

CASE STUDY - PACK TEST: CHOOSING THE BEST PACK DESIGN PER COUNTRY

BUSINESS CHALLENGE

Testing two different versions of a pack design in all relevant countries (NL and DE), to find the most appealing and best performing pack design for each country.

RESULTS

For each country the same two pack designs were tested. In NL the first pack design looked quite like one of their competitors, leading to low results on brand identification and consideration. The other pack design scored significantly higher on all relevant metrics such as identification, evaluation and consideration. Within DE there were no clear differences between the two pack designs, both had a strong performance on all relevant metrics.

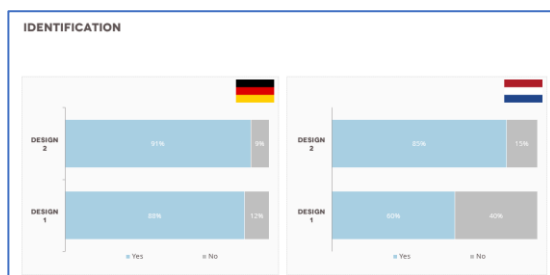


Figure 1: Brand identification scores for all pack designs per country

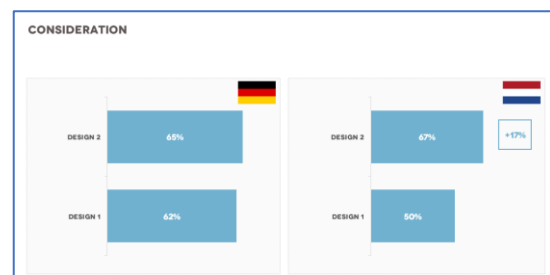


Figure 2: Consideration for all pack designs per country

KEY TAKE OUT

To maintain global consistency the client decided to choose the same pack design for both countries. The pack design that performed well in NL was also introduced in the DE market.