

CONSUMER PACKAGED GOODS & RETAIL PERFECT SHELF

CREATE A BETTER, FASTER, SMARTER SHOPPING EXPERIENCE



HOW CAN YOU CREATE ENHANCED SHOPPING EXPERIENCES FOR YOUR CONSUMERS?

The Perfect Shelf is a 3D Social Solution Experience that enables CPG Category Captains to significantly enhance their ability to express their view of the category, validated by the consumer, and influence their retail business partners. It also enables Retailers to better design a superior shopping experience, faster and cheaper, while driving compliance across their stores.

PERFECT SHELF EXPERIENCE : WIN AT SHELF



Enhancing the Consumer Shopping Experience

By realistically simulating retail settings inside immersive, lifelike 3D environments, Consumer Packaged Goods companies and Retailers can better **imagine, validate and deploy** optimum shopping experiences while increasing product appeal, brand & category profitability and differentiating themselves from the competition. Define, design and deploy your shelf space strategy... with the **3DEXPERIENCE platform**.

Consumer Centricity

Consumers are at the very heart of the value creation system for both CPG companies and Retailers. They make decisions at shelf in a matter of seconds. We provide the ability for you to design delightful shopping experiences that helps consumers find what they need and build brand equity

The Power of Connected IP

The ability to design your category management strategy, adapt to various store formats easily, convince your business partners of its value and deploy across the value chain for consistency in quality all at your fingertips creates significant competitive advantage.

Fast Adapt

Innovation is never done. The opportunity to measure, understand the impact of the shelf strategy and take better informed decisions is at the very heart of the innovation process so you can adapt to changing consumer needs better, faster, smarter than your competition.

Key Benefits

For Brand Manufacturers:

- Reach or maintain category captancy
- Increased presence and revenue
- Quicker time to shelf

For Retailers:

- Increased revenue and profit
- Precision retailing & scale effect.
- Operational excellence & shelf compliance

For Your Consumers:

- Improved shopping experience



EXPERIENCE IT ON YOUR MOBILE