



Package Development and Testing

Capabilities Overview



Packaging: The workhorse of today's marketing mix

The package contributes to the success of a brand by playing many critical roles. It must:



Create awareness through optimizing brand identity, shelf impact, and findability at the shelf.



Drive trial by communicating the product's most persuasive points or reason for being.



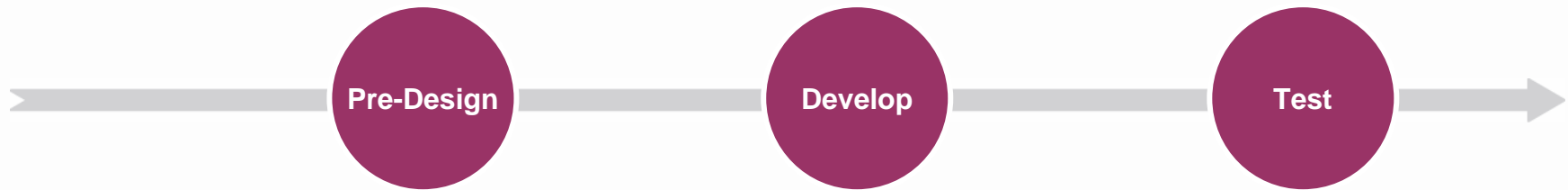
Support the **brand's image** by communicating the desired brand equity elements (i.e. quality, gourmet, fun, sophisticated, etc.)



Ensure **repeat purchase** by delivering value through package functionality.

Packaging Development Process

Three distinct stages of research facilitate a more thorough understanding of what is working with the package design and what needs attention.



Purpose	<ul style="list-style-type: none"> Defining the objectives of the design or redesign. 	<ul style="list-style-type: none"> Optimizing the design and narrowing many options down to a few 	<ul style="list-style-type: none"> Go/no-go decision for new packaging
Process	<ul style="list-style-type: none"> Benchmarking Visual equity Communication hierarchy Foundational shopper and user understanding 	<ul style="list-style-type: none"> In-store exploration. In-home exploration Quantitative concept testing 	<ul style="list-style-type: none"> Shelf impact and findability Persuasion Brand Imagery Package appeal Repeat potential Functionality and useability

Package Testing Tools

TNS Sorensen has a full suite of packaging testing tools to meet all package testing needs.

In-Store Shelf Testing

- Use real stores to test package performance within its competitive array.
- Package mock-ups are required.
- TNS manages access to retail stores.



Central Location Shelf Test and Eye Tracking

- Projected or mock-shelf set in central location.
- Eye Tracking to measure stopping and holding power.
- Package element visibility diagnostics.



On-Line Shelf Testing

- Image of shelf set on computer screen. Mouse clicks to view back panel.
- Exposures and recall to measure shelf impact.
- Mouse clicks for simulated find time and share of purchase.
- Ratings of full package concepts.



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Using the Tools

Each tool has benefits and challenges. The appropriate tool depends on risk and desired deliverable.

	In-Store Shelf Testing	Central Location Shelf Test and Eye Tracking	On-Line Shelf Testing
Benefits	<ul style="list-style-type: none"> • Real shoppers • Real shelves • Real packages • Can uncover unexpected real world results. 	<ul style="list-style-type: none"> • Measurement of eye movement • No mock-ups required • Available globally 	<ul style="list-style-type: none"> • No mock-ups required • Lower cost • Broad representative sample • Available globally
Challenges	<ul style="list-style-type: none"> • Package mock-ups required • Claimed shelf recall • Not available globally 	<ul style="list-style-type: none"> • Simulated environment • Respondents not in shopping mindset • Controlled environment limits insights. 	<ul style="list-style-type: none"> • Limited ability to measure shelf impact on computer monitor. • Simulated environment limits insights
Deliverables	<ul style="list-style-type: none"> • Unaided/aided shelf recall • Simulated purchase. • Find time and findability • Claimed communication hierarchy • Purchase Interest and brand imagery • Package appeal and diagnostics 	<ul style="list-style-type: none"> • Eye stopping power - % noted • Eye holding power - time • Element communication hierarchy • Eye path on shelf. • Simulated purchase. • Find time and findability • Purchase interest and brand imagery • Package appeal and diagnostics 	<ul style="list-style-type: none"> • Unaided/aided shelf recall based on flash exposure • Simulated purchase at shelf • Purchase interest and brand imagery • Package appeal and diagnostics
When to Use the Tool	<ul style="list-style-type: none"> • Final go/no go decisions • Most important for new structures 	<ul style="list-style-type: none"> • Development stage or lower risk decisions. • Package diagnostics required 	<ul style="list-style-type: none"> • If shelf impact isn't key measure. • Earlier in the development process

