

# FastPack

Be **fast**  
Be **sure**

**Razor-sharp insights** that pack a punch

**PUT YOUR BEST PACK FORWARD**

## Are you ready to revolutionize your packaging evaluation process?

Unlock the potential of your pack with Ipsos' agile, cost effective FastPack, a pack evaluation tool with insightful diagnostics and validated KPIs. Our B-Sci powered and forecast-ready approach enables you to swiftly prioritize pack designs without stalling your development process.

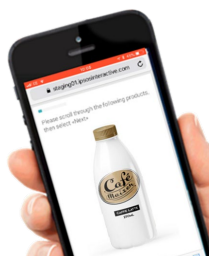
When you use Fast Pack, you gain exclusive access to Ipsos' vast knowledge and expertise at your fingertips, from a rich database boasting over 5000 new and redesigned packages. What's more, our Pack Composite Index, a validated and sales-centric KPI, will guide you to packaging success.

A great pack can boost your sales by upwards of 20%. Don't settle for average when excellence is within reach. FastPack reshapes the way you conquer the market, one pack at a time.

## INSIGHTS TO DRIVE DECISIONS

### Memorability

Can we break through competitive clutter?  
Do we risk our brand identity?



### Demand

Which pack has the most in-market potential?  
How do we stack up to the competition?

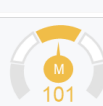
#### RELEVANCE



#### DIFFERENTIATION



#### PCI



### Diagnostics

What's currently working for us?  
How do we optimize further?



### Perceptions

Will this new design shift expectations?  
Are we perceived as sustainable?



Now Available on **Ipsos.Digital**: Powerful testing, made simple.

## SOCIAL PROOF

*"While it's a bittersweet outcome, your research was very helpful in giving us the tools needed to make an executive decision."*

*Thank you!"*

*Alc-Bev Client*

## WHEN TO USE

Enable bold decision-making by using FastPack **early and often** in your design process for screening and optimizing multiple (3-7) designs

## COST & TIMING

As low as \$3,500 per pack, with results back in just hours (DIY) or days (expert-assisted).

## WHY IPSOS?

From concept to creative, Ipsos offers an end-to-end suite of solutions, including our world-leading product and UX testing expertise. We enable actionable insights to address your evolving in-market reality.