



Listen to Your Consumer:

How to ensure you are innovating for successful packaging development

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How important is packaging?

*‘the brand is the screenplay,
the product is the actor,
packaging is the theatre,’*

Packaging: A strategic priority

40,000
packaged goods
available today

8.5 seconds
average purchase
time for groceries

1/6 of a second per
package average
time spent looking
at packaging

**We sell products
NOT PACKAGING**



Visual Pollution



Visual Pollution

Decision
Paralysis

Brand
Paralysis

Why consumer preference shouldn't be overlooked



unpleasant
reality...



40%
of new packaging fails

40%
of new packaging
makes no difference

20%
of new packaging
adds value

What drives consumers' choice

To understand human choice behaviour we need to appreciate that all choices are driven by a **desire for reward** and that reward is driven in two ways:

'Duality of Reward'





CONSCIOUS /
APPARENT

‘Liking’ is not a valid enough metric to base packaging decisions upon. The real drivers of choice lie beneath the surface

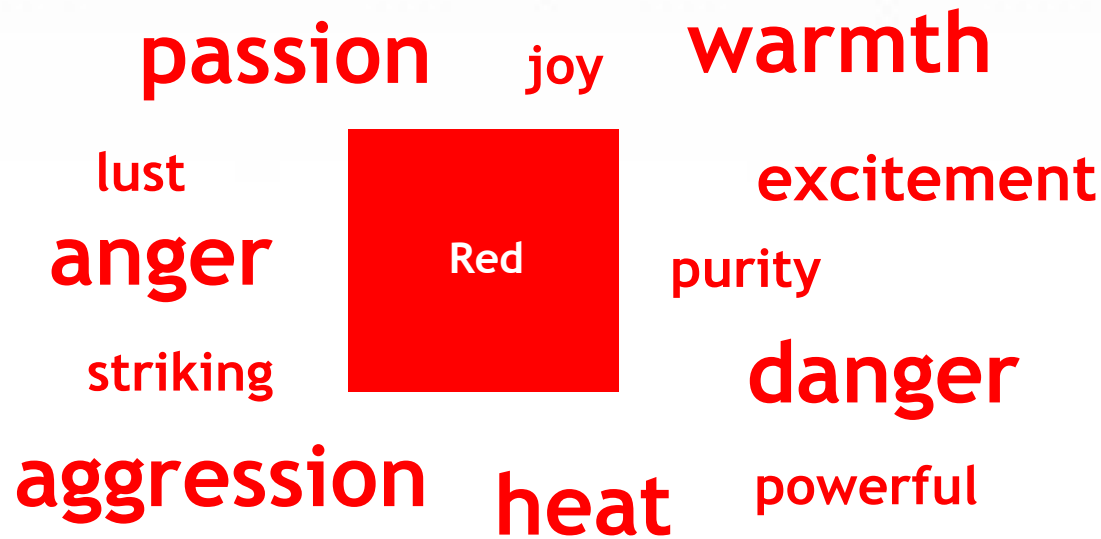
CONCEPTUALISATIONS

These relate to **what things actually mean** to us
They’re crucial! But almost entirely overlooked by traditional quant research

UNKNOWN
ME

Emotion exists here making it almost impossible to access **reliably** via normal research methods

What are conceptualisations?



Conceptualisations can be **emotional** or **functional**

And through **experience**, **learning** and **exposure** they develop and solidify over time

Collecting conceptual information adds an additional component to our understanding of reward



How would you go about opening that door?



**Think how many times you
instinctively pulled instead of
pushing...**

Pack Home

Appearance

Texture

Sound

Aroma

Conceptualisations are the consequence of perception, allowing us to assign meaning to the stimulus we're exposed to and ultimately drive the choices we make



Pack Home

Appearance

Texture

Sound

Aroma



Individual

proud valued happy
 reassured disgusted excited
 annoyed sad **relaxed**

Product

fresh **premium** top
 quality **natural** processed
thick flavoursome
 sweet artificial

Packaging

attractive **elegant**
modern gimmicky
 simple **new & different**
 bulky boring complex

Drivers of Choice

Pack Home

Appearance

Texture

Sound

Aroma



Individual

proud valued happy
 reassured disgusted excited
 annoyed sad **relaxed**

Product

fresh **premium**
natural processed
crunchy flavoursome
 sweet artificial

Packaging

hot cold rough smooth
soft hard **sticky** slippery
 simple **new & different**
tingly complex

Drivers of Choice

Pack Home

Appearance

Texture

Sound

Aroma



Individual

proud embarrassed
 reassured disgusted excited
 annoyed sad **relaxed**

Product

fresh **premium** top
 quality **natural** processed
thick flavoursome
 artificial

