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| --- | --- | --- | --- |
|  | PRoduct | Brand REcognition | Key Characteristics |
| 1 | Competitor A | High | Heavy use of graphics / dark colors  Plastic/vacuum pack |
| 2 | Competitor B | High | Sleek box shape  Clean lines/minimal  Single brand color |
| 3 | Competitor C | New Product | Detailed instructions  Conservative colors  Plastic form pack |
| 4 | Our 2009 release | New Product | Instructions on package  Multiple colors  Plastic form pack |
| 5 | Our latest release | High | Instructions on package  Multiple colors  Recycled cardboard, custom box |

Release Information for CSAT Surveys



A mix of qualitative and quantitative questions were presented, to gather data on perceptions of shelf impact, experience opening the package, and how well the package reflects the product/package content.

Participants were asked to indicate what drew them to the selected package and to assign an emotion to initial impressions, opening the package, and perception of contents after opening. Key results:

Package 2 drew 40% of participants and had minimal negative responses. Only significant negative response for this package was ‘confusion’ under the package design vs. content question.

78% of participants who chose package 2 provided positive responses to the question of design vs. content. This was the only package to draw a majority of positive responses to this question.

Not surprisingly, opening plastic packaging drew high numbers for frustration, with package 3 also eliciting high numbers for anger.

### Package Selection

### Opening the Package

### Package Design vs. Content

# Design Considerations

It’s not about the package—it’s a way to introduce people to the product and help them connect with it. Keep it simple but not safe. What can we learn from this little guy?

Things become cliché because they are so often true: beauty is in fact in the eye of the beholder. We won’t please everyone, but we want to please as many as we can.

Choose carefully but act courageously: If we’re too cautious, we may never get where we’re going.

Additional results from our phase two research show that shape was the most dominant reason for the participant’s choice of package, with color coming in second by a large margin, followed by text at a similarly large margin as you see here.

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| |  |  | | --- | --- | |  | **Total** | | Shape | 48 | | Color | 26 | | Words | 13 | | Symbols | 7 | | Other | 6 | | Total | **100** | |  |

While this appears to validate the popular opinion among team members that shape and color should be our primary considerations, we need to be conscious of the specific options provided by our research group and realize that it’s not simply shape, color, or words that have higher or lower priority – but what shape, color, and words are used and why. Text content is, in fact, no less important than shape and color and can have an equal—if not greater—impact when the right choices are made.

## Trends

The strongest trends we’re seeing are to designs that are clean bordering on minimalistic, modern, and that utilize type and color for emphasis.

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