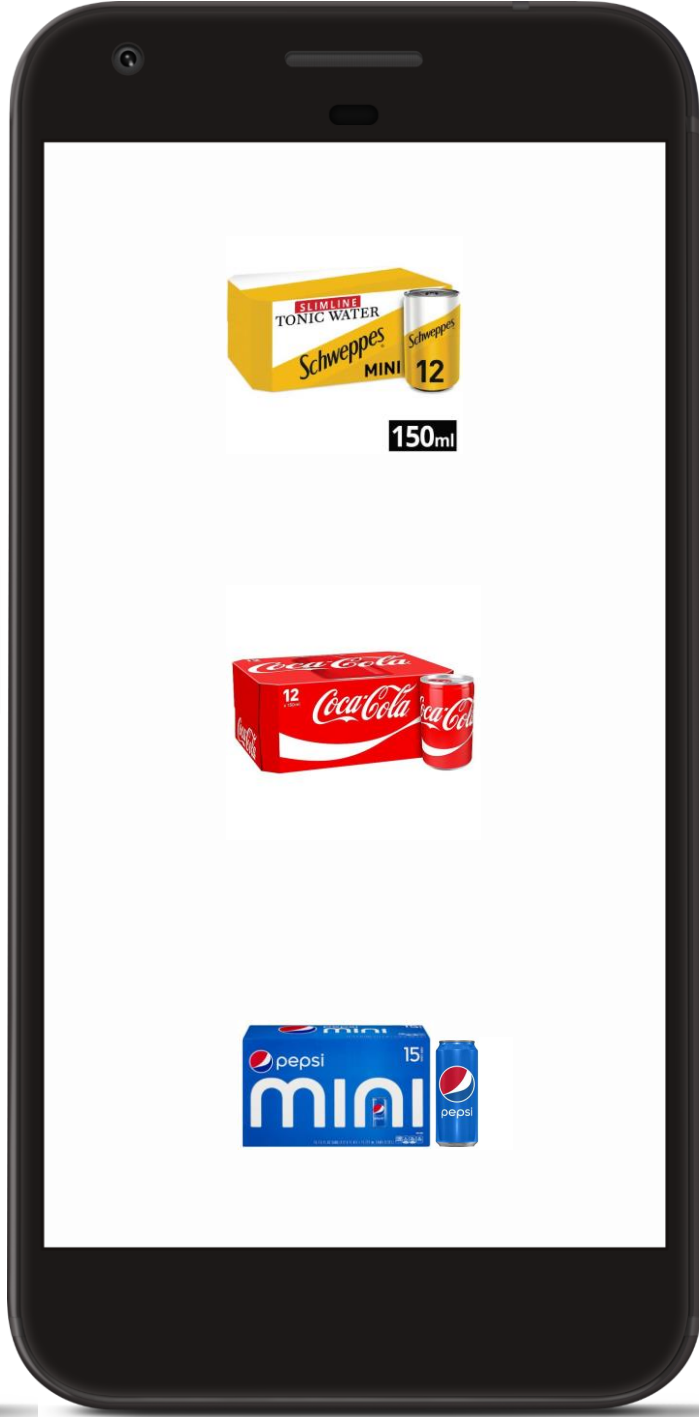
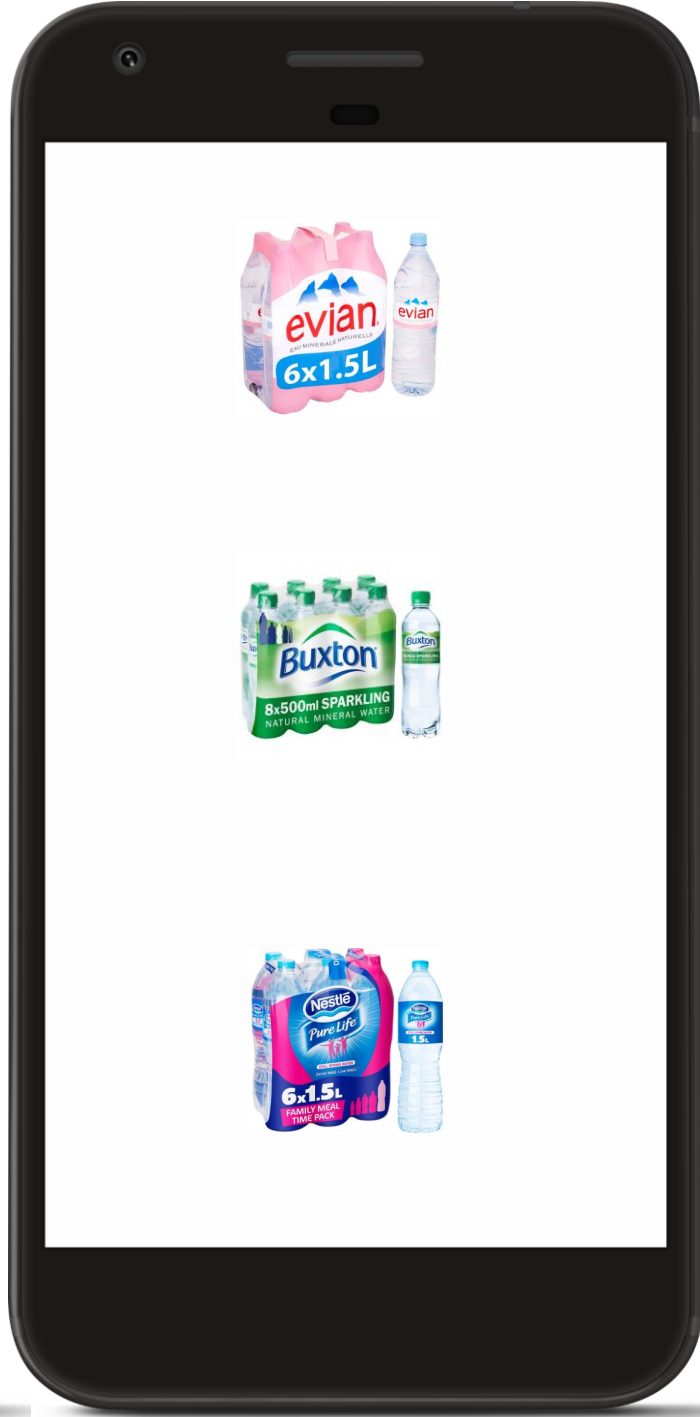
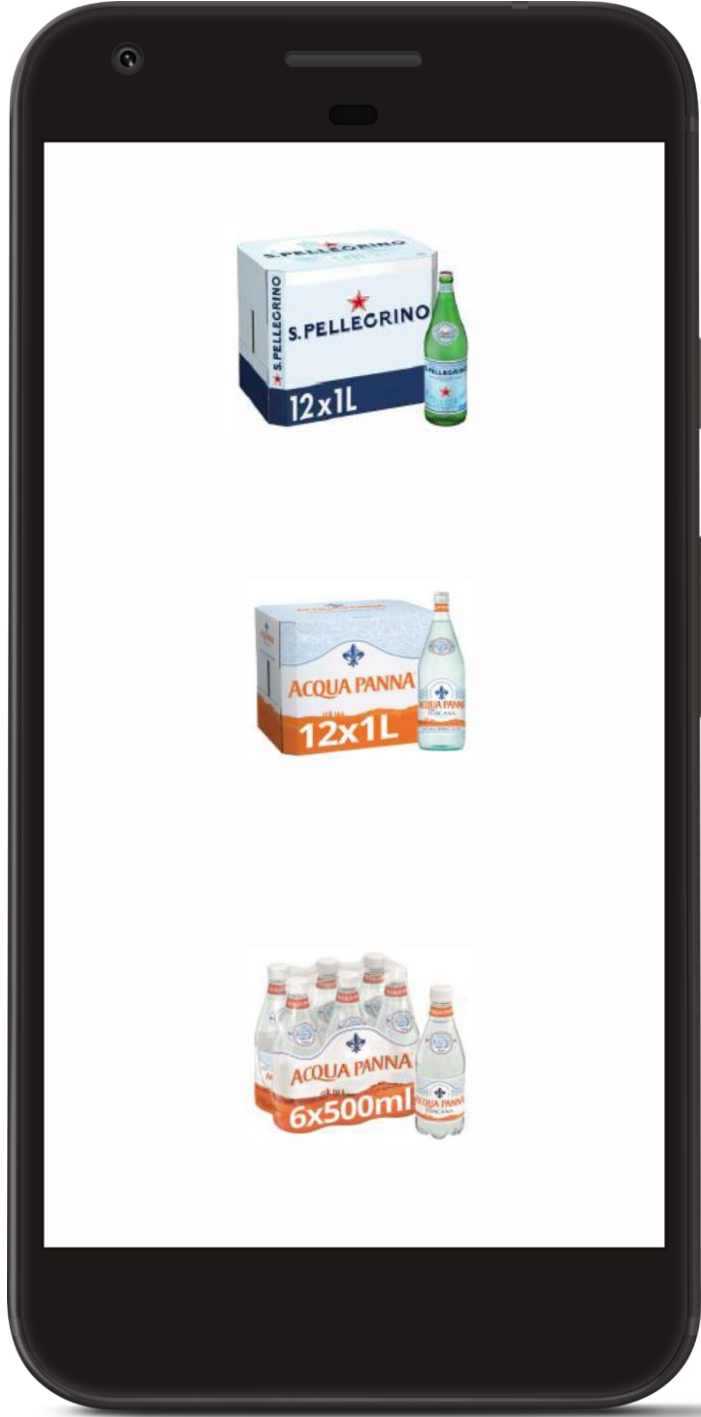