Packaging

pleasant aggressive
engaging
 annoying embarrassing
noisy

Drivers of Choice

Pack Home

Appearance

Texture

Sound

Aroma



Individual

relaxed reassured
disgusted excited annoyed
nostalgic

Product

fresh premium processed
top quality **natural**
flavoursome artificial
plasticity

Packaging

pleasant disgusting
engaging **authentic**
attention-grabbing

Drivers of Choice

Usability

perceptual & actual

openability resealability

portability **storability** recyclability

disposability **stackability**

Drivers of Choice



Shopability



stand-out findability message

delivery **stopability**

recognisability

Drivers of Choice

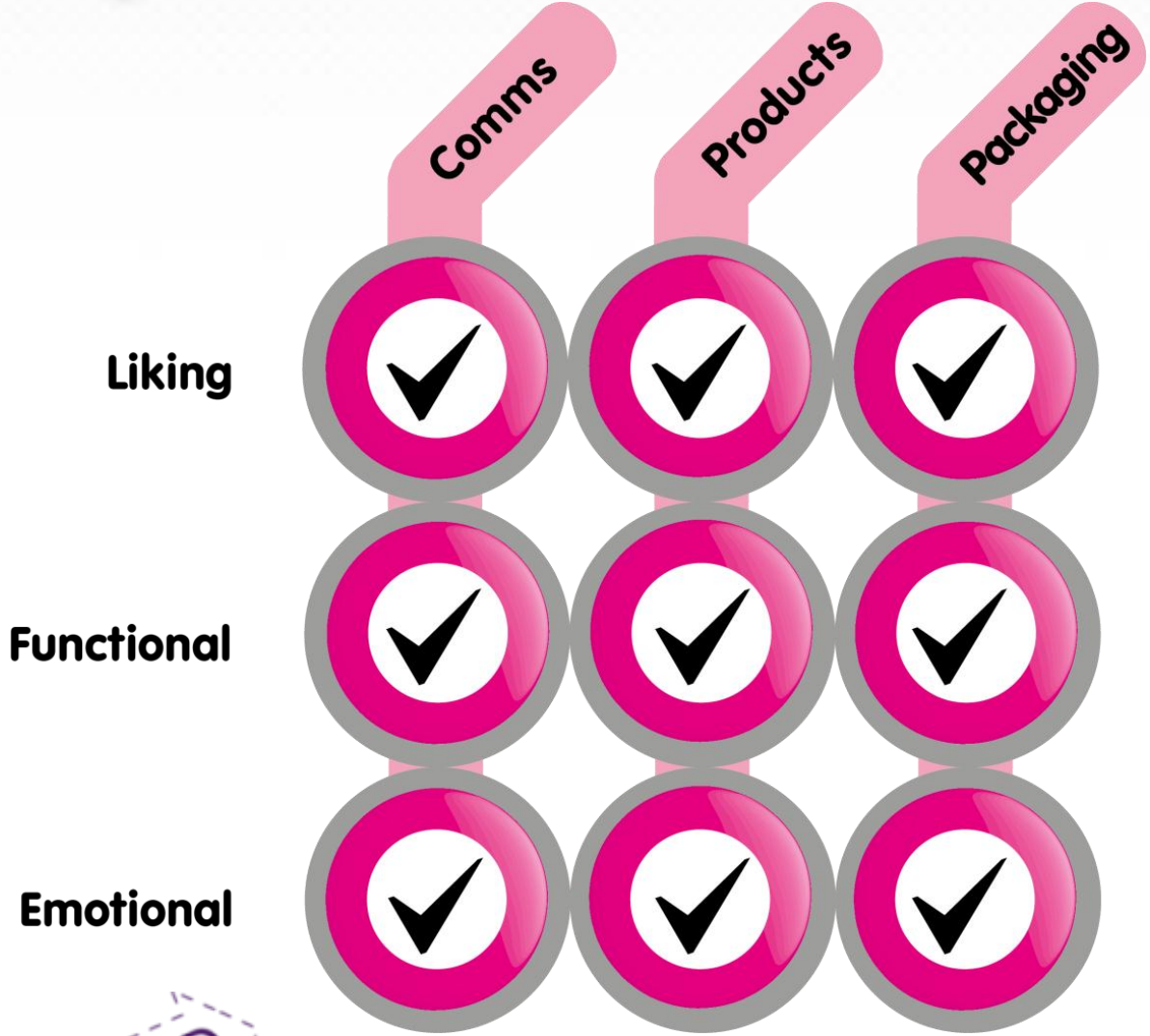


Sustainability

CSR and Sustainable Consumption



Aligning packaging with product benefits and brand equities



Consonance is Key

The long term aim of brands should be to achieve consonance between all aspects of the mix

