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The Innovation and Forecasting Specialists

# Making Packaging…



# … Stand Out

# The core of packaging

**Functionality**
How does the
package perform?

**Visibility**
Does it stand out
on the shelf?

**Informational**
What does the
package communicate?

# Where packaging goes wrong

- Tropicana changed packaging in 2009

- Rebranding caused a 20% dip in sales

- Estimated US$33 million loss
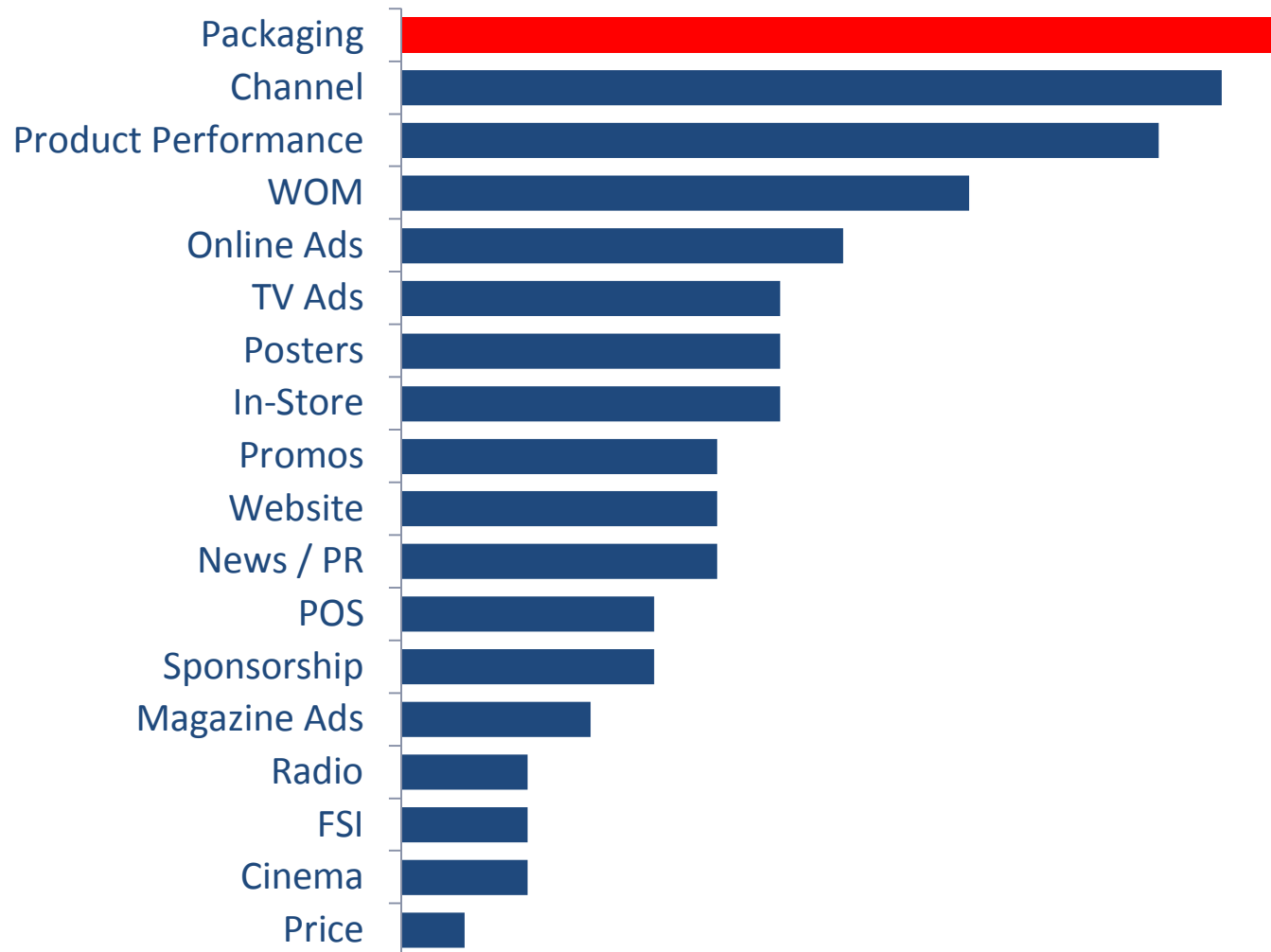
# Study 1
## The Impact of Packaging

# Study 1: **The impact of packaging on purchase intent**

- Ipsos Meta-Analysis

- Measures whether being exposed to different touchpoints increases purchase intent for a product

- Touchpoints include:
  - Above the line media
  - Below the line
  - Channel
  - Product

- 50 + Studies
  - FMCG (food, beverage, beauty, personal care), retail, telecom, durables, electronics, household goods, financial,, lottery, sportswear, automotive, technology, and more.