### 3. Declutter tall thin bottles / packs (Naked, Tropicana, Copella & Fosters, Kronenbourg Buxton – but with size off pack)



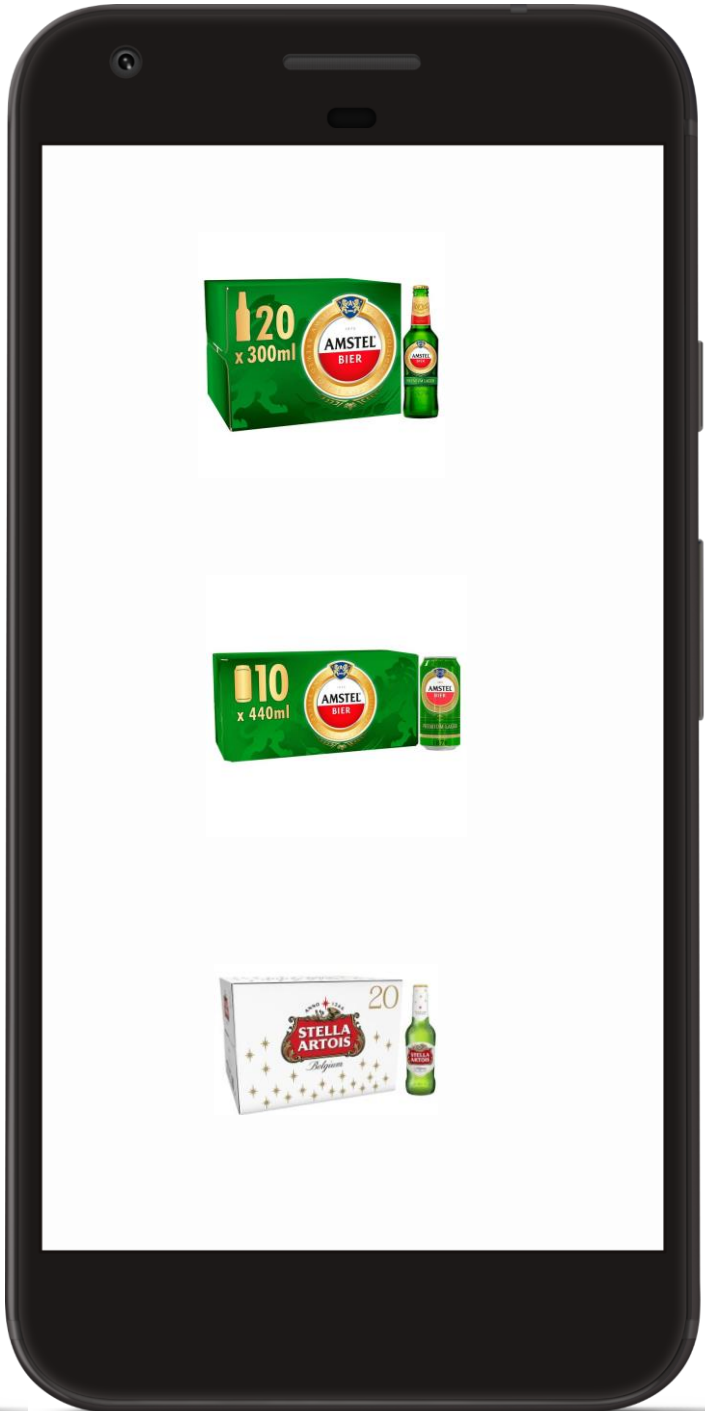
#### 4. Multipacks with **ITEM** pull-out & **big text** on base pack

