

MYSTERY SHOP

Walgreens

NEW DIGITAL COOLERS

MEET THE SHOPPERS

STUDY DATES:
2/23/19 - 2/26/19

AGENTS:
N = 21

Field Agent dispatched 21 shoppers across three different Walgreens stores, each a location for Walgreens' new digital coolers and freezers. As detailed on the pages to follow, shoppers assessed the digital coolers on several dimensions. This mystery shop was conducted entirely through the Field Agent mobile app, February 23-26, 2019.

WHERE DID WE SEND SHOPPERS?

Walgreens, 145 4th Ave, New York, NY	n = 9
Walgreens, 151 N. State St, Chicago, IL	n = 6
Walgreens, 135 Powell St, San Francisco, CA	n = 6

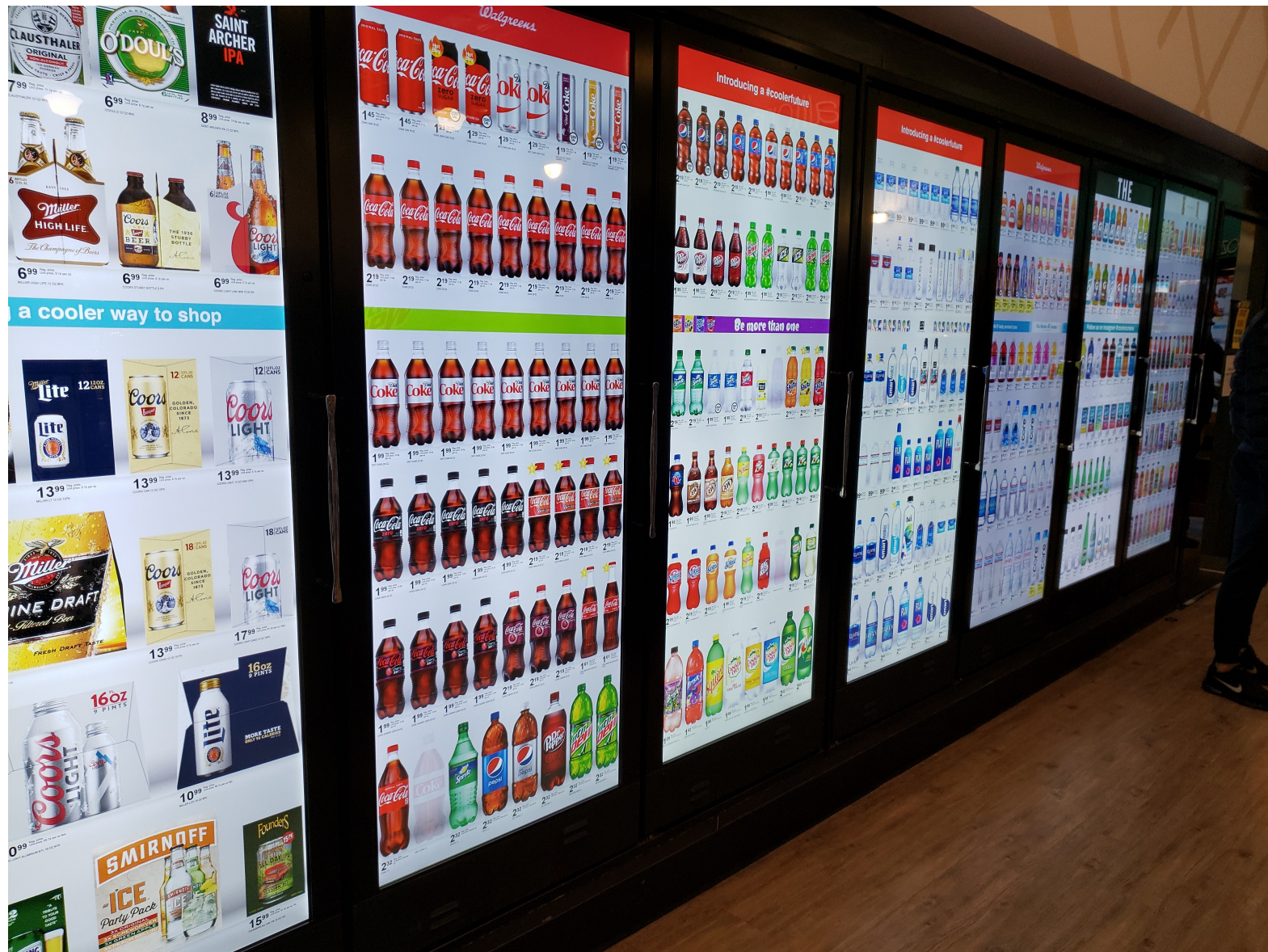
GENDER

Men	71%
Women	29%

AGE

25-34	43%
35-44	33%
45-54	24%

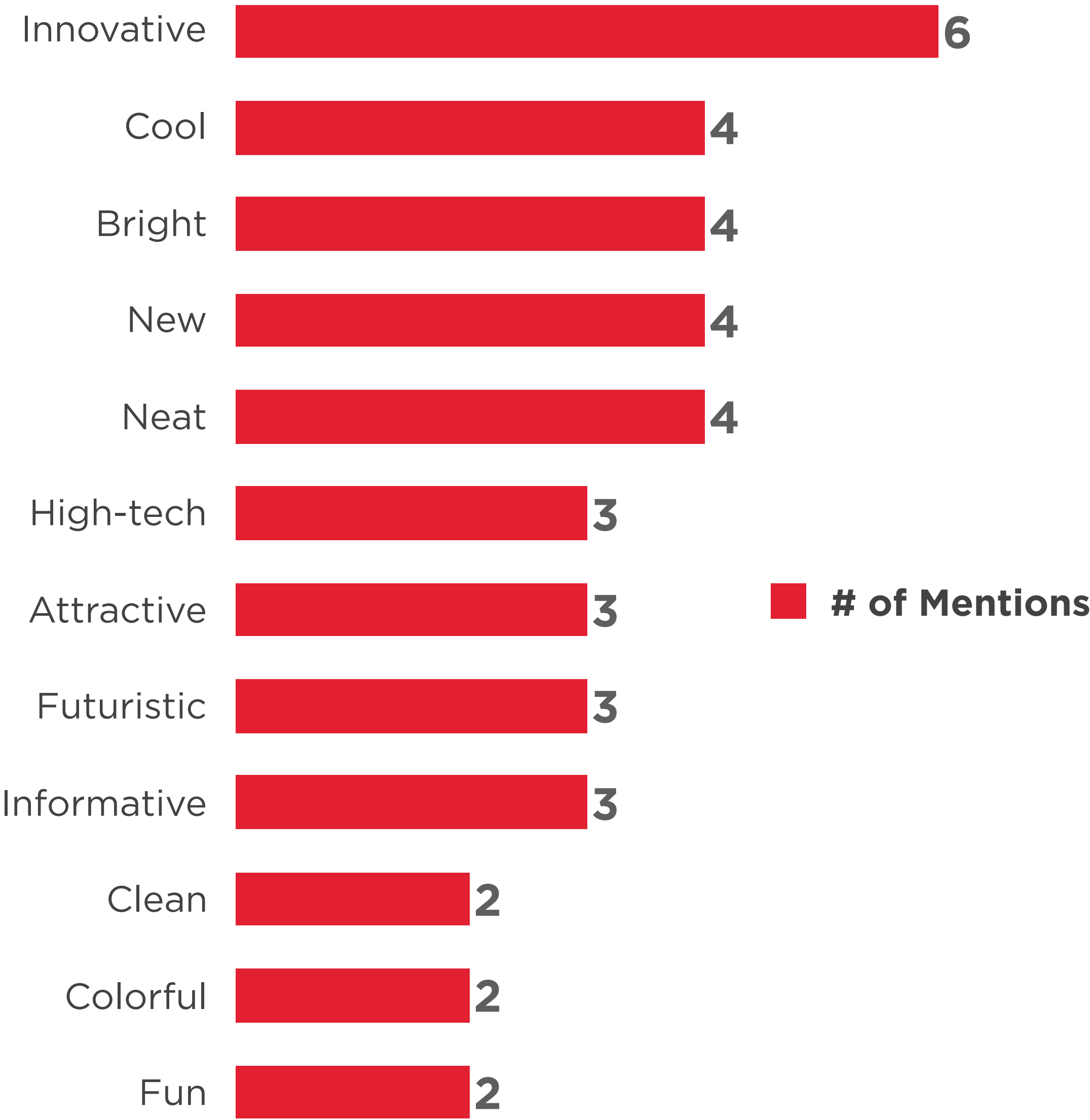
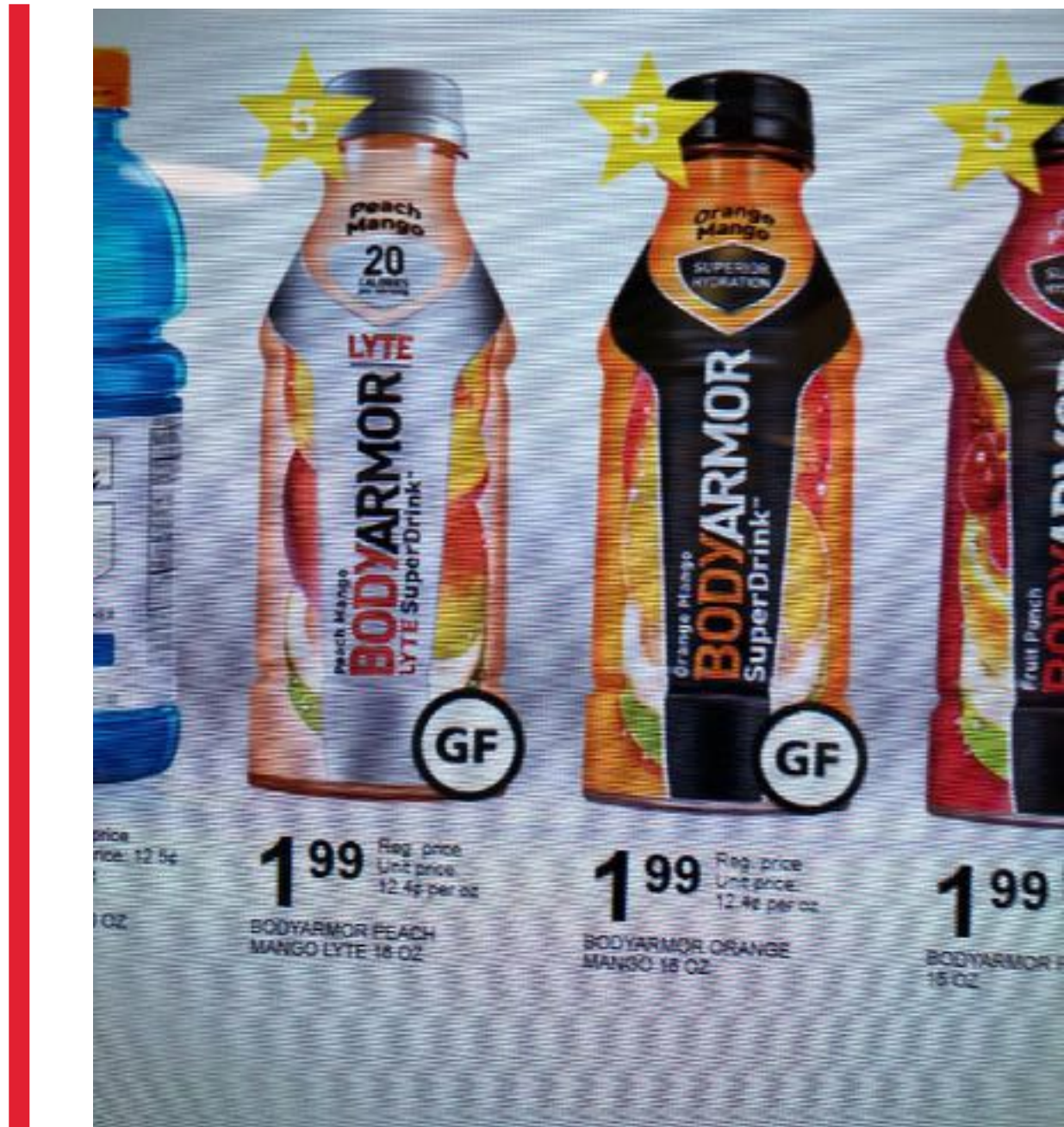




