

Client: UK based manufacturer of household cleaning products

Brief: Assess 2 potential new packaging and name combinations to identify the best to launch

The solution: This project had a very tight deadline and, because it was in relation to the launch of a niche brand, budget was restricted. They simply wanted to know which design worked best at an 'emotional' level.

In order to keep costs down and introduce a beneficial comparative element respondents testing all the potential new pack / brand combinations one at a time. To help understand how the new ideas would perform in the market place, two benchmark products were included – one the client's current brand, and one a lead competitor

Hotspots were used on the designs, allowing optimisation advice as well as providing learnings for future design work in this category

Following this, appeal of all the packs were measured simultaneously on our comparative line scale tool to simulate a market decision situation – with this being supplemented with a range of emotional delivery questions

Impact: The leading brand and pack combination has been optimised, with the results being used to sell the brand into leading retailers



Client: A leading European manufacturer of high street foot care products

Brief: Investigate 3 new pack design routes for their lead SKU, with the aim of refreshing the brand in the light of an increase in copy-cat own-label products

The solution: To gauge how the new designs would move brand perceptions, the current pack was included as a benchmark. The project required detailed feedback on each route, so a 4 cell approach was used with each cell assessing one pack in detail, prior to performing a short comparative section at the end of the survey

Our flash testing methodology was used to assess brand recognition and message delivery. This was followed by our custom-built shelf standout tool, wherein respondents are shown a shelf mock-up and timed as to how long it takes to find the pack of interest

We then used Hotspots to investigate separate elements of the design, leading to significant optimisation recommendations

To assess brand imagery, each pack was profiled by respondents using a simple list of statements identified from previous qual work, using our dealer application to keep engagement high

Impact: Results showed that one pack had the opportunity to move perceived usage occasions for the product. This design was implemented across the brand portfolio in stores across the UK and Europe