Use of decluttering overlays to show **SIZE**



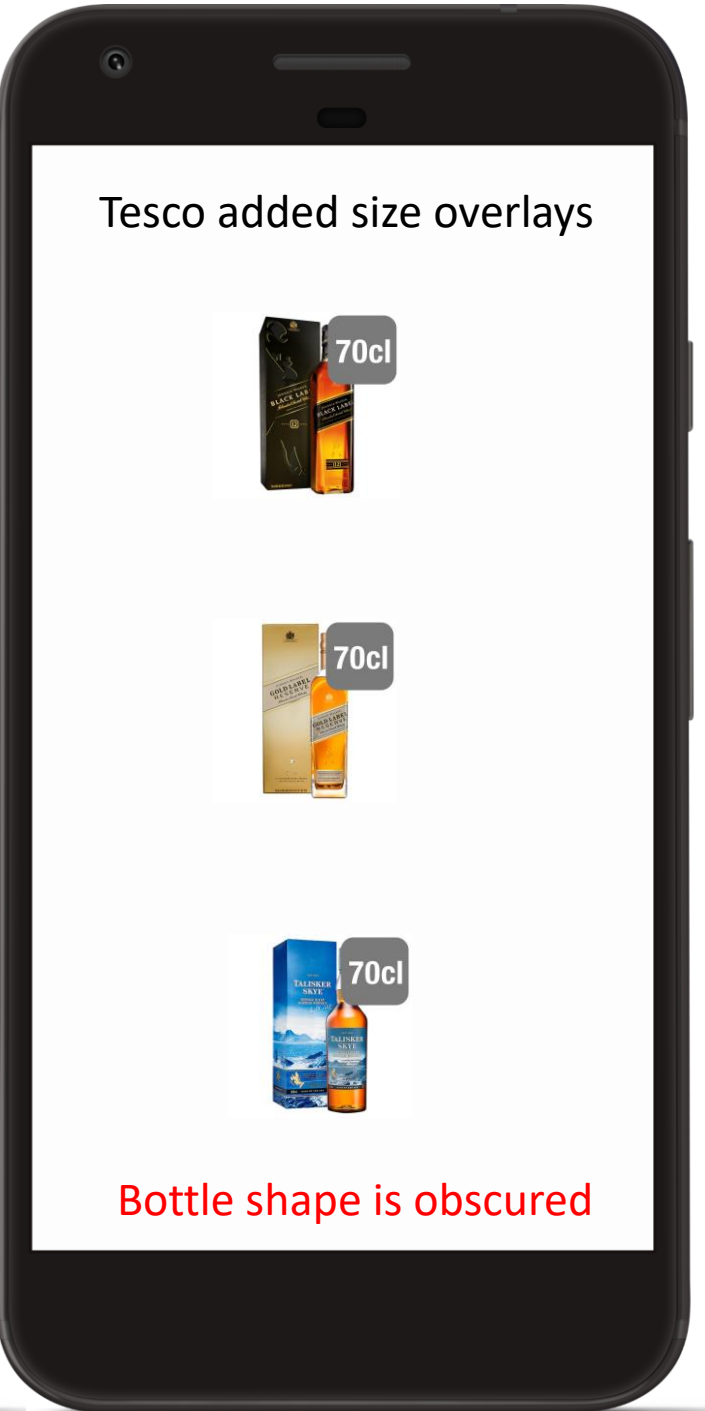
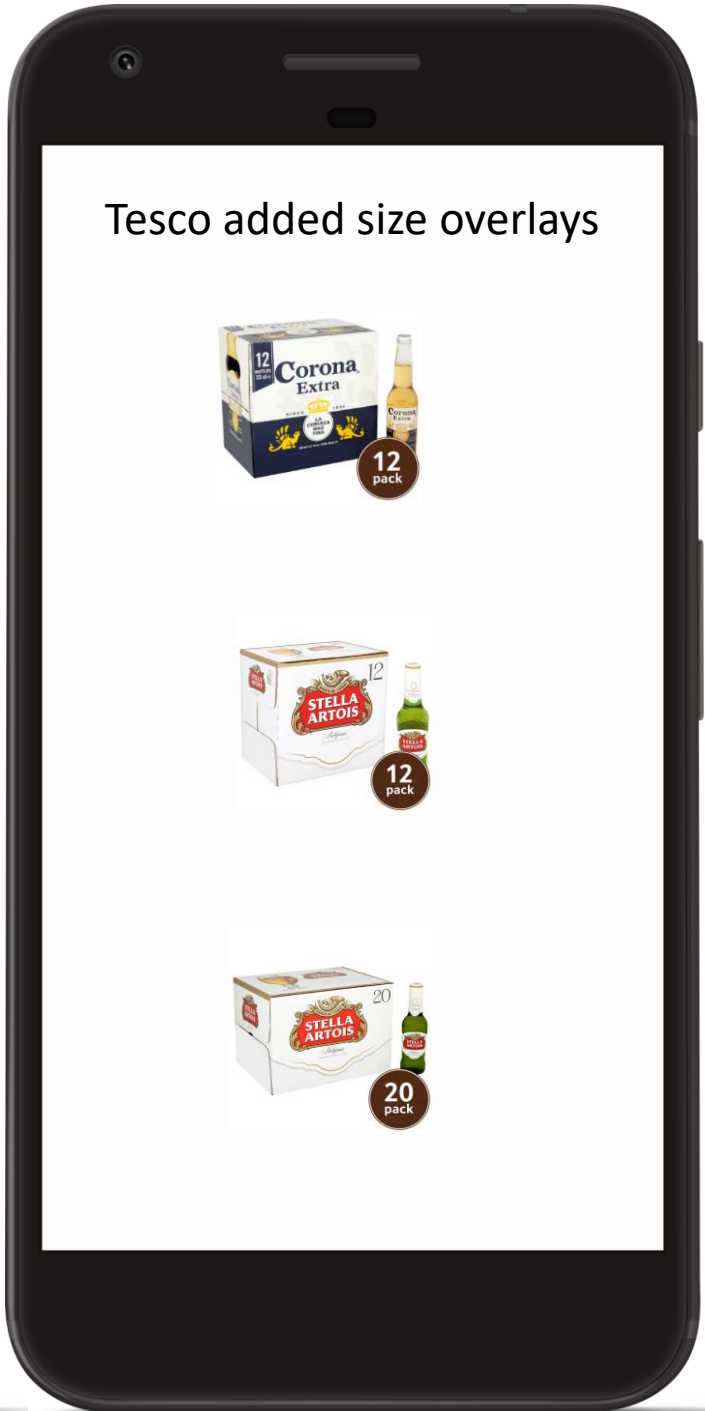
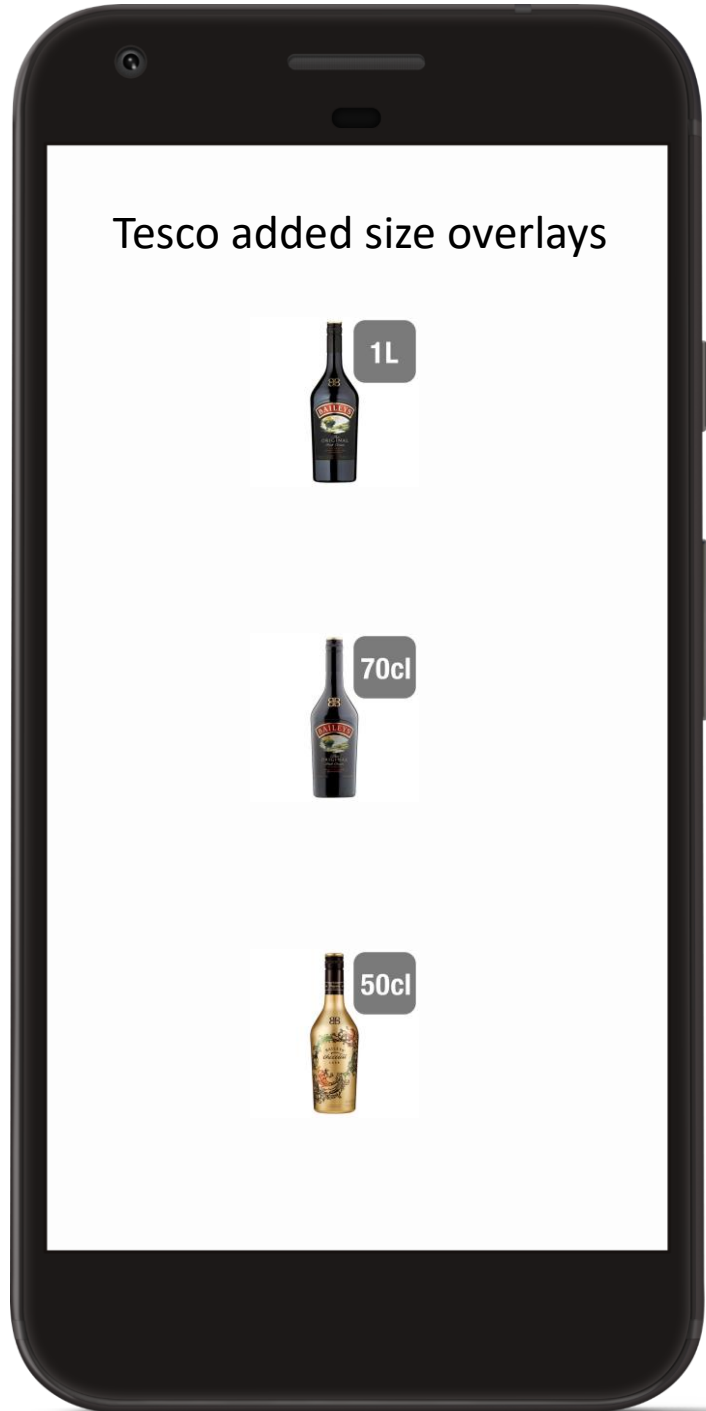


