



“placing shoppers at the heart of
the packaging innovation process”

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Overview



- importance of **linking** consumer with shopper research
- **incorporating shopper earlier** in the innovation process
- significance of packaging and shelf-ready packaging at the **first and second moments of truth**



Agenda

- the packaging evolution
- what's the issue
- the shopper and consumer
- moments of truth
- issues if you do not research effectively



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brands and products need
packaging to survive...

...ignore it at your peril



the package is the product

The role of packaging today

a product protector



a trigger to purchase

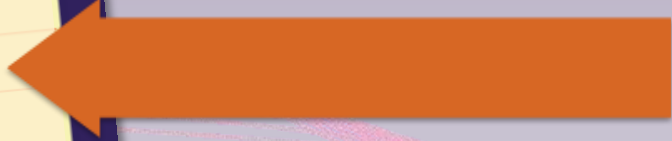
a vital consumption





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The brutal truth...



40%

of new packaging FAILS

40%

of new packaging MAKES

NO difference

20%

of new packaging

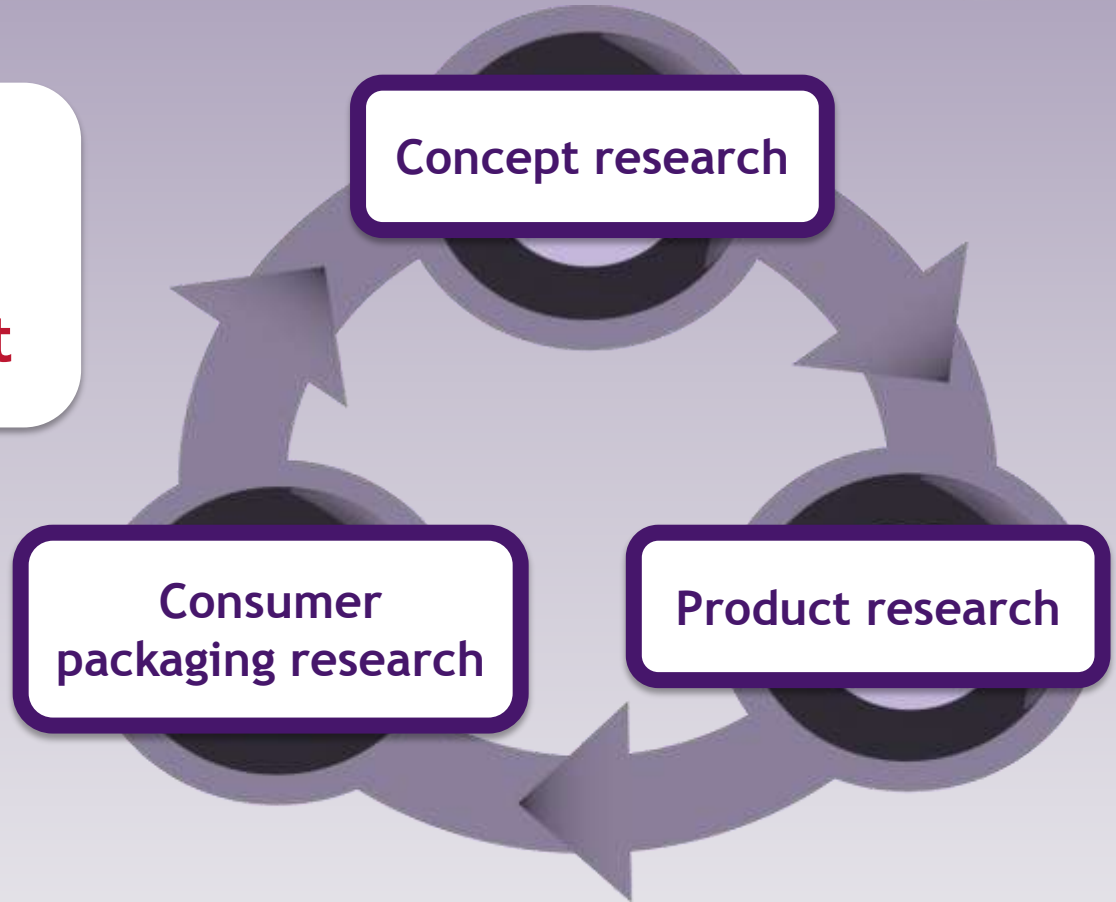
adds value

There can be great...

Failure of the traditional packaging model



**To take shoppers into account...
or the competitive set**



The future model...



