

CASE STUDY - PACK TEST: MONITORING THE STRENGTH OF THE PACK DESIGN

BUSINESS CHALLENGE

A changing competitive field requires a continuous monitoring of the strength of the pack design in the context of the competition.

RESULTS

For every measurement the competitive field was tailored to the current situation, to ensure the strength of the pack design was measured within the right competitive field. The results after the third measurement showed a difference in evaluation compared to the previous measurements – the pack design was evaluated significantly lower on distinctiveness, which resulted in a lower consideration and preference of the brand. A new competitor entered the shelf and outperformed the brand, which led to the lower results. The monitoring of the pack design resulted in a quick revision of the pack design of our client, to ensure their position within the evoked set would improve again.

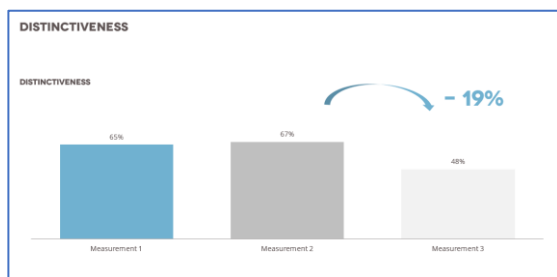


Figure 1: Distinctiveness scores for each measurement

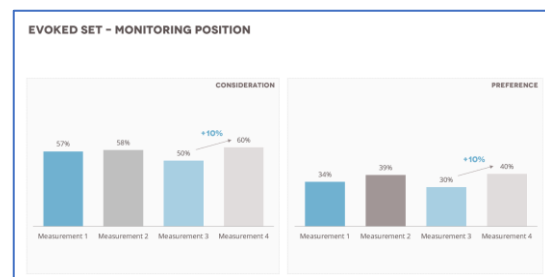


Figure 2: Monitoring position within evoked set

KEY TAKE OUT

By creating a revised version of the pack design with a clear placement of the USP's of the brand, the client was able to improve the distinctiveness and increase consideration and preference significantly (+10%) in the next quarterly measurement.