



Red Bull & Dimenco 3D Displays achieve advertising breakthrough

3D in-store advertising increases customer attention by almost 45%

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A recently completed research study (December 2011) conducted by the University of Tilburg revealed that 3D Red Bull advertising content on a glasses-free 3D monitor (Dimenco) increases customers attention by almost 45%¹. Also, the research indicated a positive impact on the sales (8,5% increase) of Red Bull products during the 3D advertisement test period. Through this study Dimenco Displays has realized an advertising breakthrough in terms of customer attention and sales.

In-store advertising

Previously, several studies prove that in-store advertising is more likely to provide a significant return on investment than traditional media like radio, print, television and outdoor advertising. "It occurs at the final stage of the purchasing process and therefore advertisers are better able to influence the customer", according to a recent study of Deloitte². Not surprisingly, in-store advertising investments rise every year. Based on the test results, 3D displays can significantly improve the effectiveness of in-store advertising.

Test set-up

The test was conducted by placing test configurations at 3 different Exxon Mobile petrol stations in The Netherlands. The set-up for each location was identical, except for the type of display. One location had no display on the cooler, one location had a normal 2D Display and the 3rd location was equipped with a Dimenco glasses free 3D Display (see photo below).

Photos of the 3 different test configurations

No Display



2D Display



3D Display



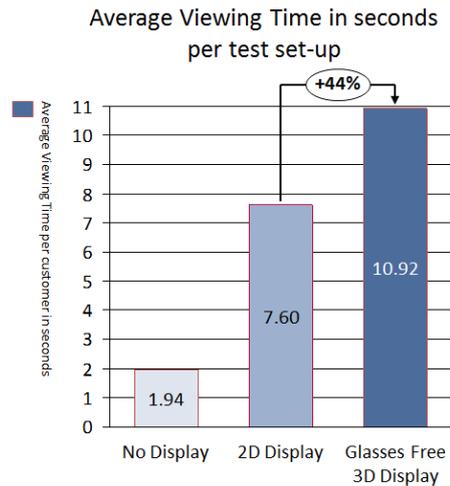
¹ The study, executed by the University of Tilburg, measured the average viewing time of consumers at Exxon Mobile petrol stations (Esso) in the Netherlands during a period of several weeks.

² GMA/DELOITTE (2008), "Delivering the Promise of Shopper Marketing: Mastering Execution for Competitive Advantage."

“With the special developed eye-tracking software (Fraunhofer) we were able to measure the exact viewing time of the customer”, according to researcher ms. Van Grootel of the University of Tilburg. “We collected more than 15.000 eye-trackings and we interviewed more than 180 customers” for this study.

Breakthrough results

Based on the analysis of this rich dataset we have been able to determine some impressive results. On average a customer looks more than 3 seconds longer to the advertising content on a glasses free 3D Display than to the same content on a 2D Display. This results in an increase of the viewing time to the advertising content of almost 45%. Also, during the period of testing, the sales of Red Bull products at the petrol station increased by 8.5%. “We knew that non-glasses 3D have a positive impact on consumers, but we are extremely happy with these fact based results”, said Bas Ploeger of Dimenco Displays.



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Company Description:

Dimenco BV. is a Dutch 3D technology company, which specializes in enabling autostereoscopic lenticular multi-view displays, also referred to as a three-dimensional (3D) display without the use of special glasses. The company was founded in 2010, after discontinuation of a Philips venture that focused on 3D technology. Since then Dimenco has established a close and good relationship with Philips, which authorizes the company to use the largest 3D patent portfolio in the world. This, in combination with specific and unique 3D knowledge, enables Dimenco to offer end- to- end 3D autostereoscopic solutions, including; hardware, software, content conversion, autostereoscopic 3D displays and consultancy solutions for professional applications.