1. Include shopper research early

2. Integrated understanding

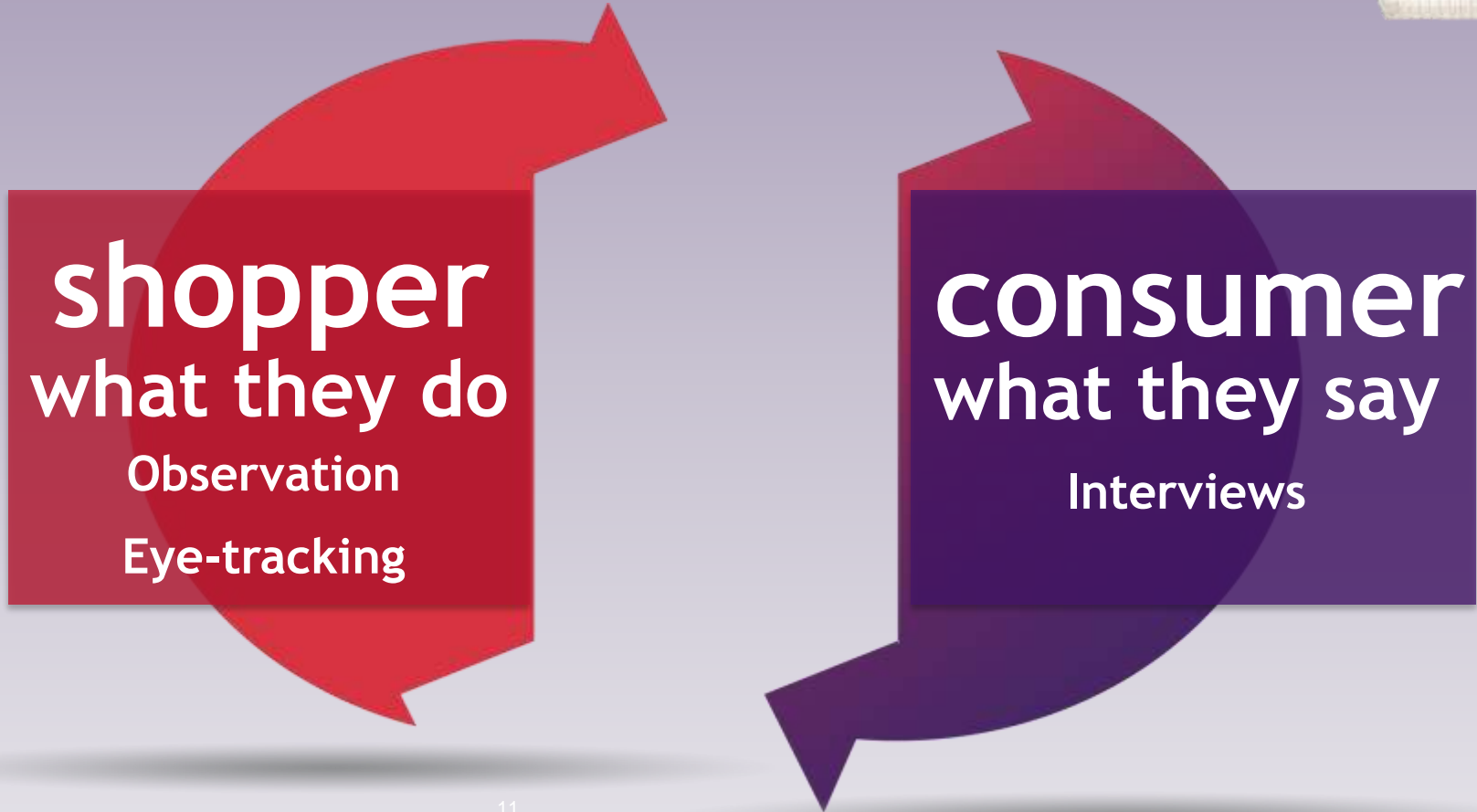


Shopper research

Consumer research



Combining consumer and shopper insights





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The consumer
becomes a
shopper...