4. Multipacks with **ITEM** pull-out  
& **big text on base pack**





# 5. Multipacks with retailer overlays on PACKSHOTS



#5

**Who** is crafting  
The GS1 guidelines?





DIAGEO



*Coca-Cola Enterprises*

*P&G*



L'ORÉAL



MARS



*Kellogg's*

*A better world for pets.*



Pernod Ricard

*Johnson & Johnson*

>20 CPG Manufacturers



A Matthews International company



## Image Suppliers & Agencies

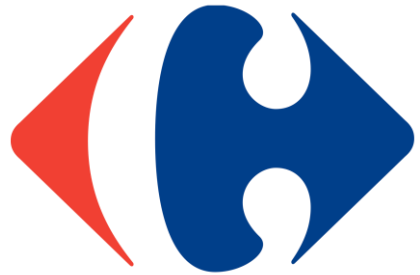


## UX experts & research

**TESCO**

**ASDA**

**Walmart**



**Carrefour**

**CPG Online retailers**



**#6**

**Definitions**  
**agreed**





# The “Image Tile”

**The actual image, which is usually square, comprising the Digital Pack and any white space & any permissible callouts.**

**The Image Tile**  
(usually 16mm  
Square on mobile)



## The “Canvas”

The Canvas is the digital pack, in combination with any information that is presented 'closely associated' with the digital pack.”, Where ‘closely associated’ means anything that is presented immediately adjacent to the digital pack, provided this is presented in a distinctive and structured way. (**eye doesn't need saccade & re-fixate to notice this**).

