



MACRO CONSULTING INC.

*DESIGN RESEARCH*®



## Why Package Design Research?

Design elements such as colors, shapes, typefaces, photographs and vignettes can have a powerful effect on the behavior of consumers and shoppers. Your branded package design needs to communicate to shoppers instantly and convince them to choose your product rather than any other on the shelf. Your package is the final sales pitch at the "moment of truth", when brand-choice decisions are made. It is impossible to know the impact of your package design without proper design research.

### How Consumers and Shoppers Feel and Behave

**Understanding the difference between consuming and shopping!** People act differently in different environments. At home, we are consumers and make decisions around purchasing and brands based on our behaviors and needs. Once in the store, the "Kleenex" box which got into our shopping list might not fall into the shopping basket.

**Understanding the behavior patterns of consumers and shoppers through proper research!** How they feel and behave when it comes to not only your products, but the entire product environment and how their attitudes impact their consumption are critical to competitive organizations.

**Package design research answers the questions** about what capture consumers' attention, build your business and define your brand personality.





# Virtual Shopping and The ASSOCIATION TEST

The Association Test has been designed to measure both the conscious and subconscious communication values of designs which influence human behavior.

The Association Test interview consists of showing the respondent two to five different visuals, simultaneously, e.g., brand names, logos or packages.

Respondents are asked to pick one and only one of the visuals shown to them as being most strongly associated with each statement in an attribute/imagery battery. Respondents are required to select one visual, and only one visual, as most associated with each phrase. After completing the battery, respondents are asked for which visual they would most want to win a gift certificate (of appropriate monetary value) if their name were drawn in a random drawing and why.

In this way, we will be able to measure whether or not one design better communicates, either consciously or subconsciously, certain key attributes such as freshness, naturalness, quality, healthfulness



and sophistication. Also, by correlating imagery associations with preference, we will be able to identify the specific reasons why respondents prefer one brand over the other, even when the respondents themselves are unaware of those reasons.

## How Packaging Affect Consumer and Sales

### Visual Response

Shoppers are affected by all the elements of package: colors, shapes, symbols, and words.

Companies employ successful brand strategy from advertising to web presence but mainly it is the packaging that has the most direct impact on a product's sale. Product package is no longer just a means of protection during transport, it is the vehicle that reflect the product's brand and image, an important factor in product's success.



A well-design package gets a customer to pick up your product to take a closer look, which ultimately puts you one step closer to making that sale. To ignore the importance of packaging in today's market is your own product's death.

### Rational Response

Rational responses to packaging are based on explicit messages and their degree of believability considering how long people spend in front of a store shelf, faced with numerous packages, images, and messages, fewer words the better. Your package needs to capture the visual attention while clearly conveying an important message about the product. Good design research

helps identify and target your audience so your message will be more direct and powerful.

### Emotional Response

The way a package design makes shoppers feel is one of the most important aspects of developing packaging that will boost brand awareness, recall and most of all, loyalty. Design research plays an important role in identifying those perceptions critical to motivating the customer to grab your package instead of your competitors'.

It does not stop there, consumer feelings and perceptions are constantly evolving and your package design will need to evolve with the same rhythm to continually meet consumer expectations and attract the shopper at the shelf level.

# Why MACRO Consulting, Inc.?

MACRO Consulting, Inc. is an independent marketing research and advanced analytics firm with over 25 years of experience serving some of the most trusted brands name worldwide.

At MACRO Consulting, Inc. we understand each client needs are unique and work closely with our clients to identify key goals and opportunities. We do not believe in one-size-fits-all approach to package design research.

If you are thinking about testing your package design, give us a call. We will quickly provide you with more information, proposals and cost estimates.

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