...when they
walk into a store

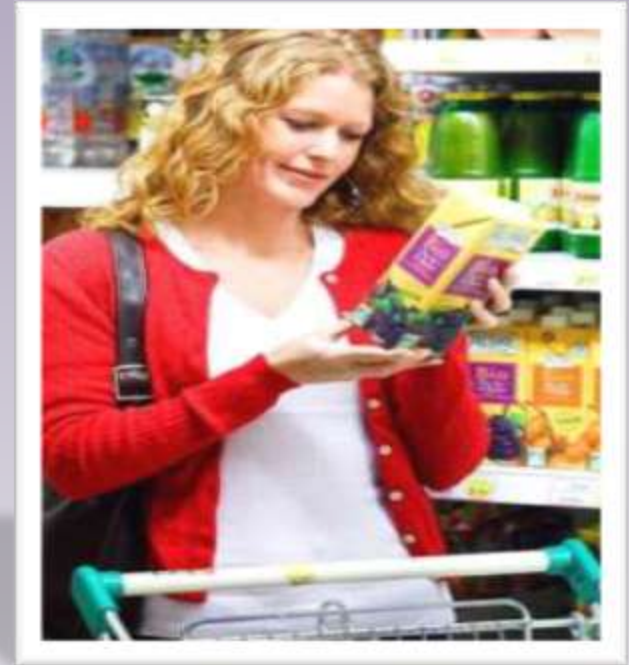
Is the packaging
relevant?

If they see it and like
it, will they buy it?

Need to appreciate not all shoppers are consumers..



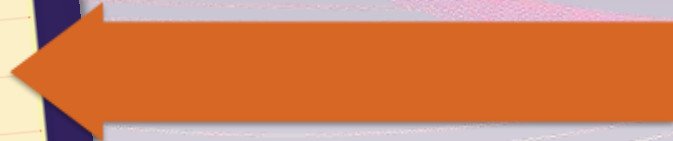
Some are agent purchasers





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The full path to purchase must be accounted for...



0

zero
moment of truth

*“information
search”*



**Search
process**

1

first moment
of truth

*“can the
product be
found in store”*



**Shopping
process**

2

second moment
of truth

*“Is the
packaging fit
for purpose”*



**Consumption
process**

First moment of truth...shoppability!



stand-out findability message delivery stopability

recognisability

Drivers of Choice



Visual Pollution

Decision
Paralysis

Over
40,000
products?



Shoppers will **de-select**
before they select

Quick recognition is needed in...

low interest/habituated categories
beta mode (*non-conscious/autopilot*)
use scripts (learnt messages) to navigate
script = colourshape



..bold displays reinforce this



...but disruption is also required



in medium/high interest
categories
packaging **is** the advertising
for smaller brands
POM moves away from the
homogenous tetrapack
successfully builds **structural
equity & emotion**



having understood **psychology**, need to consider **navigation & the shelf...**

Conversion into the aisle

Role of signpost brands is key for recognition...

Reminds shoppers to enter the aisle...