Size in grid UX display is often displayed immediately underneath making it part of the canvas



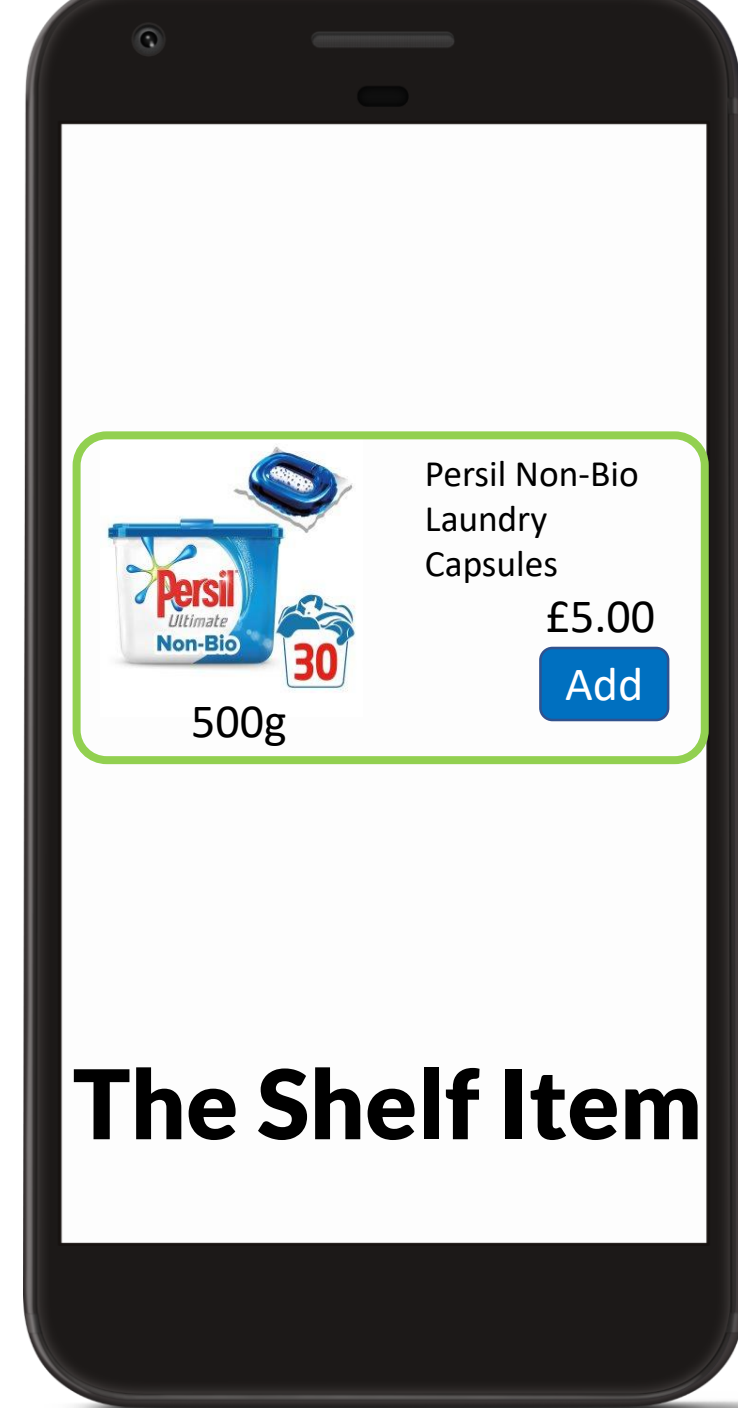
## The “Shelf Item” (Out of scope for WG)

The entire presentation of the product on the full Digital Shelf, including the full product title, any marketing information, Add to Basket button, customer rating stars etc in Search results

## On-Pack/Off-Pack

Info conveyed visually within the digital pack is known as on-pack information.

Info shown within the Canvas but not on the digital pack itself is off-pack information.

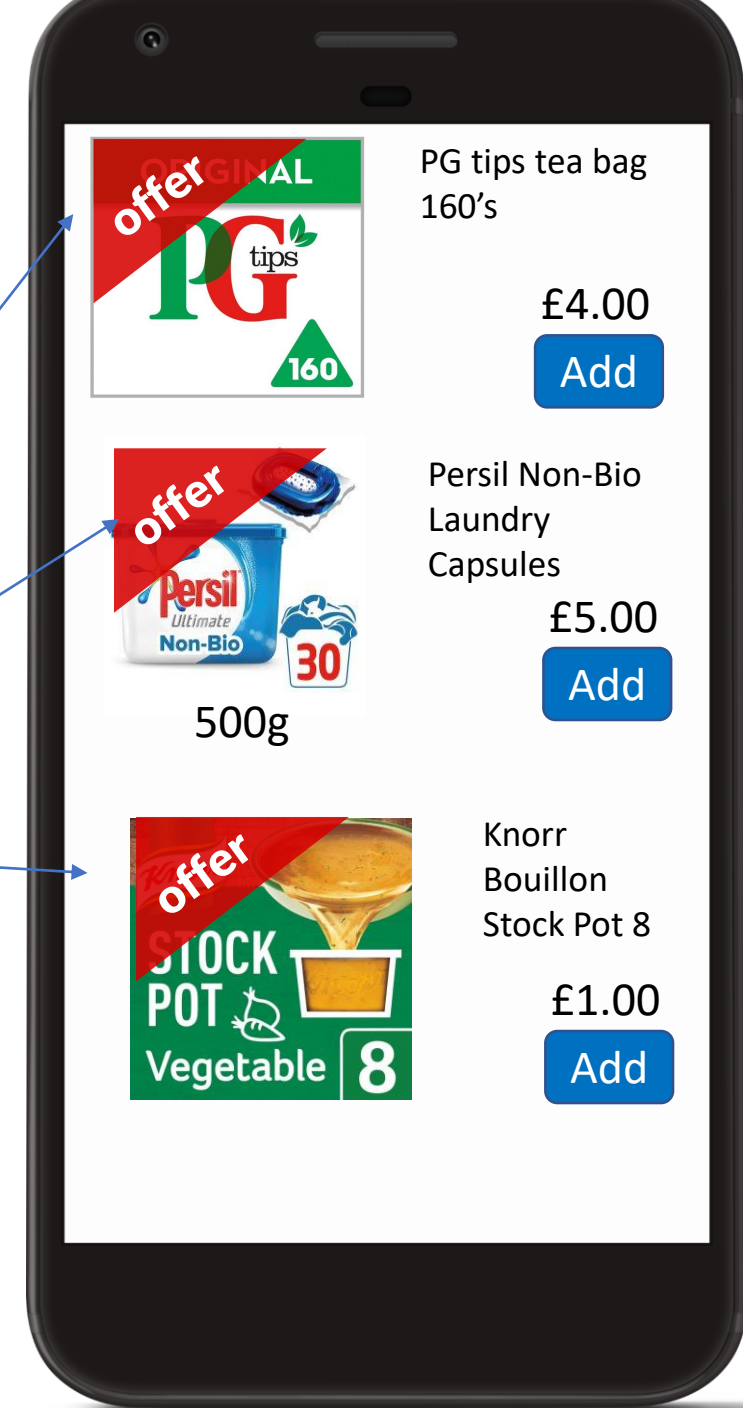


**The Shelf Item**

# Overlays

Overlays are visual elements that **obscure** part of the Mobile Ready Hero Image tile (or obscure any of the 4 basics within the image)