- 20 + Countries
  - All continents

- Many Leading Advertisers / Clients

Regression models built showing how much purchase intent would increase depending on whether or not people recalled seeing each touchpoint

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# Contribution towards Purchase Intent (average)

| Category | |
|---|---|
| Packaging | |
| Channel | |
| Product Performance | |
| WOM | |
| Online Ads | |
| TV Ads | |
| Posters | |
| In-Store | |
| Promos | |
| Website | |
| News / PR | |
| POS | |
| Sponsorship | |
| Magazine Ads | |
| Radio | |
| FSI | |
| Cinema | |
| Price | |



*Source: Average results from 50+ global studies, across multiple industries*

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![Ipsos logo] **And the Quality of Packaging Matters**

**Average** impact
when packaging is the
in mix:

# 75%

**Worst Case** impact:
# 0%

**Best Case** impact
# 100%

*SourceResults from 30+ global studies, across multiple industries*

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# Study 2
# How to improve
# Stand-Out

# Study 2: **Improving Stand-Out**

- Ipsos Meta-Analysis

- Pack R&D across 9 categories

- USA based

We ran regression modelling, experimenting with over 30 design characteristics and marketing variables

- 5 food categories
  - Meal bakes
  - Pancake syrup
  - Pasta sauce
  - Cooking oil
  - Cookies

- 2 Beverage Categories
  - Bottled water
  - Juice pouches

- 2 household categories
  - Automatic dishwasher detergent
  - Laundry detergent

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# How we measure Stand Out

**Shelf Exposure**

- Respondents are exposed to a shelf display and given the opportunity to purchase

**Cognitive Impact**

- Prompted recall of the packaging designs on shelf using encrypted images

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# Lesson 1: Stand-out varies strongly by category

- There is huge variation in **prompted pack visibility** between categories:

Average standout for
the **highest** category

# 69%

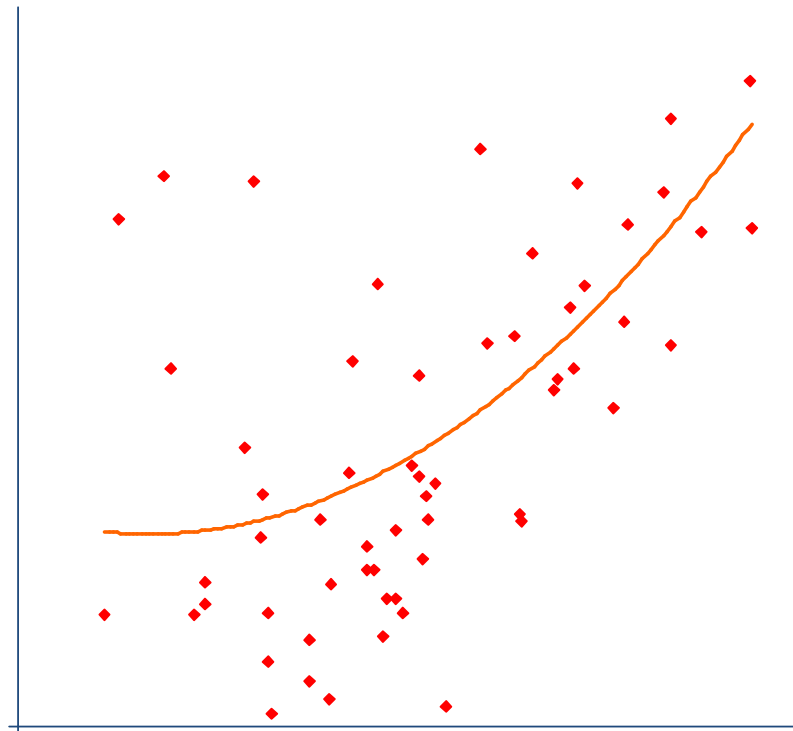Average standout for
the **lowest** category

# 39%

# Lesson 2: Stand-out is affected by 'Marketing Presence' and 'Design Quality'

**This graph shows the stand-out achieved by each brand, against its 'marketing presence': the number of facings on the shelf and familiarity with the pack (usage penetration).**



**Stand-Out**

**Marketing Presence**

The line shows what stand-out would be expected for any level of marketing presence

Brands that are above the line do better than expected due to pack design

Brands below the line are worse than expected

# Lesson 3: Be a different colour from the competition



**High**

**Low**

**Stand-out**

**Marketing Presence**

Low          High

## MEAL BAKES

- There is a generic style to the designs in this category: a standard box shape, with a mainly yellow picture of a meal bake.

