



**PACKAGING TESTS WITH
CONSUMER INSIGHT**



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TESTS PROVIDE BETTER PRODUCT LAUNCHES

The Packaging Arena provides packaging tests with consumer insight. By testing design and purchasing behaviour at an early stage you gain insights at the beginning of the packaging process that affects your sales.

Insights about packaging that:

- >> attracts customer attention,
- >> stimulates purchases and repeat purchases,
- >> strengthens brand image,
- >> is easy to use and handle.

Test results enable the right decisions to be taken during the design process and provide stronger, more convincing sales arguments during new product launches and better sales once a product is fully developed.

DESIGN TEST: BLOSSA LÄTTGLÖGG *(light mulled wine)*



Two premium variants of Blossa lättglögg were new products from Pernod Ricard in 2009. The bottles were designed by BVD, a design and branding bureau, and tested using eye tracking by The Packaging Arena as part of the design process.

The tests were performed at Maxi ICA Supermarket in Karlstad. The results confirmed that the bottle design was perceived as a premium product. Consumers described the bottle as clean and stylistically pure with an appealing shape. The design reinforces the perception of exclusivity. Consumers felt that the new design strengthens Blossa as a premium mulled wine.

“By using eye tracking we get additional confirmation that we’ve got the design just right, and the design gains even more credibility”, says Catrin Vagnemark, Creative Director at BVD.



SHELF TEST: RETAIL READY PACKAGING

Billerud AB chose to carry out consumer tests with The Packaging Arena to understand the effect of white retail ready packaging in comparison to brown. Among other things, results from the tests showed that packaging that is white inside and out more easily catches the consumer's eye and thus their attention. The tests also evaluated such things

as the consumer's interpretation of premium and freshness. The tests were conducted at The Packaging Arena's lab environment Packaging Media Lab using eye tracking, surveys and interviews.

The results of the tests were then used by Billerud AB as the basis for new sales material for their product Billerud Pure Bright®.



THE CONSUMERS EVERY DAY LIFE IS OUR LAB

The Packaging Arena uses the real world as a lab when testing packagings. Tests are carried out in stores and in our lab environment Packaging Media Lab. We make use of eye tracking and other innovative methods. All of the tests are based on the latest service research findings and we work directly with consumers in purchasing situations:

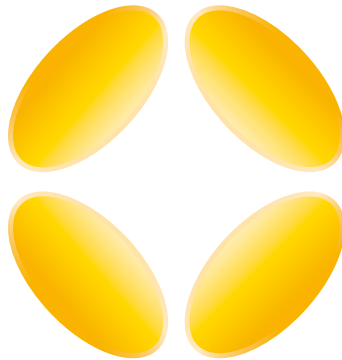
Design test – provides fast answers and a cost effective process during the packaging development.

Shelf test – gives feedback on how the packaging is perceived on the shelf compared to both the actual product range and competitive brands.

Usability test – provide information on how the packaging is used by e.g. store personnel and consumers in different contexts.



The Packaging Arena is an environment for consumer-driven packaging development. We collaborate, co-operate and bring together companies and specialists from all sectors of the industry, all over the world. With our unique services, access to leading experts and advanced development environments, we create world-class packaging development.



THE PACKAGING ARENA

Investing in your future



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