OPTIVISING BEER PACKAGING THROUGH ON-LINE EYE TRACKING

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INTRODUCTION

Packaging is critical for brand and product recognition and saliency. Understanding how differences in design impact consumer outcomes is key to making informed decisions.

In this paper, with a study on a hypothetical new beer brand launch in Serbia we showcase how on-line Eye-Tracking coupled with the relevant diagnostic questions can provide key insight for packaging design optimisation.

We created a mock-up of a beer brand named Kovač, a common Serbian last name that means blacksmith. In Serbia, there is a saying "Everyone is a blacksmith of their own happiness or fortune".

There were two options which played on the idea of luck. Both were carefully crafted, with branding and label design assets embracing the Serbian market, its semiotic and cultural considerations.

METHODOLOGY

- 242 Serbian beer buyers / purchase decision influencers
- Males & Females
- 18-55 years old
- Monadic
- 10 min survey integrating Tobii[®] online Eye-Tracking



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On the shelf eye-tracking exercise, both designs performed almost at parity with an average catching effect of 4 and 4.1 seconds and time spent of 0.7 and 0.8 seconds for the green and red designs respectively.

When looking at the eye-tracking results for the AOIs on the green design, we identified the shamrock as critical. This was the first element respondents fixated on, which was viewed by most people and where they spent the longest time.

On the red design, the name is also viewed first and by most people, but not for as long. The bottlecap was a key highlight on the open-ended question, which also scored high in likeability (72%) and was perceived as new or different by 78%. The shamrock also obtained a good score in likeability (68%). Overall likeability was marginally superior for the green design over the red design with 88% and 78%, as well as purchase intent with 73% and 69%.

In summary, the green design scored marginally higher on KPIs, which was counter-intuitive when seeing that the red design bottle cap generated an extremely positive response at an explicit level. **Eye-tracking** provided the key insight that, in both cases, the label is critical in terms of initial fixation. In the green design, this initial interaction was very positive. For the red design however, the label and branding were underperforming (e.g., higher dislikes vs. likes). Therefore people formed a lower impression of the brand before they noticed the key positive feature. Key to the development of the red design would be to ensure that consumers' initial point of focus is on the bottle top.





Because of the focus on the label, people's immediate impressions of the green design are more positive than for the red one. The bottlecap, a differentiating and likely expensive feature, though highly regarded, is not enough to compensate for underperformance elsewhere. If choosing between the two versions of the bottle features and label, the green design would be the recommendation to take forward.

However, through the granularity of the data, we identified the positive impact of the bottlecap. Therefore, the recommendations would be to rethink the bottle design keeping the bottlecap as a key feature and improving the label using the brand assets of the green design label.

Understanding change requires a holistic view. Even in simple applications, eye-tracking provides the nuance and granularity to better understand the overall outcome on KPIs and other explicit data. We can make recommendations with more confidence having both direct and indirect data, and we can provide better informed insights to optimize a pack design due to the granularity of the diagnostics. Technological advances have allowed a boost in its scalability with data being collected via the computer webcam, and now also the mobile phone.

of Eye-Tracking through the front facing camera of smart devices for single pack designs and simple virtual shelf, making this type of study:

• robust

• fast and cost effective

• reaching new audiences and more relevant for some audiences





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