- **Dinty Moore** achieves a higher stand-out than expected, on account of its very different colouring.

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# Lesson 4: Be a *bright* & different colour from the competition



### WATER

- Similar to meal bakes, there is a clear generic style to the designs in this category: an essentially standard bottle shape, typically with blue and pale colouring.

- **Great Value** achieves much higher stand-out than expected, on account of its bright green colouring.

**Stand-out**

Low

**Marketing Presence**

Low       High

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# Lesson 5: Use strong colour and/or large font for the brand name



**DISHWASHER DETERGENT**

- In addition to a distinct colour for the body of the pack, **Cascade** uses the key feature of a name written in large, strong red lettering.

- This works well for the Powder and 2-in-1 variants, since they contrast the red and green. This is not done to the same effect for the Cascade Complete variant

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# Lesson 6: Add an obvious branding device



**Stand-out** (vertical axis: High → Low)

**Marketing Presence** (horizontal axis: Low → High)

## PASTA SAUCE

- In this context, **Newman's** generates the highest stand-out by use of an exceptionally obvious, clear branding device (Paul Newman's face).

# Lesson 6½ : Obvious branding devices work on purchase intent as well



One of the key reasons the Tropicana relaunch failed was because they removed the orange and straw branding device. Follow up studies indicated that loyal customers had a strong emotional attachment to that branding device

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# Lesson 7: Be a different shape

**COOKING OIL**

- **America's Choice** scores much higher than expected for a brand with its marketing presence, on account of its distinctive shape and colour.

- Of the others, Crisco uses colour, Wesson is a slightly different shape, while Mazola benefits from neither of these approaches

**High**

**Stand-out**

**Low**

**Low** — **Marketing Presence** — **High**

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# Lesson 8: Be clear and simple



**COOKIES**

- In comparison with the other brands of cookies, **Oreo** and **Fig Newtons** both adopt clear, simple designs, including large clear lettering.

- In the case of Fig Newton's, visibility is also strengthened by bright, distinct colour

**Marketing Presence**

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# Lesson 9: It is not enough to have high stand-out

This chart shows the stand-out of each pack against its like rating, *after removing the effect of marketing presence*.

There is **NO connection** between **liking** a pack design and creating **stand-out.**