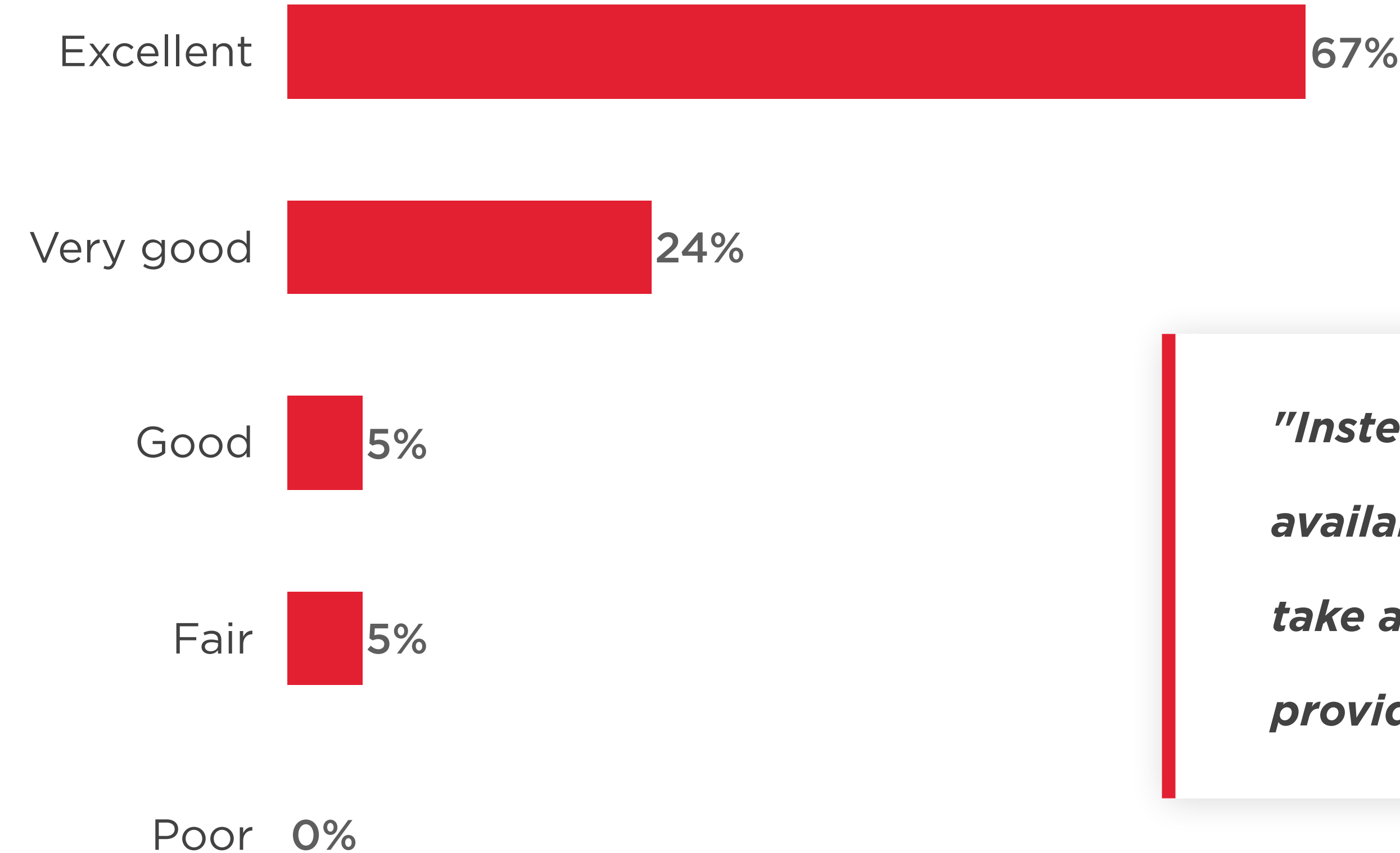
Agent Photos

What words would you use to describe the digital coolers?

Each participant suggested 3 words they feel accurately describe the digital coolers. To the right we present all words mentioned at least twice.



As a shopper, how would you rate your overall experience with the digital coolers/freezers you encountered today?