To measure this we need to be collecting the consumer functional and emotional conceptual data

BEYOND
LIKING





CUT HERE

IF YOU LOVE CHEDDAR YOU'LL LOVE SUPER LIGHT

150 Years

WYKE FARMS
SOMERSET FARMING SINCE 1867

ONLY 1.3% SATURATED FAT

Super Light
SOMERSET MATURE



Rich in Omega 3

Half Fat

Low in Cholesterol

Made using Lo Salt*



Dissonance between product and pack

Why is Consonance important?



What does packaging say about your product?

The pack design suggests natural and original image to most consumers matching the sensory perceptions for being plain in taste which leads to the 'original' flavour



Not sure if it's sun or potato =
Natural

Glossy bag = a bit
greasy for the chips

Yellow - Reminding of potato colour
equals close to natural potato taste
(not very salty/flavourful)

Very thin looking chips = very crispy

To some, looking thin, suggesting the chips
are not flavoursome enough / too tasteless

Overall design is plain
and simple = Original
but too plain to some

Glossy bag/material =
Premium to some

It is worth noting that 'classic' is not
coming out as strongly as 'original' - might
worth changing the word to reflect this



Sensory expectation

From design

What does packaging say about your product?

This pack conveys a very strong message about being 'healthy' snacks which fits well with the very natural potato flavour but risky being seen as not so crispy and too plain in taste to some

