

**Smart pack screening:**

**Get it right from the beginning!**

# The pack can play different roles within the mix

## Promote behaviour

Functional or structural innovation that changes the landscape



## Convey brand purpose

Development that takes an existing brand forward

LAST AS LONG WITH LESS PACKAGING



## Provide tangible outcomes

Deliver clear impact so people notice it and easily identify what it is



# The pack now serves as the central touchpoint

## People are changing...



Shorter attention spans mean only seconds to secure a sale



Interconnected consumers means less control over branding communication

## ...and so are the places in which they shop



With more fragmented categories and new players it is harder to truly stand out



With increasing eCommerce packs need to work beyond the shelf

# Pack testing methods must be flexible to accommodate different situations

Across any portfolio, you need to understand:



Be noticed on the shelf



Be easy to identify



Be able to drive sales



Enhance and support the brand


# With packs having to work harder than ever, pack testing must transform




**Efficient**



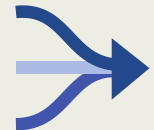
Via smarter pack testing, earlier in the process...



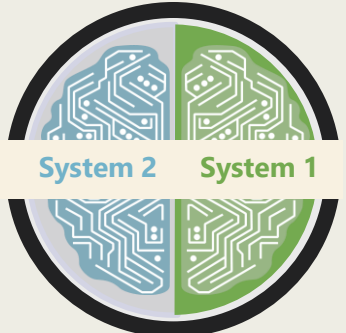
**Direction**



...with diagnostic on performance for actionable design guidance



**Behavioral, Real**



Explicit responses      System 2      System 1      Implicit reactions

...tapping into both conscious and unconscious to complete the map for a real view on pack performance

# Get it right from the earliest stages to save time and money

## EARLY INSIGHTS



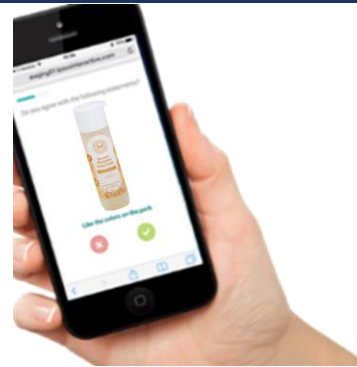
DISCOVER

Identify distinctive brand assets



CREATE

Enhance the design process



SCREEN

Accelerate and minimize risk early

## VALIDATION



VALIDATE

Validate with a full shelf context

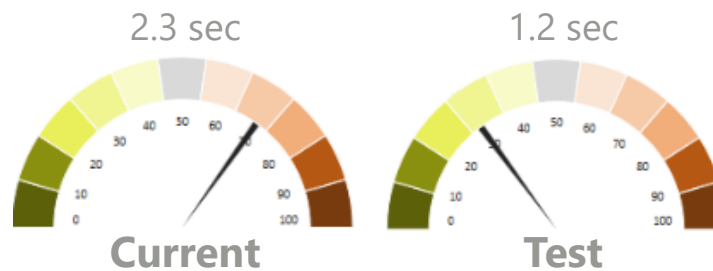
# Smart screening allows you to accelerate and minimize risk early