"Instead of holding the cooler door open to browse available products and using energy, one can simply take a look at what is available on the screen provided." *- Agent Quote*

On a scale from 1-5, where 5 is "excellent" and 1 is "poor," how would you rate the digital coolers on the following dimensions?

"It [is] neat how in-stock items are shown on the screen and out of stock items aren't" - Agent Quote

4.95

It's new and different

4.67

Ease of use

4.05

Makes me want to shop this store

3.95

Meets a shopper need



Which one emoji best captures how you FEEL about the digital coolers/freezers?



38%



24%



14%

*"They are new, unique, exciting,
and draw customers to products!"*

- Agent Quote



10%



5%



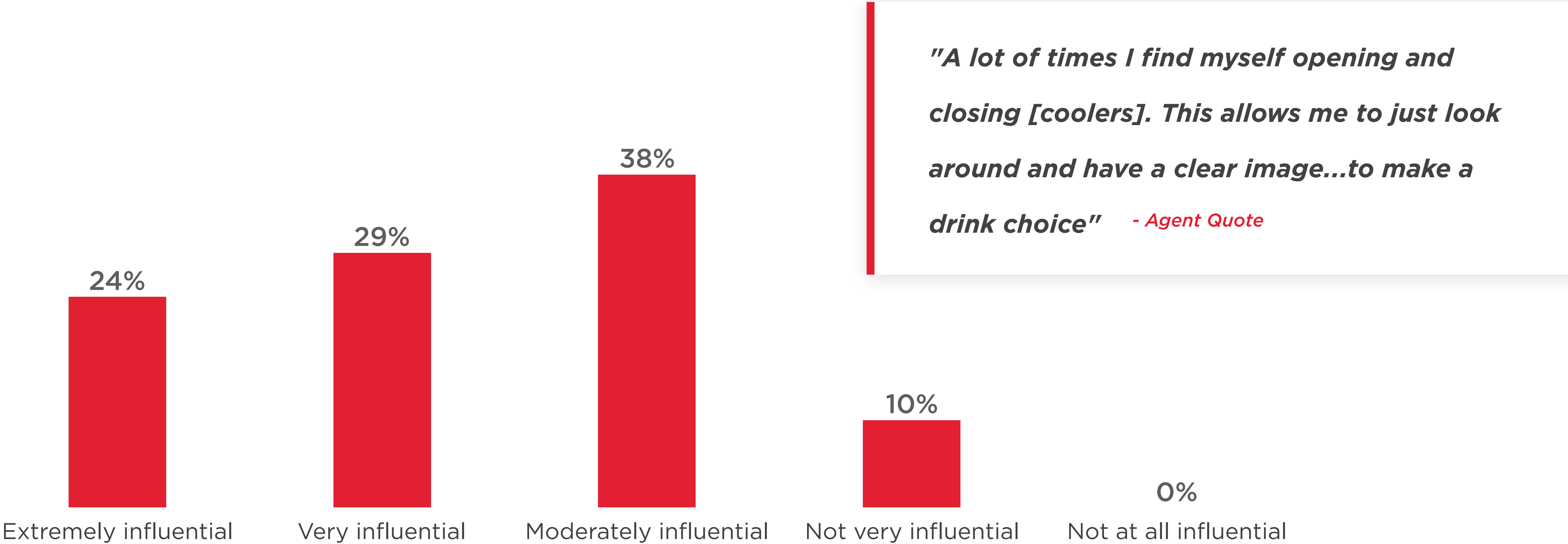
5%



5%

How influential would the digital screens/doors be over your purchase decisions in this store's cooler/freezer section?

For this question, participants were asked to assume they would make purchases from the store's cooler/freezer section.



In general, which coolers/freezers do you prefer?

