



# Packaging research that thinks outside the box

In today's crowded markets **it's tough to truly differentiate your product**. This makes the packaging an increasingly important tool in the armoury.

Our pack testing applications not only assess the performance and impact of new packs, but also whether they contribute to building **the intended emotional and functional positioning**; crucial to the brand building process.

## So what's the Qubiq philosophy?

Believe it or not we don't enjoy standing in a debrief and telling an excited marketing team that their new pack isn't good enough – you need to know earlier on in the process. Instead we'll help you avoid expensive and time-consuming mistakes by designing research that helps create winning packs, rather than acting as a barrier to creativity.

With pack testing we believe in **two key principles**;

- Getting **early stage feedback** on different design routes; a quick bit of online qual or a simple quant test amongst target consumers can prevent expensive mistakes further down the line.

- Assessing performance not just on appeal, purchase intent and standout, but also on delivery against the intended emotional and functional positioning of the brand.

We've done enough pack research to know it's hard to 'beat' an existing, familiar pack on overall measures. So we've become experts in helping clients to understand where trade-offs can be made in favour of improvements in target areas. This ensures **our research doesn't just reward the familiar; it acts as a tool to help guide and support creative design.**

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## We split pack testing into two broad categories:

**Early stage** projects can include usage and attitude studies to understand how people use products and packaging, qual work where we assess and refine different packaging options, and small scale quant screening projects.

These early stage screens are well suited to an online approach, letting us quickly and cheaply assess lots of different designs; in many cases allowing robust quant results to guide decision-making where guesswork and intuition would previously have sufficed.



Importantly, the comparative approaches we use don't just measure superficial appeal, but focus against delivery against key image areas, ensuring we pick the pack that's best for the brand, rather than just the most 'comfortable' choice for consumers.

**Confirmatory** projects are more traditional in their nature, typically using reasonably large monadic samples to ensure each new design outperforms the current pack or it's key competitors'. Within this type of research we include;

- Flash tests; These work by exposing the respondent to the pack for two very short periods of time and asking them what they remember. This open-ended approach provides clear insight into how well the design gets across the brand name, and helps understand the hierarchy of communication between the different design elements
- Standout tests; Here we're assessing how well a pack design stands out in a competitive context. The 'find and click' approach we employ is straightforward for respondents, and we believe it represents the most effective way of assessing standout and confusion (image of standout test)

## What makes Qubiq's pack testing different?

We still collect all the old favourites like overall opinion, propensity to buy and fit to brand. Whilst we'll often suggest that these shouldn't be the key action standards, we understand the importance of checking these measures and benchmarking against previous work.

Instead our emphasis is on **understanding how effectively a pack communicates the intended brand positioning**. We'll get respondents to rate the pack on core image measures, often against competitors, looking for an improvement in your target areas.

We also stress **the importance of assessing fit to brand** in a more advanced way. Firstly understanding what the brand means to people prior to seeing the pack, and then assessing the delivery of the packaging against these expectations. And, of course, we'll collect loads of diagnostic information, which means **we won't just tell you how good your pack is, but how you can improve it** - something that's often conspicuous by its absence in quant pack testing.

Our interactive applications make the interview more engaging for respondents, ensuring higher quality data. **Hotspots** make likes and dislikes much more actionable, and Groupers help understand whether the new design has shifted perceptions relative to the competitive set.



But above all it's our attitude to pack testing that's different. We want to be partners in the design process, rather than nasty researchers who crush creativity! All we ask is that you get us involved early in the process, so we can understand where you're aiming to go and can deliver research that make your pack designs stand out from the crowd.

**To chat about your next packaging project, call 01491 822555. Find out more at [www.qubiq-online.com](http://www.qubiq-online.com)**