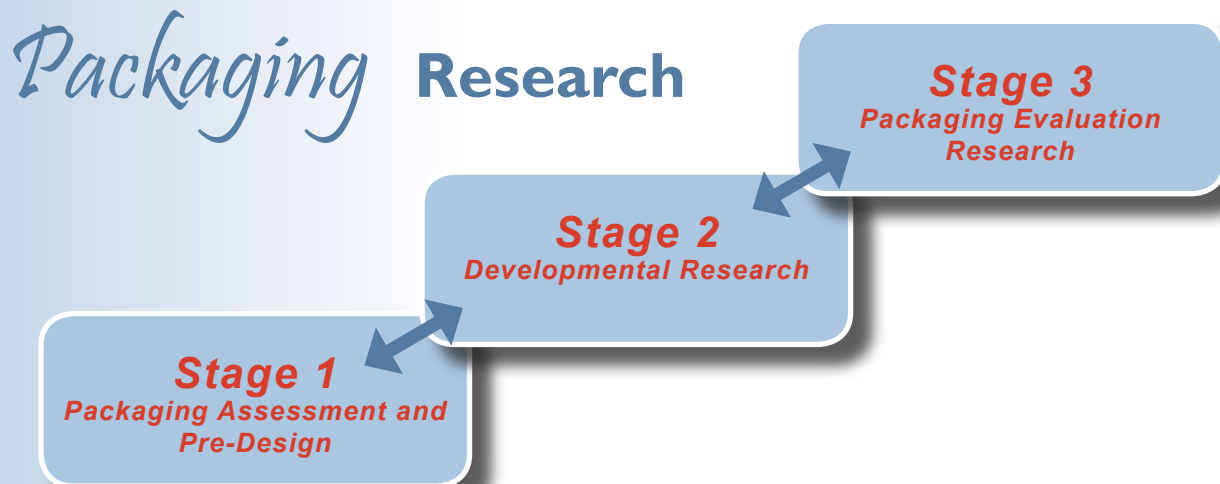


Packaging Research Guide

As the workhorse of today's marketing mix, packaging not only needs to be attractive and stand out, it also needs to:

- Generate awareness through optimizing brand identity, shelf impact, and “findability” at the shelf.
- Generate trial by communicating the product's most persuasive points or “reason for being.”
- Support the brand's image by communicating the desired brand equity elements (i.e. quality, gourmet, fun, sophisticated, etc.).
- Ensuring repeat purchase by delivering value through package functionality.

At Sorensen, we break the research into three distinct stages to better understand what is working and what needs attention:



Packaging Research Guide

Continued

Stage 1

Package Assessment and Pre-design Phase

New product

- Identify the optimal communication hierarchy, desired brand imagery and any possible competitive advantages for package functionality.

Redesign

- Conduct research to determine if an improvement is necessary. Assess the current package's performance and identify needed changes and define the objectives. This is done through an in-store and in-home quantitative assessment of a package versus competition.
- Minimize the risks of redesign by identifying package equity elements. Those elements with high association with your package should not be changed during the redesign process to ensure you do not lose your current customers.
- By learning how consumers shop and use your products, the communication hierarchy and package improvement opportunities can be identified. Determine the purchase decision hierarchy in the category and study behavior with ethnographic analysis.

Stage 2

Development Phase

- Research during this phase is usually qualitative and should be focused on narrowing many options to a few. When possible get feedback in real world conditions (depth 1:1 interviews in-store or in-home).
- The goal of this phase should be to narrow the options down to no more than 2 - 3 distinct alternatives.

Stage 3

Package Evaluation Phase

- When there are only 1 - 3 package options being considered, this phase tests the packages and ensures that the objectives of the package design are met and that the "winner" is identified.

In the store: Evaluate shelf impact and findability, the package's ability to persuade consumers to purchase (share and purchase interest) and its ability to communicate the desired brand imagery and message.

In the home: Evaluate usability and functionality (ease of carrying/ storage and use), purchase frequency, and the package's ability to add to your brand's value proposition (repeat purchase interest and value perception).

- Often, if there is only a graphics issue, this study is only conducted in-store. However, if there is a usage issue, the evaluation should also be done in-home.

Packaging Research Guide

Continued

THE PROCESS...

Concepts

Test New package concepts against each other.

Package concept tests are designed to narrow a few packaging options down to the best choice. At this stage, preliminary research has identified purchasing decision process and the redesign guidelines.

If there is only a graphics issue, this study is usually conducted in-store. Typically, we evaluate shelf impact and findability; the package's ability to persuade consumers to purchase (share and purchase interest) and its ability to communicate the desired brand imagery and message.

Keep current of the newest in-store research insights. Contact Sorensen for a quick response.

Audit

Audit current packaging to determine the necessity of a redesign.

Package Audits focus on the point of purchase to measure if a package needs a new design, how it fares against the competition, and what changes are necessary. Although all studies are custom to the clients needs, typically Sorensen measures:

- Overall appeal of the package for a brand compared to the other products in the category.
- Perception of the package for being “up-to-date” compared to competitors.
- Shelf impact of a package for a brand compared to the other products in the category.
- Performance of the package on a series of package related attributes (environmentally friendly, ease of use, ease of storage, etc.)

Consumers are intercepted near the category, screened for participation in the survey and led through a series of exercises in unaided and aided awareness of brands in the category and the shelf impact of the test brand and its competition.

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Visual Equity

Measure the visual equity of the package and determine which elements can be changed.

Visual Equity provides the design team a quantitative assessment of package elements that identify and brand the product. These package elements include such things as shape, color, and other design signifiers (logos, bursts, banners). If redesign changes the wrong elements, visual equity is lost and regular users of a brand may become confused and customers may be lost.

Through a process of aided and unaided research at the point of purchase, consumers are asked to recall package elements. This process, illustrated below, often includes a drawing exercise and a package deconstruction exercise to understand which visual elements have the most equity or greatest association with the brand

Shopper Behavior

Understand shopper purchase and shopping behavior.

Purchase Decision Tree — Today, competitive retail marketing calls for a comprehensive understanding of why and how shoppers choose one product over others. Our world-class clients have found integrated purchase decision studies not only increase profits, but they identify new product opportunities, refine promotional strategies, and build stronger relationships with retailers.

An Unparalleled Network

With over 30 years of conducting purchase decision studies, Sorensen Associates has built the best retail network in the industry, with ready access to any retail channel, in any part of the country.

An Innovative Approach

Sorensen uses a unique combination of research tools, including an experienced in-store research team for quality data collection. Through observing and interviewing shoppers, we can determine the drivers for every aspect of the decision-process. We also screen respondents for home-use testing and follow up surveys. Video-taping of shoppers can also be conducted and analyzed by our ethnographics specialist. Add to this traditional approach, a powerful proprietary tool, called PathTracker®, that analyzes shopper movement throughout the store, giving you a whole store perspective to category management. Not only will you learn if your customers are reading the side panels of packages but also what other categories shoppers are visiting throughout the store.

SAI...

- * Experienced
- * Fast
- * Innovative