High

**Pack Liking**

Low

Low        **Stand-out**        High

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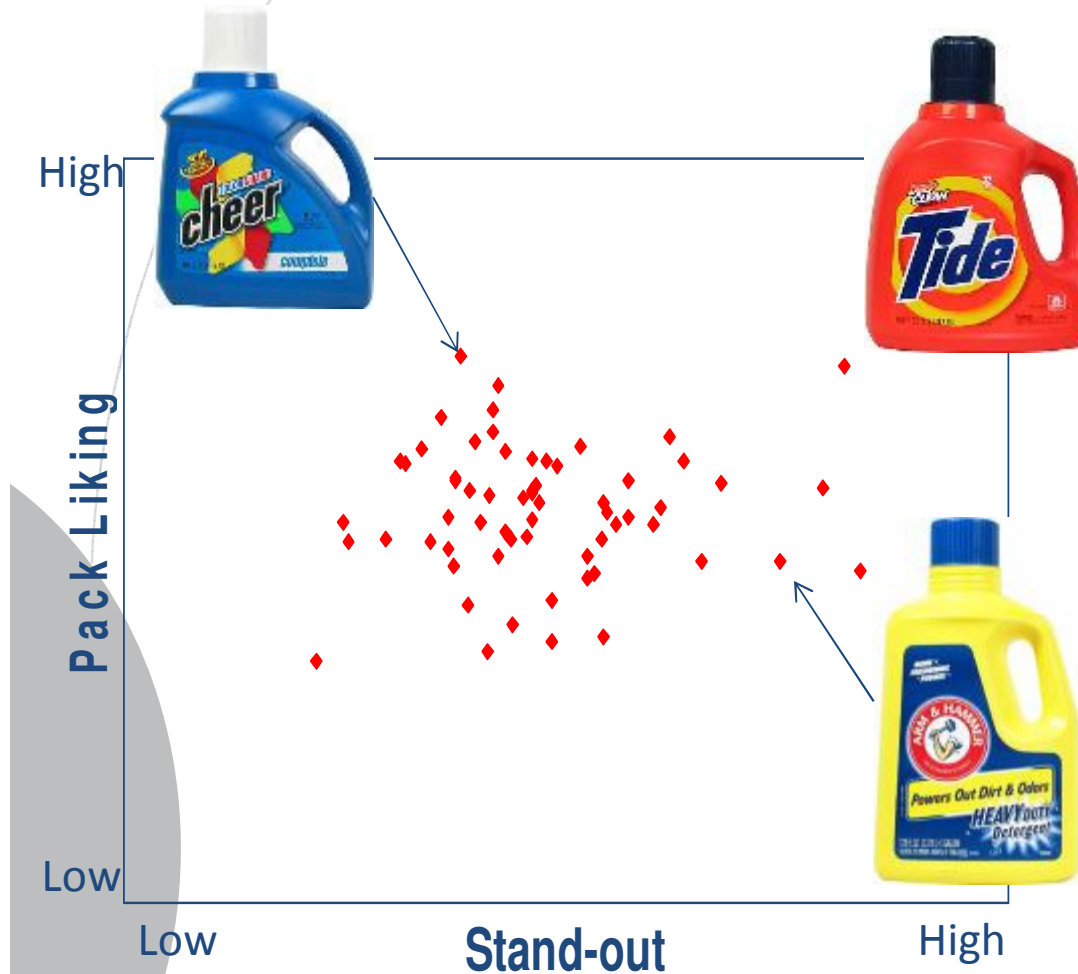
# Some info on Colours

Semiotics

# Censydiam Semiotics by Colour



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# Innovation in Pack Testing

# Standard Shelf Test Overview

**Shelf Exposure**

- Respondents are exposed to a shelf display and given the opportunity to purchase



**Cognitive Impact**

- Prompted recall of the packaging designs on shelf using encrypted images



**Diagnostics**

- In depth diagnostics, including Relevence, Expensiveness, Differentiation and perception statements

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# The question of Stimuli





- **Live Packaging**

- Most realistic

- Requires in-person research

- Expensive
  – Preparation of mock-ups
  – CLT costs

- **2D packaging**

- Can be used online and so cheap and quick

- Misses what is salient in hand – customers cannot inspect when making choices

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# Global Virtual Shelves

Please see a demonstration of our 3D shelf displays on
http://vimeo.com/35775263

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# Eye Tracking

# Eye Tracking has Come a Long Way...

# Eye Tracking Technology

The eye-tracker shines safe low levels of infra-red light onto our test participant's face.

The surface of the participant's eyes reflects the light.

The light is reflected back from the eyes and is captured by a high-resolution digital camera.

An algorithm is used to determine the path of the eye movement on the screen.

24" Display

Hi-res digital camera

Infrared light

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# Eye Tracking Glasses

- Eye tracking glasses that are with compatible analysis software
  - Useful when the respondent needs to be mobile



Better suited for studies where the respondent needs to be able to walk around

# We only need n=50 per cell
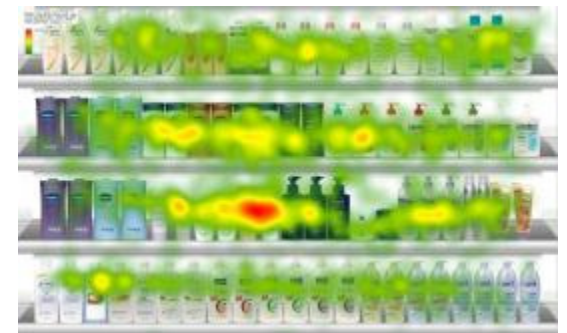
- We have determined the optimal sample size for eye tracking a shelf is 50 respondents per cell, though clients may want less (30?) or more (150?)

