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PROOF

# SIMSTORE PACK

Evaluate packages in a validated, realistic online environment grounded in behavioral KPIs

simstore®

## BUSINESS ISSUES ADDRESSED

How will a packaging redesign impact performance at shelf?

Which pack design option has the most potential to support a new launch?

How well does the pack deliver upon targeted attributes?

How can I evaluate design routes according to their forecasted impact on consumer demand?

How should I improve my design?

## SIMSTORE PACK



### DATA COLLECTION

Online (Device Agnostic)



### SURVEY LENGTH

7-12 minutes



### STIMULI

High-quality virtual shelf & 2D pack



### METHODOLOGY

Monadic



### SAMPLE SIZE

400 category buyers per cell

## 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

\*Optional module

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GAME CHANGERS