**Overlay**



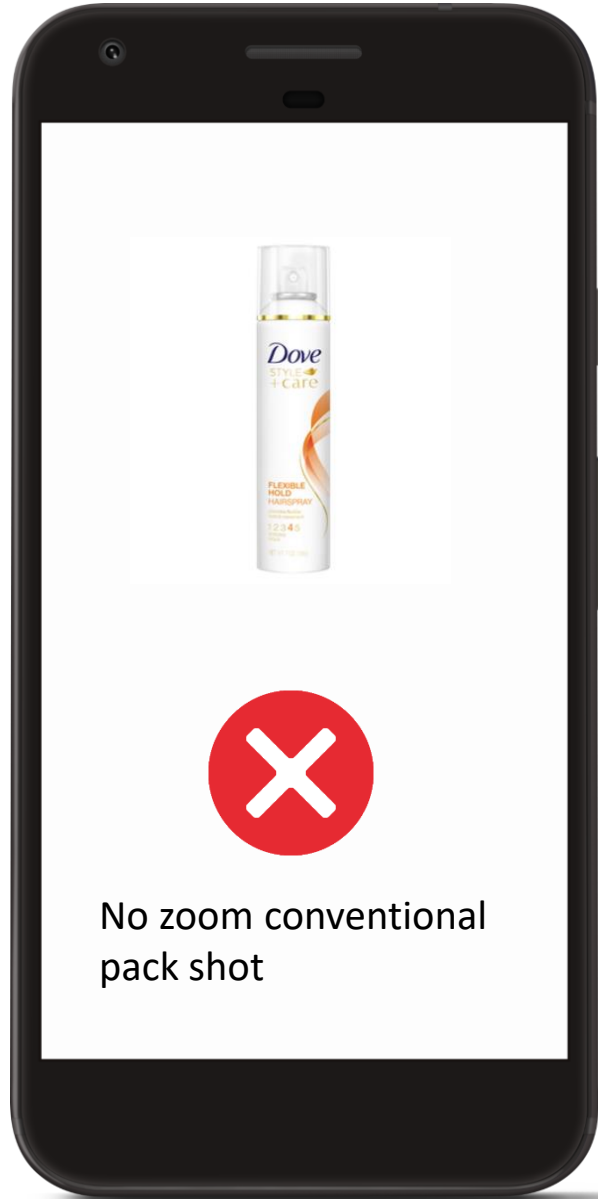
**#7**

# MHRI Guideline principles agreed

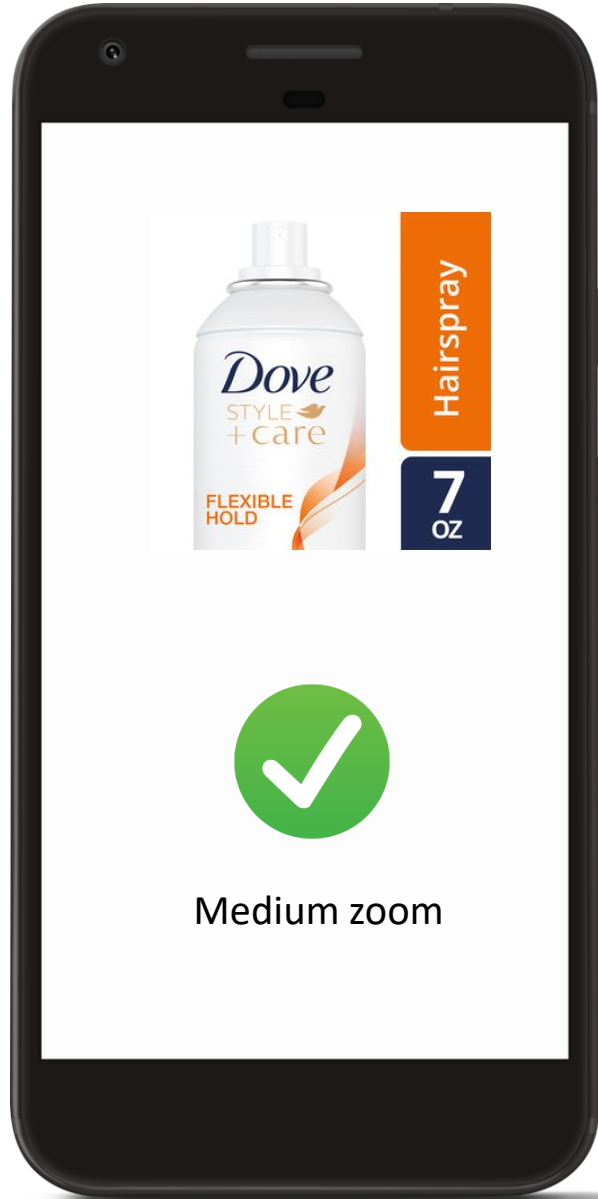


# Medium zoom is permitted to help smartphone shoppers

**SEE THE DETAIL** on the small screen



No zoom conventional  
pack shot



Medium zoom

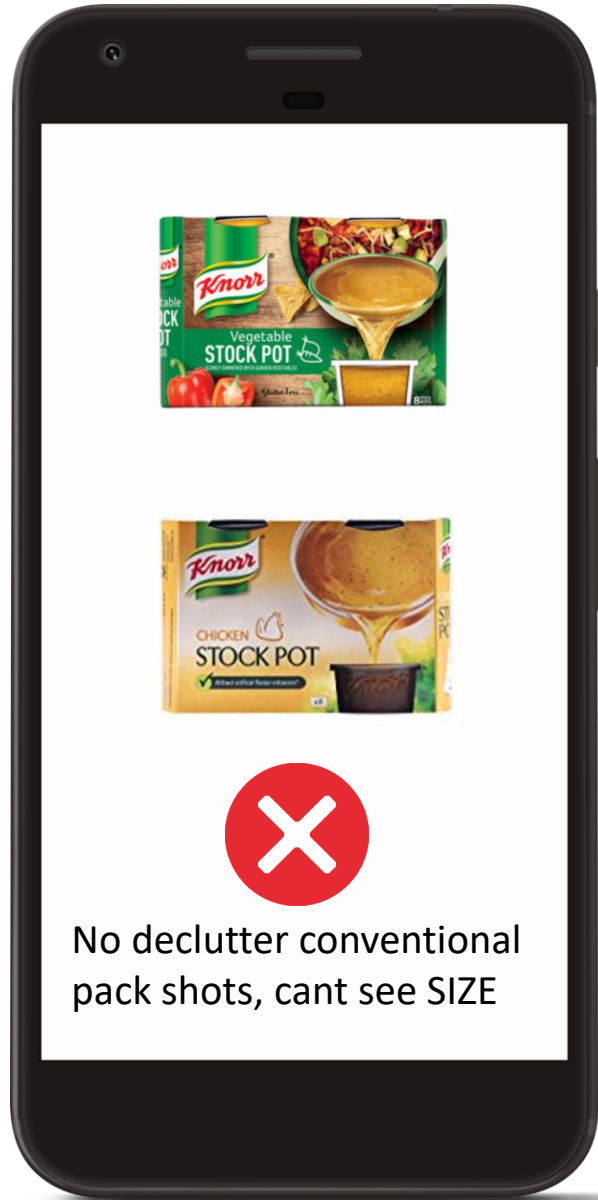
**Medium zoom is permitted but not compulsory**

Helpful for tall thin items and zooming the most distinctive area on the digital pack improves recognition



# Declutter is permitted to help smartphone shoppers

**SEE THE DETAIL** on the small screen



## Intended outcome

Visual elements of the digital pack convey the 4+1 Basics as clearly as possible.

## Explanation

The canvas for an MRHI is small and must therefore be used efficiently. Any elements that do not convey the 4+1 Basics will take up space, thereby reducing that available for conveying the information a consumer needs to make his or her choice.

Text on an image that is illegible on a small image can legitimately be removed to make space for the 4+1 Basics

#8

# Google Feedback



**Classic packshot** multipack



Identical to physical product on shelf

