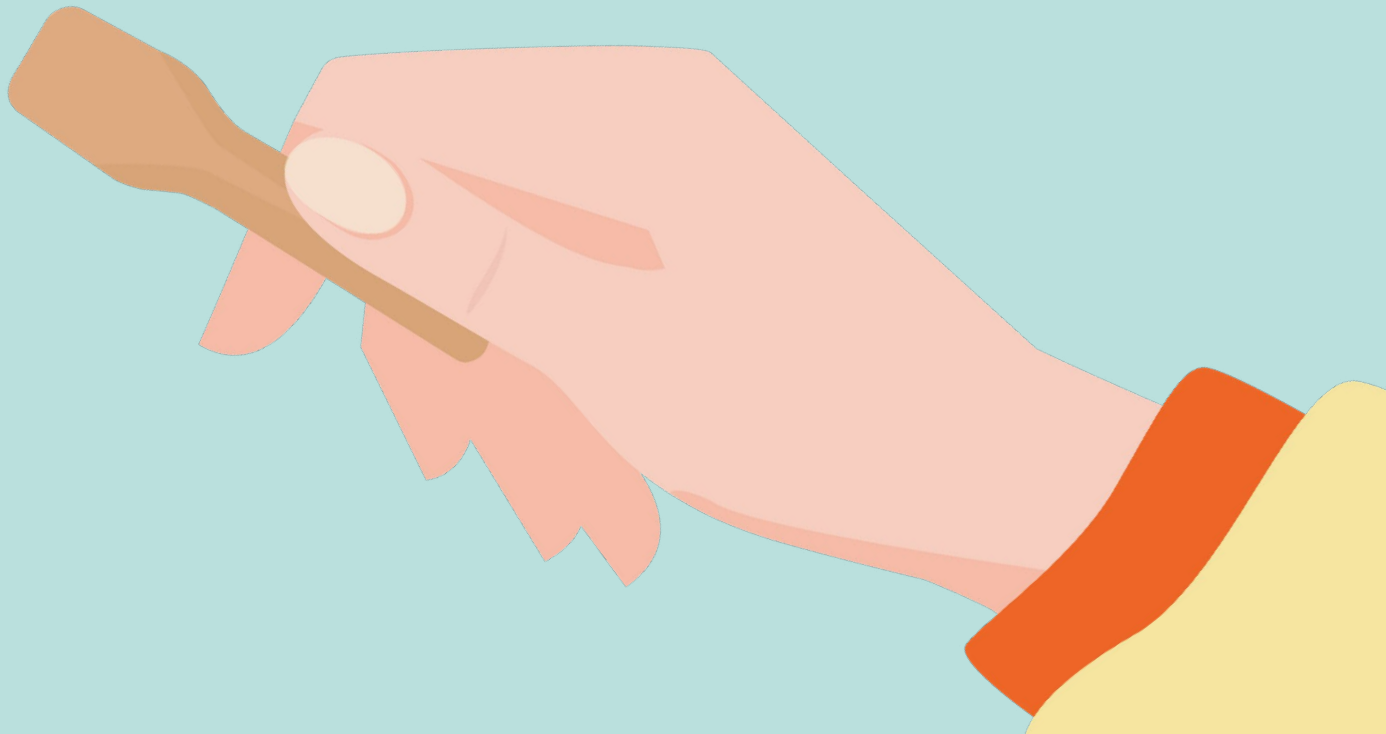


CASE: SCHUR SPOON PRODUCT TEST

THE SCHUR SPOON DELIVERS HIGH PERFORMANCE IN REAL-LIFE TESTING

How to ensure that the consumers' demands are met when using cardboard spoons in on-the-go products?



“

IPSOS ARE EXPERTS ON CONSUMER BEHAVIOUR. THEY MANAGED NOT ONLY TO OFFER A TEST-SETUP WHERE WE CAN SEE HOW OUR ACTUAL PRODUCT PERFORMS IN REAL-LIFE ON-THE GO SITUATIONS. THEY ARE HELPING US TO WORK MORE DATA-DRIVEN IN OUR APPROACH TO BOTH CONSUMERS AND CUSTOMERS.”

