

# Your Packaging Needs to Work Harder Than Ever

Our virtual in-store & eComm environments will future-proof your packs performance



While packaging has always been an essential part of the marketing mix, it now must work harder than ever to work for your brand as consumers change their shopping habits – people are shopping different categories, purchasing new brands, switching stores and moving to eComm.

Is your pack future-proofed for this new normal?

With best-in-class virtual store and eComm environments as well as quick-turn solutions, Ipsos offers pack testing methods that leverage Behavioral Science to get closer to real. As a result, our digitally-powered solutions can help drive real brand growth

**DUEL:** Leverage B-Sci enabled, mobile-ready surveys for quick & efficient **early stage pack evaluation**

## Short, device agnostic survey

Constructed to test **many design options early in the design phase** in order to narrow down to one or design two territories. Consumers access the survey on any kind of device, enabling consumers to engage with us however they'd like.

## Gamified tournament style

DUEL takes consumers away from scaled responses, directly pitting designs against each other in a series of contests that are fast and intuitive

## B-Sci powered

Cognitive loading exercises busy consumers' System 2 mind, leaving us with reactions that are closer to real life. Engaging scales and response time further help differentiate between designs.

**PREFERENCE** and **PUNCH** are combined into a single metric reflecting overall appeal and passion called **PROMISE SCORE**

**PREFERENCE:**  
Direct measure of choice



+



**PUNCH:**

Indirect measure using response time reveals conviction of choice

## PROMISE SCORE OVERALL RANKING

**Pursue & Keep**  
Strong performance (120+)  
Stimuli require minimal to no optimization

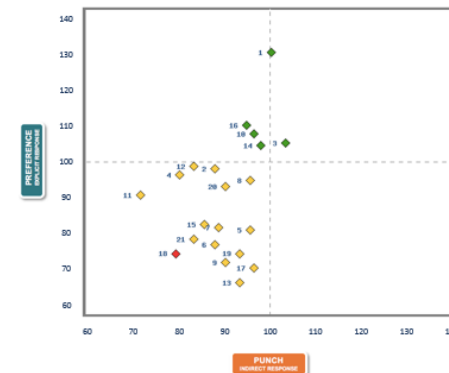
**Ideas with Potential**  
Promise Score 100-119  
Stimuli may need some optimization

**Proceed with Caution**  
Promise Score 80-99  
Stimuli require rework

**Disregard**  
Promise Score <80  
Stimuli should not move forward

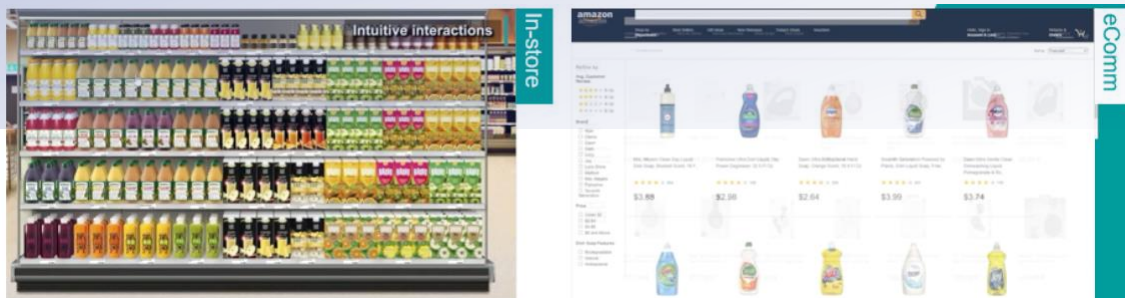
Hello fragrance	125
Proven defense	123
Fights bathroom odors	113
Love your air	109
Beautifully fragrant	103
Enjoy fragrance	94
Dual purpose	83
Blocks odor	72
Built in protection	64
Not created equal	63
Best ingredients	57

## PREFERENCE X PUNCH QUADMAP



# SIMSTORE PACK

*Evaluate packages in a validated, realistic online environment grounded in behavioural KPIs*



## Best-in-class simulated store & eComm environments

Store shelf and online shopping environments can be created in line with any spec. We do all the heavy lifting – provide us the planogram, and we'll do the rest.

## Validated versus real store data

Simstore produces purchase results in line with real market data – offering you true-to-life test results without consumers stepping foot in a central location.

### ANSWERS TO YOUR QUESTIONS

#### BE NOTICED ON THE SHELF

A time to find exercise measures how quickly respondents are able to find the designs within the shelf set, capturing each pack's ability to break through the clutter.

#### BE EASY TO IDENTIFY

Respondents must be able to correctly identify the designs as belonging to their brand so that equity (& current brand buyers) are not lost when shopping.

#### BE ABLE TO DRIVE SALES

Understand the packs' ability to drive purchase at the shelf, with the option for benchmark comparisons and forecast-ready KPIs.

#### ENHANCE AND SUPPORT THE BRAND

Measure the designs' ability to move the needle in terms of key equity attributes is essential in determining whether a pack change is worth the undertaking.



## WHY IPSOS?

### VALIDATED APPROACH

Simstore produces implicit and explicit results validated against real market tests and retail panel data.

### REACH ANYONE, ANYWHERE

Online approach enables us to recruit consumers within any target, category, or market and create realistic shopping environments regardless of the channel!

### EXPERTISE ACROSS THE CONSUMER JOURNEY

Ipsos' services in qual, market understanding, and shopper insights can help you think outside the box.

### AVAILABLE AROUND THE WORLD

# INNOVATION|LABS

## WHY INNOVATION|LABS BY IPSOS?

*Virtual Labs bring speed, holistic learning & collaboration for pack, concept and product development*



### CROSS-FUNCTIONAL COLLABORATION

Extensive experience in working with key stakeholders across Insights, R&D, Marketing, Creative agencies.



### INSTANT RESULTS FOR IMMEDIATE DECISION-MAKING

Real-time results allow to see first-hand how consumers are reacting, allowing to dive into points of interest, iterate and optimize.



### FAST AND AGILE

Labs are flexible and fit-for-purpose and easily adapted for all stimuli formats. All in a safe virtual environment.



### GLOBAL COVERAGE

Ipsos is available in more than 90 countries and can offer Innovation|Labs in 16 languages across the world.

## THE BUSINESS CHALLENGE

How can we bring an early-stage concept, pack or product innovation to life and deliver it with maximum impact?

What are the ideas, concepts, packs and products alternatives that resonate with consumers and how to nurture further?

How can we get stakeholders to align quickly?

How can we "test & tweak" in real-time to expedite our development process?

How can we conduct safe innovation development without physical contact?

## THE SOLUTION



### VIRTUAL QUANT

50 to 200 category users answer a questionnaire through their own devices at home. Results are shared with the client "back room" in real-time.



### VIRTUAL QUAL

Each quant session yields a further group of 5-15 respondents selected to dig further into results and identify areas for optimisation in a moderated virtual focus group.



### VIRTUAL BACKROOM

Client and their key stakeholders observe the live results and interact with IPSOS consultants to make sure insights are maximized in all stages.

## THE ANSWERS

**ACCELERATE** Learning and action steps with iterative insights **ALL IN ONE DAY**

**OPTIMISE** Bring understanding of how people react to the prototypes and how to optimize further in a **LIVE EVENT**

**INSPIRE CONFIDENCE** To all stakeholders by facilitating decisions and **ALIGNMENT**