Conversion within the aisle



15-30 degrees
below the
horizontal

Vision zone

key to drive
awareness

Shelf-ready packaging



Second moment of truth...usability

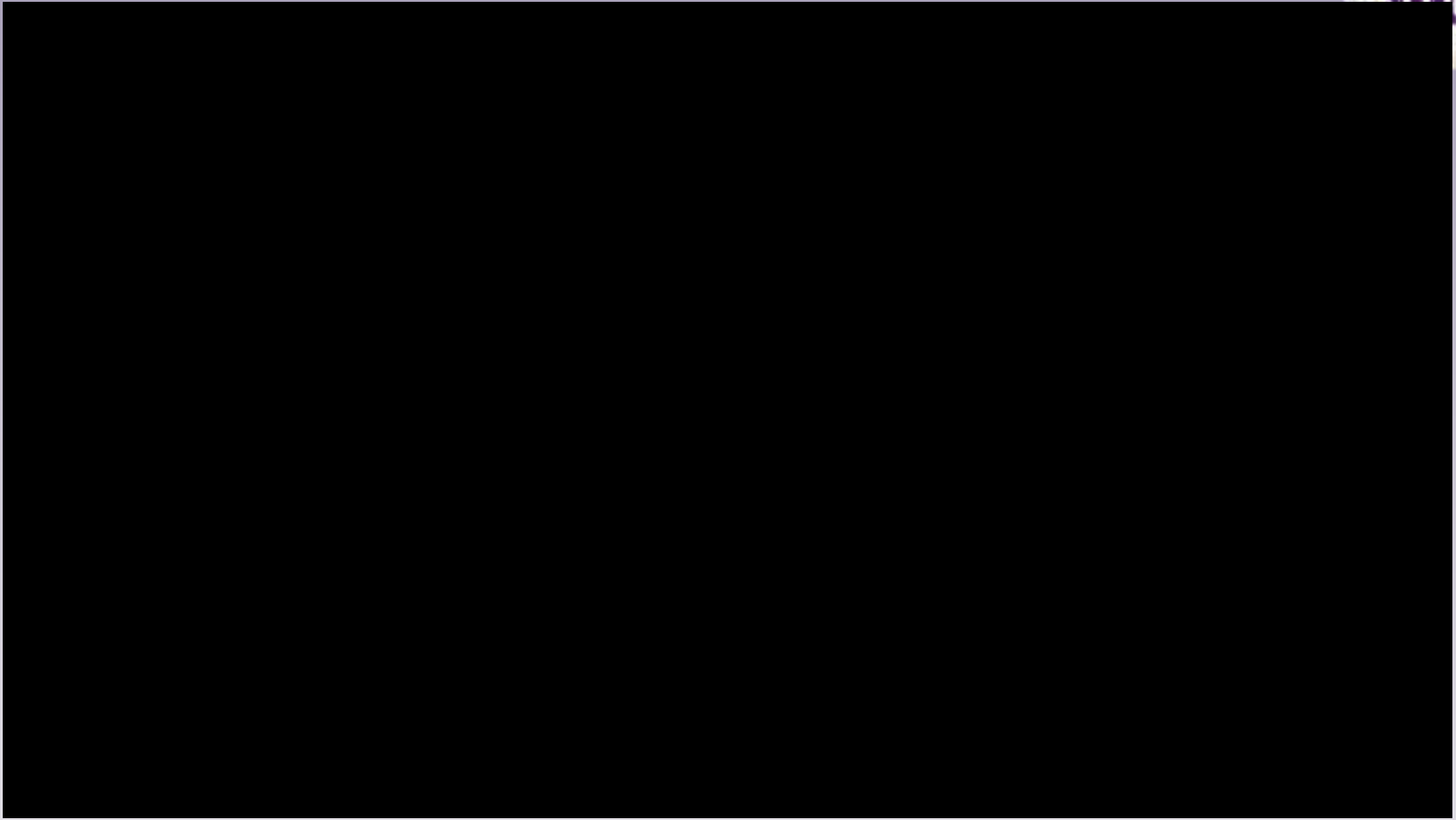


Usability

openability resealability portability storability recyclability disposability
stackability

Drivers of Choice







How do brands perform...



1

First moment
of truth

*“can the
product be
found in store”*



Shopping
process

2

Second moment
of truth

*“Is the
packaging fit
for purpose”*



Consumption
process

Moments of truth - inconsistent



1



Shopping process

2



Consumption process

Moments of truth - consistent



1



Shopping process

2



Consumption process



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Brandphonics categorically confirms it was the wrong thing to do!

Modern
Boring
Tacky
irritating

Trustworthy
Original
Happy
Friendly
Superior
Fun
Lively



Fit to Brand (conceptual measure)

Old Pack	97%	↑↓
New Pack	84%	↓↓↓

Insight:
Traded-off the core brand heritage, and created a less impactful (bordering on boring) pack without consequent upshifts in 'clarity' or 'sophistication'. Closer to an own-label pack!



Approach to pack potential issues



Why it was



Insight:
Traded off the core brand heritage, and created a less impactful (bordering on boring) pack without consequent upshifts in 'clarity' or 'sophistication'. Closer to an own-label pack!

Disso
Trop
Why m



Take-aways...



1. Integrate consumer and shopper



2. Include shopper research early

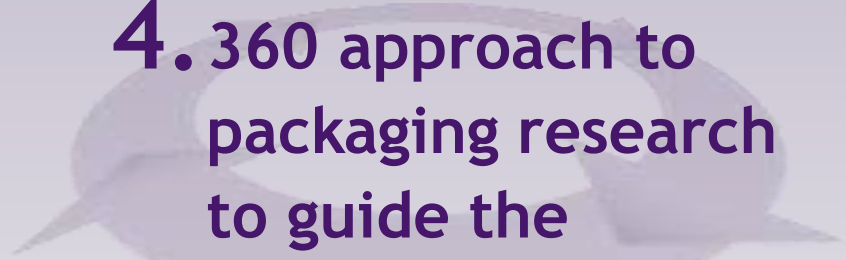
3. Ensure consonance at all moments of truth

0 zero moment of truth

1 first moment of truth

2 second moment of truth

4. 360 approach to packaging research to guide the creative process





Thank you!

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