Digital coolers like those I encountered today 81%

Traditional, non-digital coolers 19%

"The coolers were all brightly-lit and the products looked enticing and fresh." - Agent Quote

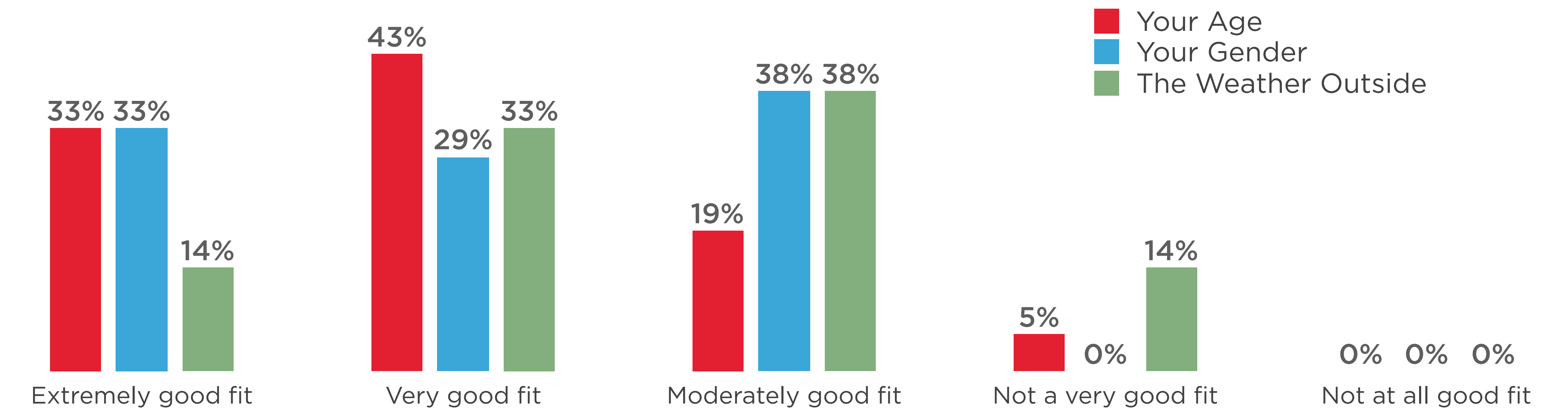


Agent Photo

In general, do you feel the ad(s) you're being shown on the cooler/freezer door are a good fit for someone like you along the following dimensions?

Mystery shoppers were instructed to stand in front of three different digital coolers/freezers and note the ad being shown to them most prominently. Note: Reports suggest the coolers/freezers are equipped with cameras/sensors that can determine the shopper's age/gender, as well as detect the weather outside, to show the shopper ads for relevant products.

A few shoppers reported they didn't feel the cameras/sensors were working, since the same ad appeared for different shoppers with different age/gender profiles.



What brands/products are being advertised to you on the coolers' digital doors?

Chicago	Agent gender:	Agent age:	Brands advertised:		
	Female	34	Lifewater	Starbucks	Gatorade
	Female	35	Agro Tea	Diet Coke	Lifewater
	Male	48	Breyers	DiGiorno	Ben & Jerry's
	Male	34	Red Bull	DiGirono	Coke

New York	Agent gender:	Agent age:	Brands advertised:		
	Female	47	Diet Coke	Kombucha tea	Lifewater
	Female	42	Fiji Water	Red Bull	Sugar-free Red Bull
	Male	28	Coke	Starbucks	Monster/Red Bull
	Male	32	Coke	Budweiser	Corona

San Francisco	Agent gender:	Agent age:	Brands advertised:		
	Female	34	Gatorade	Miller Lite	Snickers ice cream bar
	Male	54	Arizona	Vitamin Water	Budweiser
	Male	47	Marie Callender's	Coke	Stella Artois

How do you feel knowing the digital coolers have cameras/sensors to determine traits about you and target you with ads?

Each participant answered this question with a free-form response. Below we offer some of the more representative remarks.

Notably, 5 of 21 mentioned discomfort, to one level or another, about the coolers' ability to determine a shopper's gender, age, etc. to target him or her with relevant ads. The majority, however, were comfortable with the practice.

"I find it helpful and intriguing. I feel that they did a good job with showing me ads that I would be interested in."

"I'm not too sure they were even properly functioning as we had different genders and ages stand in front of the same cooler and the ads remained the same."

"It is very impressive to know that technology now can do such a thing."

"Weary to be honest and not too happy about it... Our anonymity is slowly being eroded in favor of big brother."

"I have no issue with it. It reminded me to buy more food and beverages for the house."

"I honestly don't feel like the cameras are going to help because people are going to shop the way they want to shop regardless of what the advertisements are..."

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