Group Commercial Director, Schur





Our research partnership with Ipsos has great value. For this product test they developed the exact customised mix of testing elements to meet our challenge: how does the spoon balance consumers' high demands when it comes to usability and environmental expectations? ”

SCHUR SPOON CASE

Plastic spoons are banned in on-the-go products, leading to the introduction of alternatives in wood and cardboard. Unfortunately, a number of these first-generation alternatives have shown poor functionality getting equally poor consumer feedback. In response, total packaging provider Schur developed a second-generation cardboard spoon with improved functionality as well as moving in a more sustainable direction.

Ipsos helped set up and conduct a detailed test of the Schur Spoon combining both qualitative and quantitative studies, including consumer trials of the Schur Spoon documented through a mobile diary as they use it in on-the-go products. The study not only uncovered consumer reactions and prove the real-life potentials of the Schur Spoon. It also helped strengthening the internal trust in a data-driven approach to both R&D as well as the dialogue with Schur B2B Clients.



80%

would potentially buy a yoghurt pod
with the Schur Spoon

THE CHALLENGE

To prove that the Schur spoon outperforms alternative products by meeting consumers' wish to have an effortless and convenient on-the-go experience.

The study focuses on answering:

- What are the consumer demands on-the go; how important is the pack and how do they use and experience alternatives to plastic spoons?
- How important is the environment to consumers and to what extent are they willing to compromise usability over environmentally friendly?
- What are the assessments of both the use and potential of the Schur spoon in-real-life?

THE PROCESS

Three stage product test combining qualitative first-hand experience of the product, in-depth exploration of consumer attitudes to the Schur spoon, followed by quantitative validation of drivers and barriers of the product in-market:

Ipsos Applife Mobile Diary: 15 consumers answer questions and upload pictures and videos via Ipsos' research app on their mobile phones. Documenting daily use and experiences with the Schur Spoon and competitive products during a one-week period.

Online in-depth interviews: Same 15 consumers interviewed to uncover attitudes towards sustainability, how more environmentally friendly pack solutions affect purchase considerations and to further detail user experiences with the Schur spoon and competing products.

Survey using Ipsos' DIY platform – Ipsos.Digital: 250 respondents evaluating and quantifying their perceptions of on-the-go spoon materials, drivers and barriers towards the Schur Spoon as well as consumer perspectives on sustainable packaging. All in less than 10 hours, thanks to Ipsos' state-of-the-art DIY platform Ipsos.Digital.

THE RESULT

Result examples:



Testing the Schur Spoon across different products convince consumers that the spoon is an improved version of previous versions of cardboard spoons.



The Schur Spoon meets consumers' expectations regarding usability by having an ideal design, stability and leaving no aftertaste.



More environmentally friendly pack is considered as imperative for consumers to contribute to climate change. The Schur Spoon accommodates the need for both moving towards a more sustainable pack and having high standards of usability.

“ The mobile diary has given us extremely valuable insights and it provides authenticity in our dialogue with clients. Video footage and quotes from consumers give us very strong validation compared to traditional R&D arguments. Ipsos also have strong skills when presenting data and insights. They cater to detail in the process and help to adapt and assist us bringing the main

strategic recommendations successfully to top management. Ipsos delivers consistently; when it comes to the understanding of our challenges, their research skills, the depth of strategic recommendations and how well they assist us benefiting from the results.

Group Commercial Director, Schur

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Product Testing

Enables clients to achieve product superiority through innovation or renovation. As the world's largest product testing adviser, Ipsos provide a suite of solutions grounded in "Real Insights from Real People". Combining our expertise and using digital apps and panels to getting even closer to real-life usage situations and receiving data in real-time, we meet each client's different product challenges with a tailored testing setup.



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