  – Shelf data stabilizes at **50** respondents per cell

- As eye tracking is physiological in nature, smaller base sizes are sufficient to provide robust outcomes
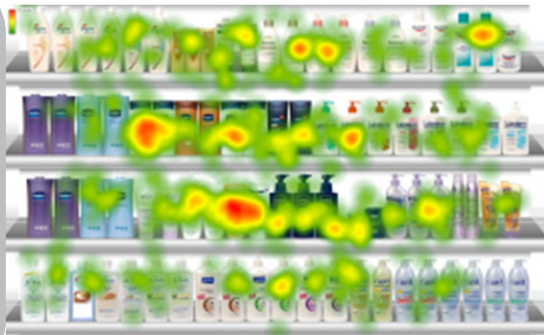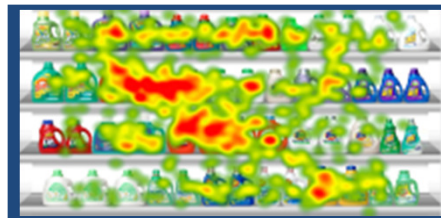


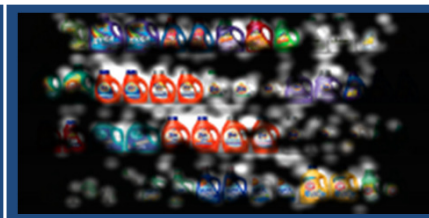Base Size: 20



Base Size: 50



Base Size: 150

# Eye-Tracking outputs: How consumers read shelves

- Shelf example: Western consumers typically scan shelves from left to right or downward



**Heat Map**

**Gaze Opacity**

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# Eye Tracking Outputs – do your prototypes get noticed?

- Statistics allow us to look at the attention each area of interest captures
  - There are several different statistics that can be run, below is an example of some statistics from the shelf exercises for the client pack & competition

| Key Measure | Activity | Current | New | Tide | Purex |
|---|---|---|---|---|---|
| **Standout** | % Viewing | 58% | 69% | 98% | 72% |
| | % Viewing First | 22% | 31% | 45% | 20% |
| | Average time to first view | 3.1 secs | 1.7 secs | 1.3 secs | 2.2 secs |
| | Average viewing time | 1.3 secs | 1.6 secs | N/A | N/A |
| **Findability** | Percent finding correctly | 76% | 79% | N/A | N/A |
| | Average time to find (view) | 1.6 sec | 1.3 sec | N/A | N/A |
| | Average time to find (click) | 2.7 sec | 2.3 sec | N/A | N/A |
| **Shelf Purchase** | Percentage purchasing | 5% | 7% | 55% | 18% |

# Key Outputs: View order analysis

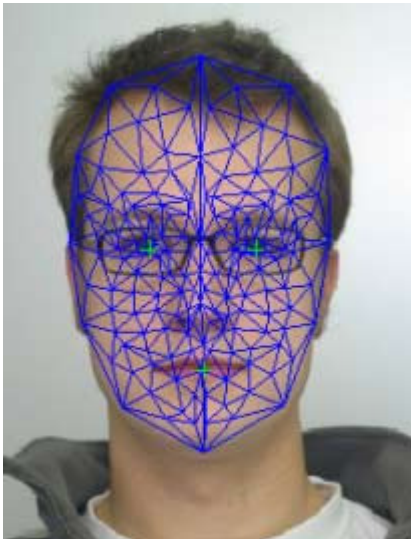- Allows us to understand the viewing path of the consumer – does it fit with the desired communication hierarchy?



**1** — Order of fixation

*97%* — Percentage who held their sight
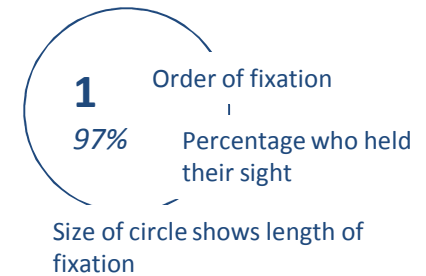
Size of circle shows length of fixation

# And we can do other passive measures too

- Facial emotional scanning



- Biometric Belts
  - Heart Rates
  - Skin Conductance
  - Breathing rate
  - Motion



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# Summary

- **Packages Matter**

- **Increase stand-out by:**
  - Being a different colour to the competition
  - Being a *bright* colour
  - Use a strong colour/font for your brand name
  - Use an obvious branding device
  - Be a different shape
  - Be clear and simple

- **Don't just focus on visibility**

- **You can get decent pack testing without spending the earth**

- **Eye-tracking will give you additional information**

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# Thank You