

Package Optimization

Worldwide Online Package Design Testing Systems





Why Test Package Designs?

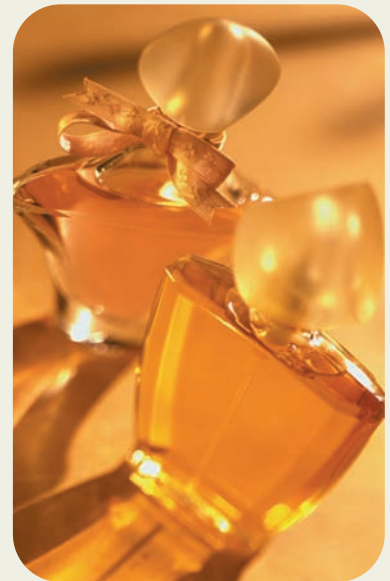
The package on a retail shelf is the last opportunity to influence consumers before they decide to buy. It's the final sales pitch at the "moment of truth," when the brand-choice decision is made. The better the package design and copy, the greater the likelihood that consumers will choose that brand. Any new package design, or significant change in an existing package, should always be subjected to the scrutiny of objective consumer research.

Packaging Optimization

A package, or package design, contains a number of elements: shapes, colors, images, fonts, brand name, messages, as well as different arrangements of these elements. Qualitative research is typically used to identify the critical elements and the ranges of those elements. These critical elements are then combined into various "scenarios" (or package prototypes) in a choice modeling experiment. Each unique combination of elements creates a hypothetical (or prototypical) package design. Respondents see each prototype package design in the context of major competitive packages, and rate or rank the packages on one or more dimensions (attention value, purchase intent, etc.). Each respondent typically sees five to 10 different package prototypes in a competitive context (i.e., five to 10 scenarios). Then, choice modeling analytics are

used to derive the best packages from the hundreds or thousands of possible combinations of elements, including package-design prototypes that no consumer has seen.

With choice modeling, it is possible to predict consumer reactions to all possible combinations of package elements. The best package designs from choice modeling are then refined and submitted to a regular package-testing regimen.



Why Decision Analyst?

Decision Analyst is a leading marketing research and analytical consulting firm with over 32 years of experience in packaging research. We have tested hundreds of packages over the past two decades for leading consumer goods companies.

Early-Stage Package Designs

The package design process typically begins with the creation of a large number of "rough" or early-stage designs. Ten to twenty package designs, or more are common at this beginning stage. The research objective is to identify the package designs that resonate with consumers, so that creative efforts can be focused on further development of the better designs. PackageScreen® is our online system to accomplish this winnowing task.



How Does PackageScreen® Work?

A representative sample of 200 to 300 target audience consumers is recruited from our online panel. These participants are invited to come to our website and view the early-stage package designs. Each respondent sees all of the package designs one at a time (front panel only) on his/her computer monitor, in randomized order. Then, each person views the package designs a second time and answers a series of four questions about each design. The answers to these four questions are fed into a mathematical model to calculate an overall score for each design. The highest rated designs are recommended for further development.

Diagnostic Feedback

The next step in the design process is to learn more about the better designs so that further improvements can be made.

PackageCheck® is our proprietary online system designed to provide this diagnostic feedback.



How Does PackageCheck® Work?

A representative sample of target audience consumers is recruited to visit our website and view each package design. The respondents see only one package design (i.e., a monadic test) and then answer a series of questions about their reactions, including a series of open-ended questions. The report includes answers to standard questions, compared to Decision Analyst's action standards, as well as verbatim responses to open-ended questions. The verbatim detail is valuable to creative teams as they strive to improve the graphic design as well as the copy on the package. A typical PackageCheck® study is based on 75 completed interviews.



Finished Or Near-Finished Package Designs

As packages near the end of the design process, a more complete evaluation is required, with comprehensive measurements to assess all of the important elements of package design.

PackageTest®

PackageTest® is our comprehensive online testing system to evaluate finished (or near-finished) package designs. A representative sample is recruited from one of our worldwide Internet panels, and qualified respondents are invited to evaluate the package design. Respondents first see the package's front

panel, and later view the other panels. The research design is monadic. The report includes answers to standard questions, as well as the coded responses to all open-ended questions, along with our analysis and interpretation. Our SellingPower™ mathematical model, based on a number of key variables, calculates an overall score for the package design and compares it to our action standards. A typical PackageTest® project is based on 150 to 200 completes.

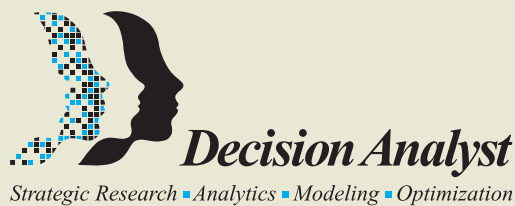
Global Research

Decision Analyst owns worldwide consumer panels and conducts packaging research in English, Japanese, Traditional Chinese, Simplified Chinese, Korean, French, German, Dutch, Italian, Spanish, Portuguese, Russian, Danish, Swedish, Norwegian, Finnish, and 20 other languages.



Package Testing Services

If you have a study or project you think might be appropriate for our package testing systems, please give us a call.



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