From design

Overall design is claim to be very simple = down to earth

No plastic used for this pack = Environmental friendly

Different shape of the pack = Premium



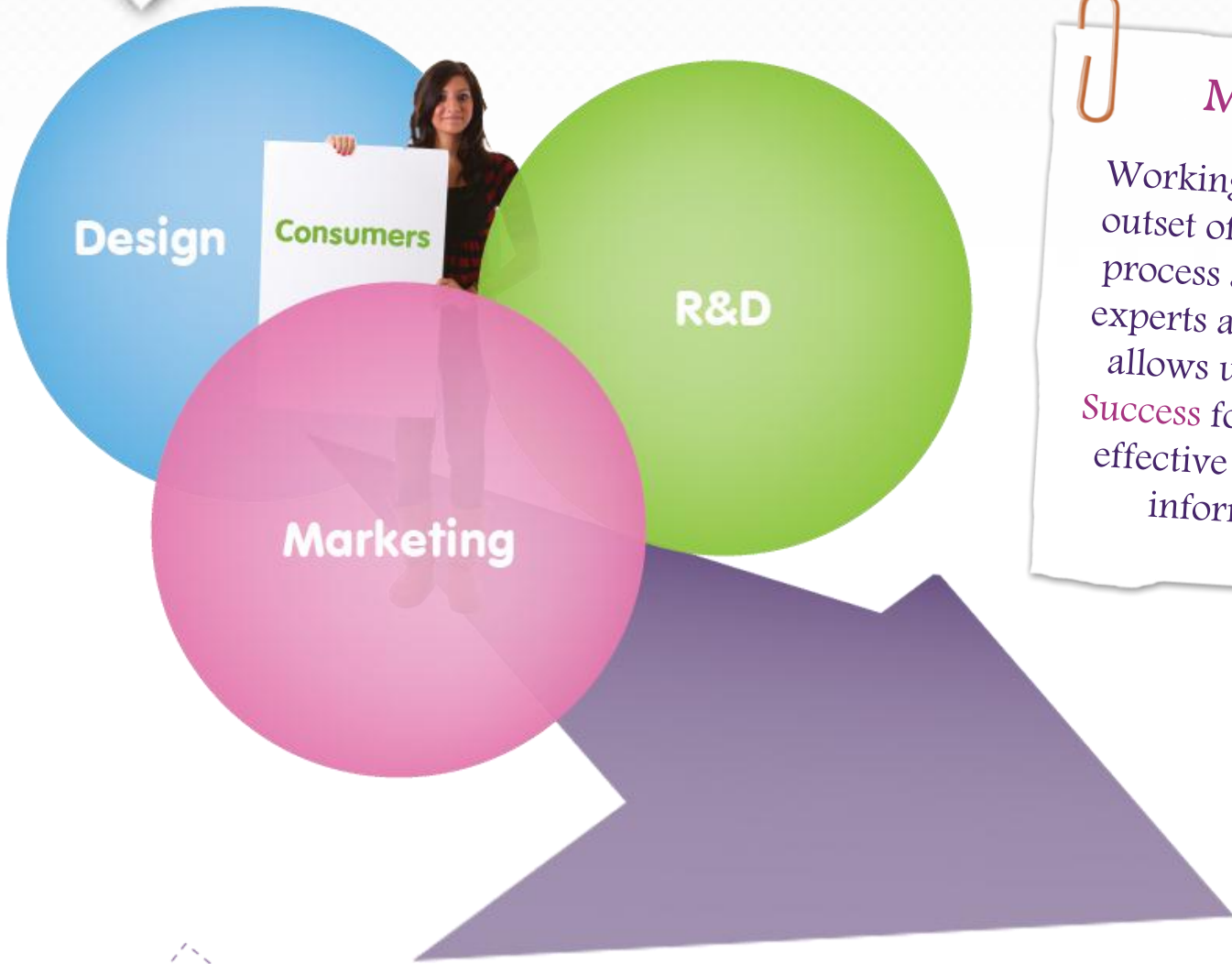
Sensory expectation

Positive

Negative



Cross-functional collaboration is key



Minimising Guesswork

Working closely together from the outset of the packaging innovation process and with leading research experts as advisors and moderators allows us to define **Early Rules of Success** for more targeted and cost-effective development and better-informed design decisions.

RIGHT FIRST TIME

Tackling the front end...

Fill Up

...we first needed to unearth and access all the latent front-end consumer information and intelligence that could help us specify the right input...

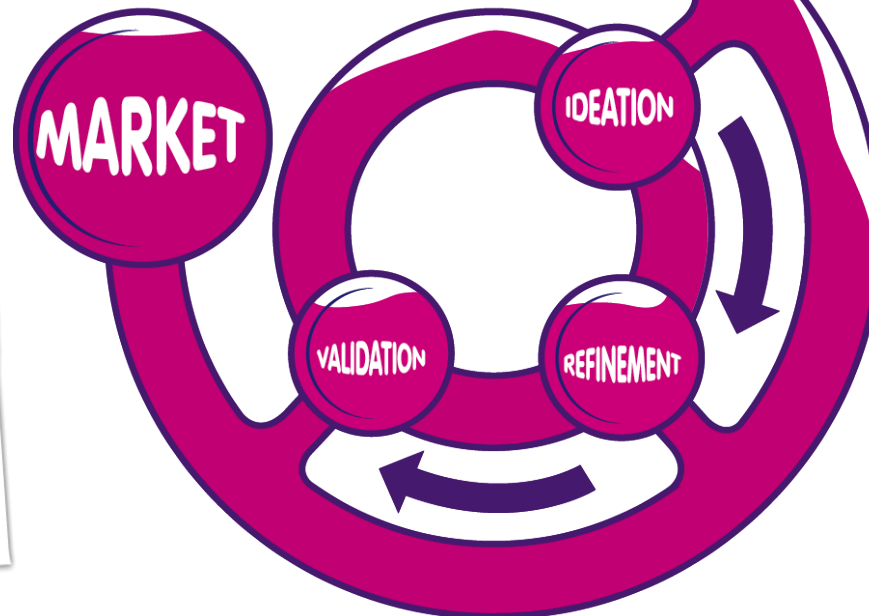


Hone Down

...and then filter it all down to the most important and meaningful attributes to eliminate guesswork and provide direction for current and future development activities ...

Standard Process

Typical packaging development process. An iterative cycle of standardised activities necessary to bring packaging to life. Consumer research is essential here too, but...



Successful packaging innovations as an outcome of consumer research



NUTRITIONAL INFORMATION	Per 100g	Per Portion of 300g	% GDA* Per Portion
Energy	547 kJ 130 kcal	1641 kJ 390 kcal	20%
Fibers	1,1 g	3,3 g	13%
Carbohydrates of which sugars	14 g 1,6 g	42 g 4,5 g	16% 5%
Fat of which Sat	5,4 g 0,7 g	16,2 g 2,1 g	23% 11%
Proteins	6,4 g	19,2 g	38%
Sodium	0,3 g	0,9 g	38%

* GDA (Guideline Daily Amounts) are guidelines. Personal requirements vary depending on age, gender, weight and activity levels.

NUTRITIONAL COMPOSED BY

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Good Food, Good Life®



Nestlé®

Good question
How can I...?

Good to remember

Good to talk

www.nestle.com - ☎ 0800 456 457

Good to know

Product brand...