## INTUITIVE INTERFACE



Visual and engaging format inspired by Tinder to prompt quick decisions

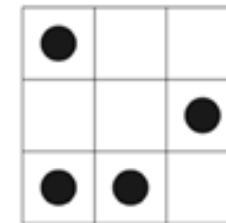
## SYSTEM 1 INSIGHTS



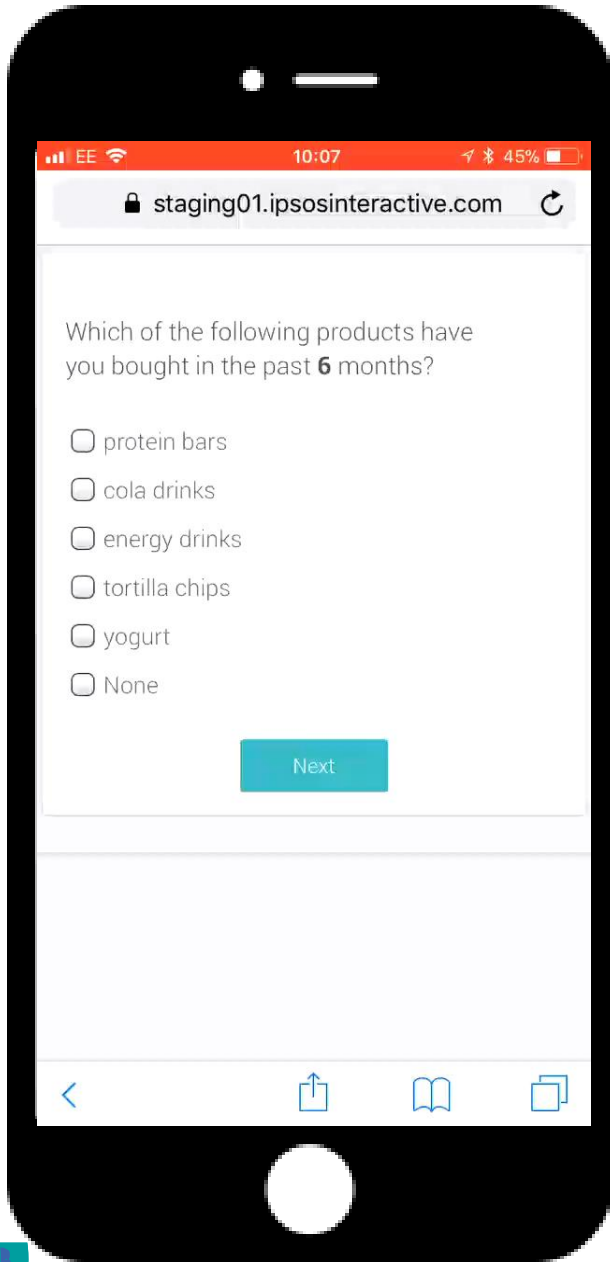
Response time reveals the conviction behind explicit evaluations

## B-SCI PRINCIPLES

You will be shown a pattern.  
In a short while you will be asked to recall it.



