



Packaging

New package causing alarming sales decline

The Business Challenge

A Fortune 100 CPG company had a serious dilemma – the new packaging for an existing product was just not working. The package had tested well in conventional package testing studies prior to introduction, but the in-store experience was poor. Not only did it not attract newer segments, it was losing existing customers. NeuroFocus was requested to rapidly analyze the problem, and provide solutions to fix it.

NeuroFocus directly measures the brain, at 2000 times a second

NeuroFocus Approach

NeuroFocus directly measures consumers' brain responses. This provides unmatched insights into a consumer's response to advertising, brands, media, and experiences. We use cutting edge technology:

- **High Resolution EEG** directly measures brain response to stimuli in milliseconds.
- **Eye-Tracking** identifies objects of focus.
- **GSR** (galvanic skin response) confirms emotional engagement.
- **Subconscious** response to media, brand, and messaging reveals unarticulated feelings.

*Two segments,
Two markets,
isolated test,
clutter test,
subconscious test*

Study Design

The study was designed to rapidly reveal the elements of the package that were not working, and the overall subconscious response to the package. The package elements were studied in isolation with no distraction, and the same package was examined in the cluttered environment of the shelf. NeuroFocus opted for video realistic studies in lieu of in-store studies to save time, and to get precise eye tracking information. The same study was performed for the previous package. Two distinct segments of consumers – regular buyers and new buyers— were tested (20 each) in two different markets.

*Retain old design in front.
Reduce clutter.
Use aisle, not package, for messaging*

Key Results and Insights

Brainwave research of the package in isolation revealed that it did not generate sufficient emotional engagement or purchase intent when consumers looked at it. This was true across segments, and across geographies. The new package did not stimulate any memory movement. Eye tracking revealed a number of eye movements which indicated continuous distraction of packaging elements, significantly higher than norms. Core product and brand messaging was not carried through subconsciously to both segments. Video realistic resting revealed that in cluttered in-store environments, attention was severely challenged, and the package “disappeared.” Brain reactions were severely under the norm.

90% of solutions implemented |

Client Actions

NeuroFocus recommended blending elements of the older package that worked with a select few newer design elements – not all of them. The client acted on it right away by retaining core color, form, and design of the old package in the front with newer design elements in the back. NeuroFocus recommended that the client add imagery that triggered emotional engagement, especially of the taste centers of the brain. Client acted on it by adding select taste-centric elements to the back of the package. NeuroFocus recommended spatial repositioning of messaging elements to promote eye movements that are neurologically optimal across the package. Client and agency implemented some of the repositioning recommendations while retaining aesthetic appeal of the package. NeuroFocus recommended that the client reinforce messaging through gondola messaging not packaging messaging. Client acted on it promptly.

Sales back to original levels with increases in targeted segments |

Business Value Delivered

Modified packaging introduced in five test markets initially. Sales volume in existing segments back to pre-introduction levels in test markets. Sales in newer consumer segments up by over 15% in the test markets. Current package continues to perform poorly in non-test markets. Client is convinced that the modified design works well. The modified design was introduced into a broader national test market in 23 markets. Sales continues to rise in existing and newer consumer segments. The modified design is slated for introduction in all national test markets and international markets.

Eight best practices of package and aisle design |

Best Practices and Lessons Learned

- Don't break entirely with the old package – transition smoothly into the new.
- "Minimize clutter of imagery and messaging.
- Use emotional cues in package cover."
- Stimulate taste centers with package.
- Use attention elements to defeat aisle clutter.
- Use aisle and gondola intelligently to convey messaging beyond package.

Packaging Center of Excellence Platform |

Follow-on Activity with Client

Client has requested NeuroFocus to present a modular, scalable, testing platform that could replace the existing packaging testing mechanism and be part of the Packaging Center of Excellence at the client.



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