Rules to successful packaging innovation



1 **CREATE**
NOT JUST
EVALUATE

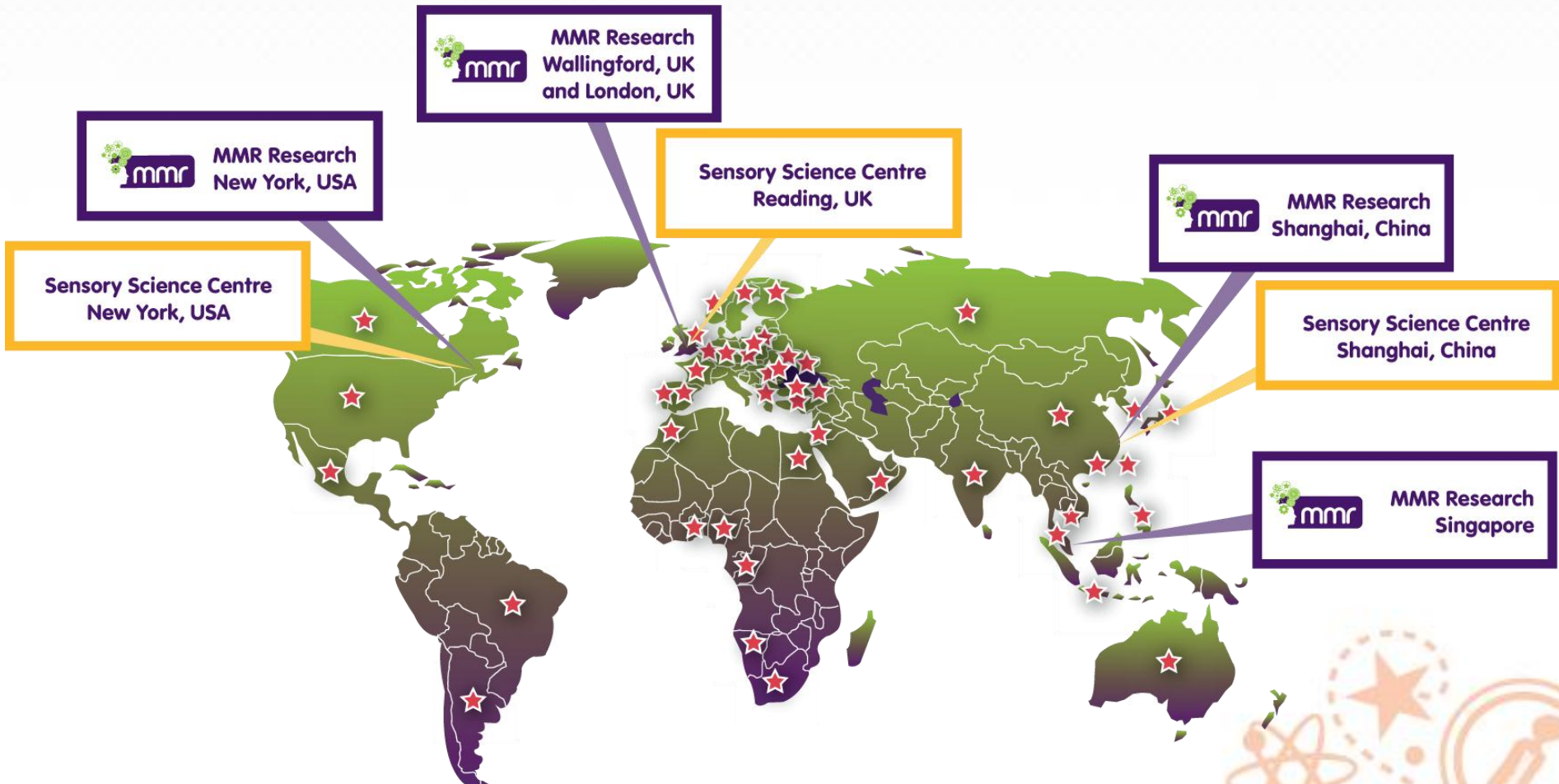
Develop packaging alongside products –
packaging innovation is a business tool and
not a beauty contest

2 **RIGHT FIRST TIME**

Bring consumers & shoppers into the process
early – getting it **right the first** time is vital

3 **BEYOND**
LIKING

In-depth consumer & shopper research is
key – **'liking' is not enough**



- In the last 5 years, we have worked in more than 40 countries across all continents
- We have partners covering over 130 markets

The background is a dark blue gradient with various white and light blue decorative elements. In the top left, there are gears and concentric circles. In the top right, there are stars, a flower, and a dashed line. In the bottom right, there is a large white atomic symbol, a star, and a flower. In the bottom left, there is a gear and concentric circles.

Thank you

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