**Modified packshot** multipack



Visually very similar to physical product, but with slight modifications to declutter and highlight key attributes

**Off-pack overlays** multipack



Entire or part of physical product, key attributes highlighted in off-pack overlays

Not mobile first Google admit  
But currently allowed  
They admit it forces shoppers  
To read product titles



Decluttered hero image  
Easier to see 4+1  
Google will allow them

Harder to tell it's a multipack  
Rendering off pack text as pixels  
Doesn't enable filtering, sorting  
**Retailer should add the overlays**  
**For size off pack as HTML smartlater**

# Conclusions



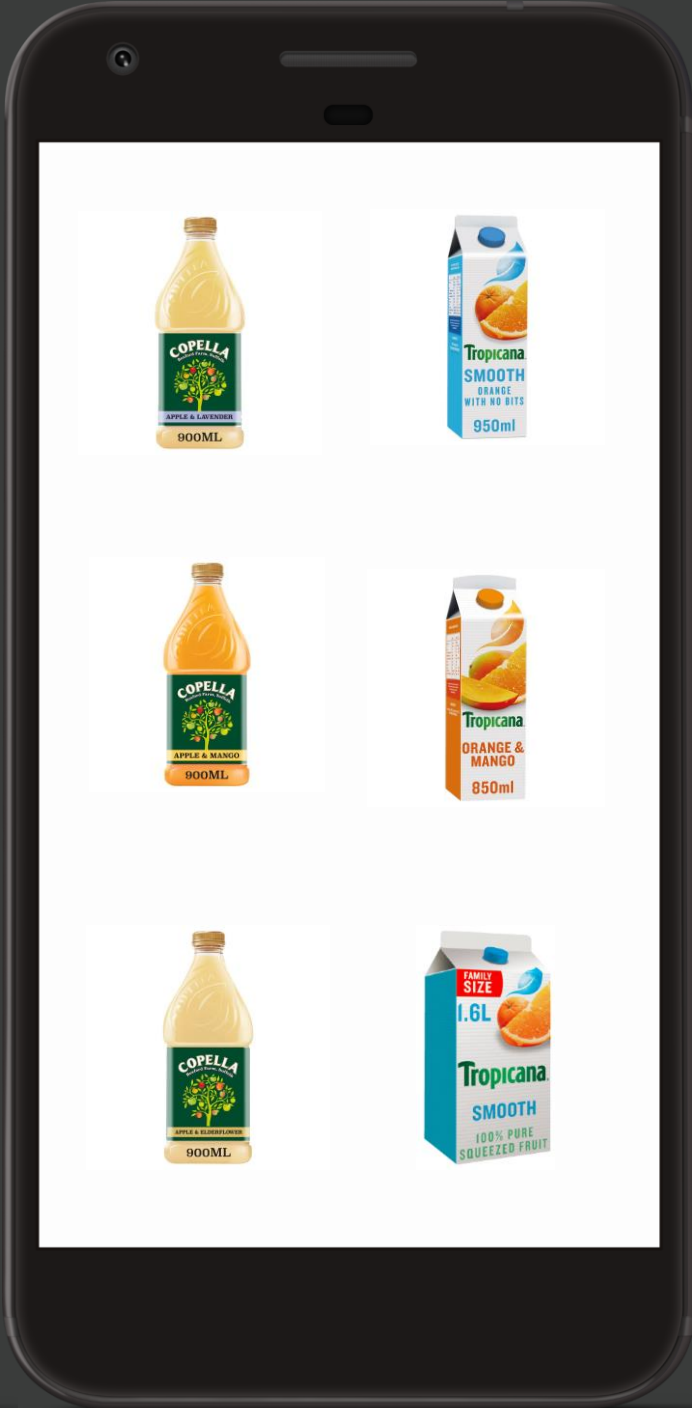
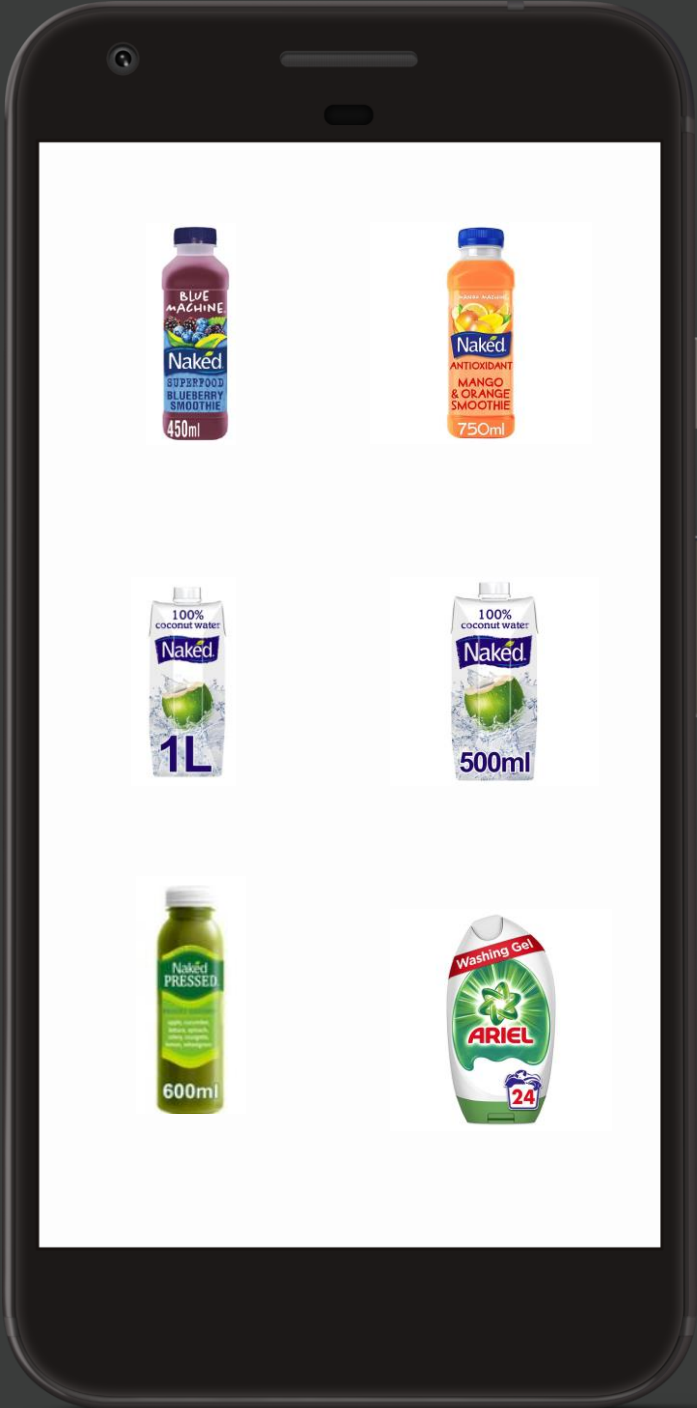
1. Declutter is allowed and works better for mobile (Google will update their guidelines)
2. Zoom is allowed to see detail on pack ((Google will update their guidelines)
3. Off pack text should be rendered by retailer as smart HTML layer for stuff that's too small to read on pack e.g. Size. They want a structured data approach also as voice becomes more important.
4. Google **will not prioritise testing** for MHRI – CPG not a priority



