

More Than Just Scores: How to Improve Your Package Testing

In the few seconds called 'moment of truth' for your pack to influence, are you positive you'll win on shelf and online? Even with the growth of e-commerce, your pack should break through. Here's how to develop better packaging.



Mapping Your Journey

Know which questions to ask during each stage to help you pick the winner.

Early Stage Exploration



What equities does your brand have (communicated via pack)?

What are consumer takeaways for brand strengths?

How do you evolve to new positioning?

Design Evaluation



Which pack design is most appealing? Why?

What elements are driving interest? Why?

How do consumers navigate the pack (hierarchy)?

How can you optimize for future success?

In-Home Use Testing



How does pack impact consumption?

What are the main benefits?

How do you visualize consumer usage? When, where, how?

Could you strengthen your pack or improve it?

#packaginggoals



Shelf Breakthrough



Honest product portrayal



Globally/regionally acceptable



Captures brand equities



Communicates benefits & positioning



Convincing language/motivates purchase

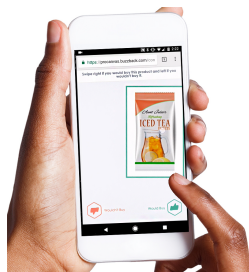
Customize Your Approach

The format and amount of information you share is based on both the stage of your journey, but also your approach.

developing a new product you have many possible routes. To help guide and simplify your journey, we've created a library of different assets, allow you to explore different elements and how they work together. UX has a simple drag-and-drop interface so consumers can create a new product identifying the characteristics they find appealing that fit with an initial start point. They select and place items on the canvas or rankings until they get it right, creating their ideal combination. You'll gain understanding around the elements, including why consumers select certain preferences, so you can refine your further development.



Co-create a new design



Screen pack-cpts



Evaluate in context - with Eye-Tracking

Improve Your Packaging Evaluation

In a world that is moving at warp speed, you need new ways to strengthen your packaging. At buzzback, our proprietary and creative techniques deliver actionable insights quickly and efficiently.

Key Metrics

Know which is best – what scores highest? What scores lowest?

Purchase Interest

Ease of Finding

Differentiation

Brand Recall

Fit With Brand

Elevate

How to improve the design – what resonates/doesn't? Words, phrases to change and why?



Key Takeaways



Diagnostics



Image/Text Heatmaps



Eye-Tracking

Give it Life

How will consumers use it? What will it replace? What behavior will it change?



Consumer Co-Creation



Consumer Videos



Immersive Understanding



How/When/Where They Would Use It



Strengths/Weaknesses

For more information, or to get started on your next pack test, email info@buzzback.com.