# IPSOS FAST PACK SCREENER

The Future of Package Testing

The future will be not just about how well your pack performs in-store, but also how well it works when attention and space are limited by the environment where people increasingly browse and shop.

Ipsos Fast Pack Screener is a device agnostic, quantitative screening tool that incorporates behavioral science principles to better reflect the way consumers make decisions, and delivers key metrics that are linked to in-market success.

Ipsos Fast Pack Screener is designed to help you make better packaging decisions earlier in your process, faster.
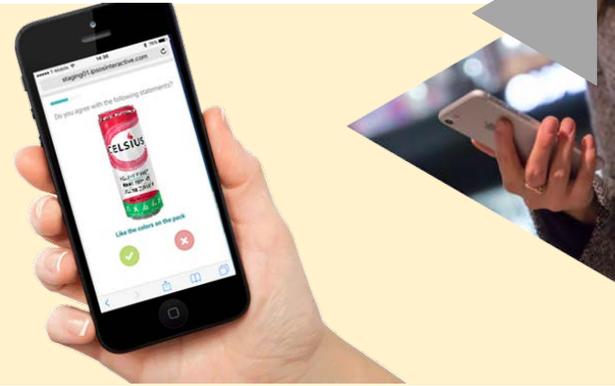
Ipsos Fast Pack reflects the consumer shopping experience
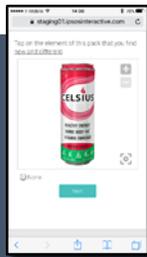
Standout

Are there risks in terms of brand identity with new pack?

A competitive clutter reel primes consumers and measures the ability of your pack to standout within the competitive context.

Response

- What catches their eye?
- What do they like best?
- What do they dislike?

Hot Zones is an interactive tool where respondents identify features that are appealing and provided open ended feedback to guide development.
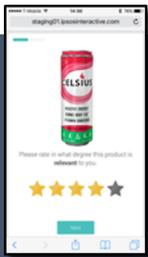
Associations

How does the new pack impact expectations?

Is it likely to shift positioning on needs?

Consumers react to statements related to the pack's function, communication, and imagery, with response time captured as an extra diagnostic.

Demand

How does it perform on key demand drivers?

Key metrics related to persuasion are collected to provide database perspective and predict the likelihood of in-market success.
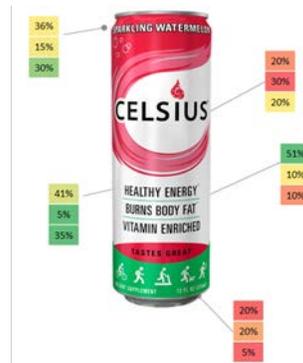
A research approach that engages consumers' closer-to-real reactions

Fast Cognitive

Compare both explicit and immediacy of response to issues which can discriminate between different design options, providing design teams with an additional filter to understand results.

Explicit Diagnostics

Consumers interact with the pack to tell you what they like (and what they don't!), informing future modifications of each designs' individual components.

Benchmarked Comparisons

	Current	Berry	Leaf
Relevance	100	94 (M)	90 (ML)
Differentiation	100	112 (MH)	107 (M)
Pack Composite Index	100	102 (MH)	99 (M)

KPIs track back to measures Ipsos knows to be important in predicting in-market success, supported by benchmarked comparisons from our robust database of packaging renovation studies.