

“PROTECTS WHAT’S GOOD” GLOBAL BRAND STRATEGY

Tetra Pak



GAME CHANGERS



The Challenge

Tetra Pak needed to move away from the perception of being a technical B2B company and develop a more appealing brand promise, fit for the future. It is indeed of critical importance to Tetra Pak that the end consumer perceives a greater value when purchasing a product from a brand packaged by Tetra Pak – possibly even wanting to pay more for it. Sustainability was felt to be a potential driver of brand preference. Tetra Pak needed to find a way to express how they are protecting not only the product itself but also the People and the Future through social and environmental responsibility.

Process & Outputs

Ipsos tested the meaning of the brand promise among consumers and was able to confirm its relevance. Since the implementation of this promise, Ipsos has continuously measured the strength of Tetra Pak's brand and promise among consumers as well as product brand owners.

The Results

Research data shows that Tetra Pak is now the most well known packaging company in the world among consumers and brand owners. Tetra Pak has positive connotations and is perceived as an environmentally conscious company with high quality and functional/convenient packaging.

Do you want to know more?

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