B-Sci techniques promote System 1 response to get "truer" assessment



## STANDOUT



Competitive Context

## RESPONSE



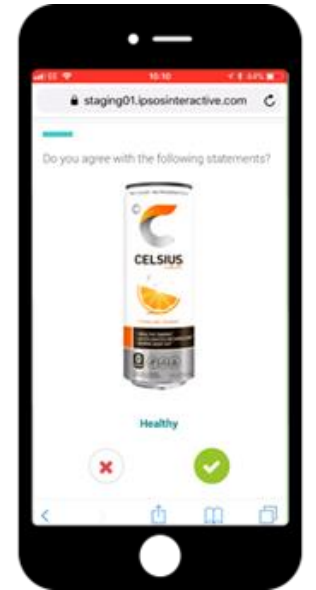
Hot Zone Marker Tool

## DEMAND



Benchmarked persuasion measures

## ASSOCIATIONS



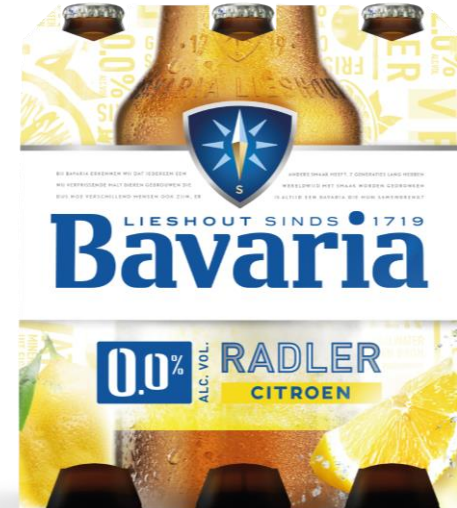
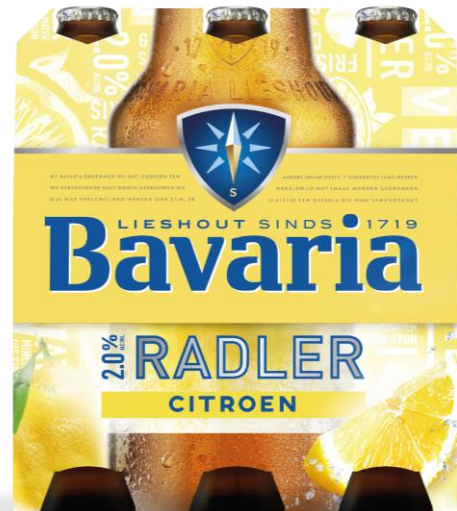
Functional, Emotional Brand personality



