

CASE STUDY – PACK TEST: OPTIMIZATION PACK DESIGN

BUSINESS CHALLENGE

A change in design strategy required a clear understanding of the performance of the new pack design, before taking the new design into production.

RESULTS

The results compared the current pack design with the new pack design – the main area of concern was related to brand identification. The branding on the pack design was insufficiently noticed and resulted in a weaker position of the brand in the evoked set. The pack test outcomes showed clear areas of optimization based on the eye tracking exercise – a more prominent role of the brand name in the new pack design was necessary to ensure a better place in the evoked set of consumers.



Figure 1: Identification current versus new design



Figure 2: Consideration before and after optimization

KEY TAKE OUT

By creating a revised version of the pack design with a more prominent placement of the brand, the client was able to increase brand identification (+20%) and received a better placement in the evoked set (+12%).