### **3 Killer questions following Google's POV**

1. Are retailers ready to solve tall thin bottles with off pack text rendered as smart layers?
2. Are suppliers ready with structured data sets?
3. What is the interim image solution that passes visual clarity testing for tall thin bottles? Size only off pack no long strip – done in white text black box bottom right?

There is no  
current hero  
image  
solution  
approved by  
all for tall  
thin packs  
that pass  
visual clarity  
tests



**#9**

**No consensus yet**  
**Hot topics**



# Retailer overlays obscure 4+1 basics but still want to overlay images with offers & more...



Our draft guidelines suggest this is unhelpful

“Specifically, retailers and suppliers are discouraged from obscuring the 4+1 Basics with overlays & marketing information.”



# Cereal bars often use square designs (and many others e.g. Pizza etc..)

## Brand obscured



## Quantity obscured



Knorr stock cubes

6 RESULTS

Refine

**Knorr Chicken Stock Cubes 8 X 10G**  
 Save 50p Was £1.50 No...28/2/2018 Until 20/3/18 >  
 £1.00  
 Add

**Knorr Vegetable Stock Cubes 8 X 10G**  
 Save 50p Was £1.50 No...28/2/2018 Until 20/3/18 >  
 £1.00  
 Add

**Knorr Beef Stock Cubes 8 X 10g**  
 Save 50p Was £1.50 No...28/2/2018 Until 20/3/18 >  
 £1.00  
 Add

**Knorr Ham Stock Cubes 8 X 10G**  
 Save 50p Was £1.50 No...28/2/2018 Until 20/3/18 >  
 £1.00  
 Add

# Retailer overlays obscuring brand trademarks

Beef stock pot

2 RESULTS

Refine

**Knorr Beef Stock Pot 4 X 28G**  
 Save 45p Was £1.45 No...28/2/2018 Until 20/3/18 >  
 £1.00  
 Add

**Knorr Rich Beef Stock Pot 4 X 28G**  
 Save 45p Was £1.45 No...28/2/2018 Until 20/3/18 >  
 £1.00  
 Add

**Dove Original Bar Soap 2X100g**  
 2 for £2.00 valid from 14/2/2018 Until 27/3/18 >  
 £1.50  
 Add

**Dove Original Bar Soap 6X100g**  
 Save 40p Was £3.40 No...14/2/2018 Until 27/3/18 >  
 £3.00  
 Add

Retailer overlays that secure some part of the image enable some brands to compete more effectively than others, this breaks the GS1 anti-trust caution

<https://www.gs1.org/gs1-anti-trust-caution>

**#10**

**Where to Next?**



Every brand and every retailer in the world has a decision to make

1. **Keep going with business as usual:** Brands spend a lot of time creating images without really knowing which retailers will accept them. Different retailers accept different things. Everyone wastes a lot of time trying to manage the individual relationships between each brand and each retailer, associated with what will or won't be accepted.
2. **Be a part of this hero image working group with GS1:** brands and retailers commit to engaging with the GS1 process, and commit to abiding by its outcome. We need structured data standards to agree how to render off pack text e.g. Size

