

CASE: MERRILD

IDENTIFYING THE OPTIMAL PACKAGING DESIGN

How do we ensure the optimal packaging design to optimise shopper attention that drive sales?



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I AM VERY IMPRESSED WITH THE METHODOLOGICAL DEPTH. THE FACT THAT WE ALSO GET THE PACKAGING TESTED AGAINST ITS COMPETITORS ONLY ADDS FURTHER STRENGTH WHEN WE HAVE TO USE THE RESULTS AND FINALISE THE DESIGN.

Research Manager, Merrild (Lavazza)





The in-store battle becomes more and more important. Therefore, the crucial element of the analysis is when the product is being placed on the shelf together with our competitors. Both to support our internal decisions. But especially when we use the results towards the retailers. ”

MERRILD CASE

Merrild is a strong Danish coffee brand, which is particularly known for its good, traditional filter coffee. But how can the brand attract younger consumers and find a position among the coffee segment that is driving today's growth in the category?

Ipsos has carried out an analysis of new packaging designs for whole beans. **The test identified the strongest packaging design.** It also provided important knowledge on how different elements of the design perform against competitors and what best brings Merrild's brand into play in the growing whole bean segment. The clear and positive results have led to a rapid product launch.

THE CHALLENGE

An initial innovation process identified the winning product concept and three design proposals were developed for testing. But what is most appealing to a target audience of 25 – 40-year-old modern consumers who demand whole beans of better quality?

The test should help answer:

1. What are the strengths and weaknesses of the three different packaging designs?
2. How does the design perform on the shelf against the competitors?
3. Does Merrild's brand benefit the communication of the new product towards new audiences?

THE PROCESS

The product test is part of Ipsos' comprehensive Innovation Service Line. The test takes place online with 150 consumers testing each of the three designs (450 in total). The test takes place in a virtual store shelf context, that is close to reality, to get as close to the competitive situation in the store as possible.

Virtual store shelf

- ✓ Real-life testing environment
- ✓ Actual performance against competitors
- ✓ Strengthens in-store negotiation

“ Ipsos is very factual and data is supplemented with recommendations that fits with our strategic goals. The research method has also been thoroughly tested, which strengthens the credibility and thus the impact of the results.”

Research Manager, Merrild (Lavazza)

THE RESULT



All three designs tested very well.
The chosen packaging is the one that consumers remembered the best on the shelf. It was a surprise that the Merrild logo worked so well among younger consumers: it is perceived as a quality stamp. Specific input on how Merrild's historical position as 'quality and craftsmanship' can point Merrild into the future.

Results at three levels:

- **Consumer Demand**
(Pack Composite Index indicates sales potential)
- **Standout & Design**
(Visibility, recognition etc. on the store shelf)
- **Packaging Positioning**
(with relation to the brand)

INDEX + 110 PCI*
UNIQUE & DIFFERENT

*Pack Composite Index (PCI) = Overall performance against existing competitors

BE SURE. GO FURTHER.

The identification of the best packaging is possible with Ipsos's world-leading product testing expertise. Enable comprehensive and actionable insights into the in-market reality of packaging performance.



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