Current

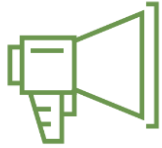


New designs

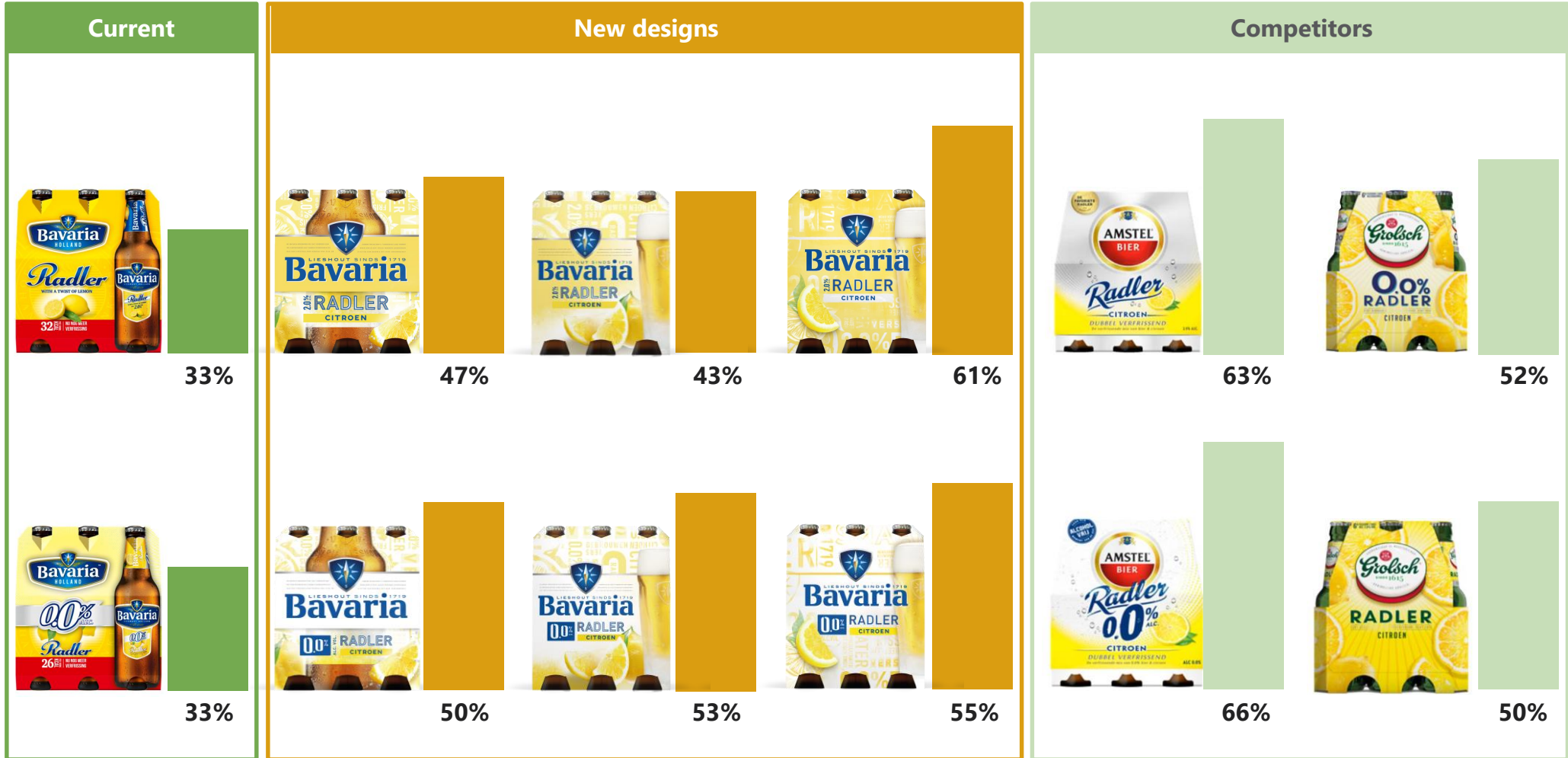


# Learn how new pack improves memorability and closes the gap

## with competitors



Stand out



# Identify which specific features drive uniqueness, likes and dislikes



## Response



Lemons



*The bright color scheme and the lemon express 'refreshing'*

Shield



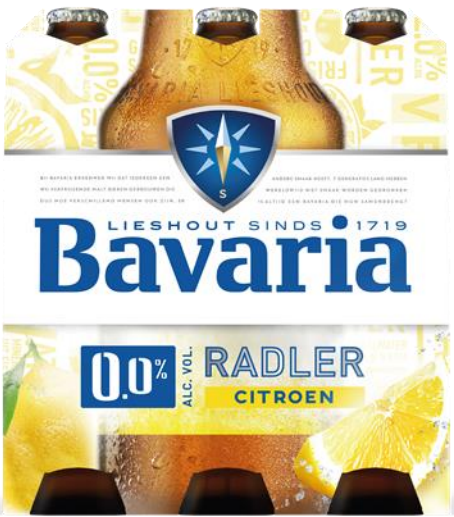
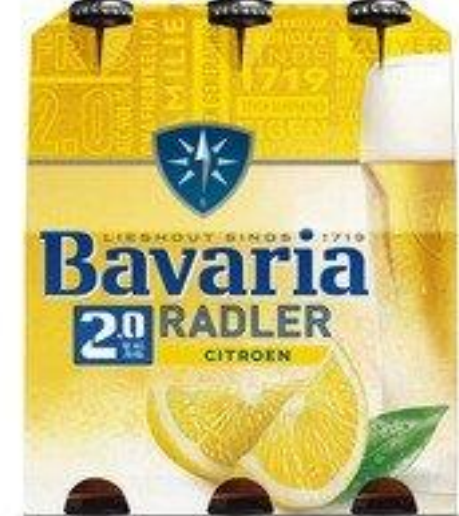
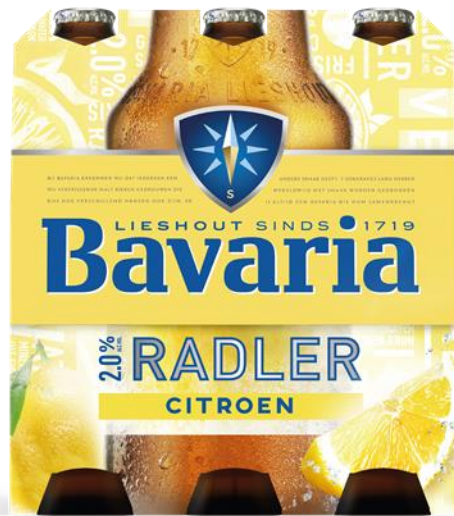
*The green leaf gives a natural and fruity look and should be less transparent*

Lemons  
Wall paper



*The wallpaper pattern is 'striking & innovative' to some and 'zappy, blurry' to others*

Launched



# THANK YOU

*"But enough about me.  
What about YOU?  
What do YOU think of me? "*

