

# OPTIMIZING FOR A HEALTHIER PACKAGE

## MarketTools® Package Optimization Provides Actionable Insights.



### MarketTools Package Optimization Identifies Strengths and Weaknesses of New Packaging for a Successful Launch.

- CUSTOMER** Top 10 global food and beverage company
- CHALLENGE**
- > Update the packaging of a well-known snack brand to better communicate its health benefits without alienating current users
  - > Strengthen the line's impact on the shelf while maintaining the identity of its stock-keeping units (SKUs)
- SOLUTION** Use MarketTools Package Optimization to provide feedback on how well the new package designs break through the shelf clutter and how they are perceived among competitive packages.
- Also use MarketTools' Package Highlighter, whose proprietary technology and analysis provide guidance on strengthening the new packages' communication.
- RESULTS** *Clear answers:* One of the two new package designs shows promise of performing better than the current packaging. It also has good shelf presence. Package Highlighter pinpoints a problem with one of the design elements, leading to a recommendation for a redesign before launching the new packaging.

## The Package Needs More Focus on Health... Just Like the Rest of Us.

Sixty-six percent of U.S. adults and nearly two in 10 children and teens are overweight, as reported by the National Center for Health Statistics. Americans love to snack, and it's a key contributor to being overweight. While snacking is at its core a pleasurable experience, usually not intended to be healthy eating, the client wanted to address consumers' desires for better health by promoting it on the packaging of this iconic brand. This would serve as a way to differentiate this snack from other snacking choices.

This being a well-known brand with a loyal user base—and, after all, a snack—the client needed to communicate the health benefit carefully so as not to alienate its user base or undercut the taste message and the all-family appeal.

## MarketTools Identified the Recipe for Success.

MarketTools' Package Optimization methodology identified the strengths and the weaknesses of two new package designs, so the client could strengthen the communications prior to market introduction.

Using highly engaging, interactive online exercises designed by MarketTools, consumers click directly on packages shown on a virtual shelf. The directing principle behind these exercises is that to perform well a package must break through the competitive clutter on the shelf, make it easy to find individual SKUs in the line, and clearly communicate the brand's key messages. Using Package Highlighter, consumers click on a client's package to indicate which components grab their attention, are liked, are disliked, or are confusing. The results are portrayed using heat maps that immediately pinpoint what is working and what isn't.

## Results Show It's a Good Start, but Further Work Is Needed.

*Clear answers:* One of the new designs shows promise. It is more easily identifiable on the shelf among the competition when compared with the current package. It also shows slightly stronger purchase motivation than the other design being considered. The Package Highlighter analysis points out a key area for improvement for this design—a visual depiction of an ingredient communicating health. Along with the product hero photo, this ingredient clearly

grabs attention. While it conveys wholesomeness, it detracts from the taste appeal and restricts the brand's appeal from being all-family to being more adult.

The bottom line is that a design that includes the depiction of the health ingredient on the new package needs more work. It upset the delicate brand balance by communicating health too strongly—to the point of alienating users.

*"The Package Optimization test was very insightful, especially the ability to place the package on the shelf with competitors as well as the Package Highlighter analysis on our new designs. Package Highlighter clearly pointed out an aspect of the new packaging that's a turn-off to consumers, which needs addressing before going to market. Once we saw the feedback, it made perfect sense, but we wouldn't have been aware of it without gaining those insights."*

—Senior Researcher,  
Top 10 Global Food and Beverage Company

## About MarketTools

MarketTools is the leading technology and service provider of Customer Insight Management solutions for the world's market leaders. Through a unique combination of best-in-class insight and feedback platforms, quality-assured global panels, and research innovation, MarketTools enables companies to better identify new opportunities, fuel greater product success, and build customer advocacy. As the first company to make online surveys widely available on the Web, MarketTools continues its market-leading position by providing the broadest range of powerful, accurate, and integrated customer insight technologies that empower companies to become the most customer-centric organizations in their industries. MarketTools' premier portfolio of technology-based insight brands includes MarketTools.com,<sup>™</sup> Zoomerang,<sup>™</sup> CustomerSat,<sup>™</sup> TrueSample,<sup>™</sup> and ZoomPanel.<sup>™</sup>

MarketTools is a privately held company with corporate headquarters in San Francisco and European headquarters in London. For more information please visit [www.markettools.com](http://www.markettools.com).



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