



IC Package Design Analysis

By Means of Implicit
Reaction Time
Measurements

The Power of Packaging Design in Brand Communication

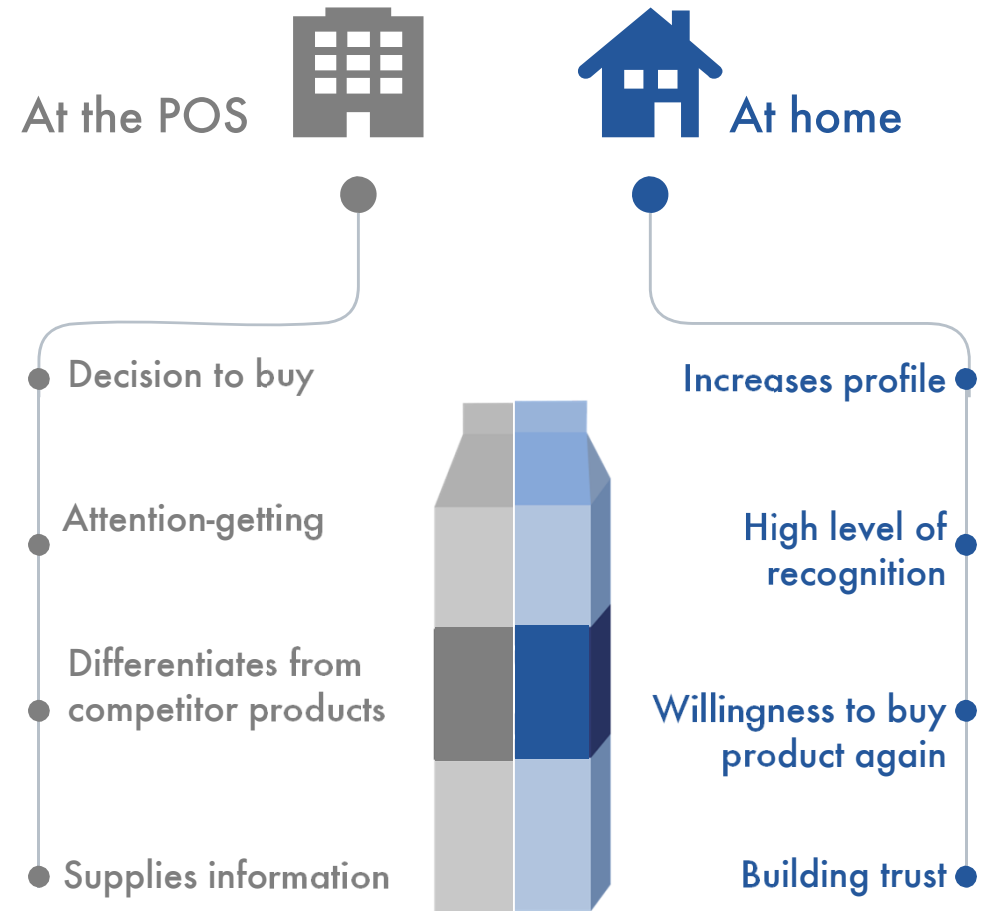
Description: Product packaging as a means of communication

Product Packaging

Effectively employing product packaging to communicate your message

Packaging represents one of the most important factors for marketing your product. The packaging influences customer decision-making right at the POS and, at the same time, increases brand recognition in the minds of your consumers. It is therefore vital to clearly communicate your essential product and brand messages through your packaging so that your customers take notice of them. Packaging with clear and striking messages is not only processed faster and remembered better by customers, but it also clearly differentiates you and your products from your competitors.

The influence of packaging



Targeted Analysis of Product Packaging

Description: Evaluating package designs

Packaging Analysis

What do consumers want?

What messages is your packaging sending?

To successfully market a product, you need to be aware of the brand name and product messages your packaging and product design are sending to your consumers – and if your intended messages are actually being noticed by your target audience. Successful products are tailored precisely to their target audience and appeal directly to it.



Are product and brand name messages conveyed?

What audience does the packaging appeal to?

Does the packaging motivate customers to buy?

Is the desired quality of the product apparent?

Which package design is preferred?

Valid Analysis of Product Packaging

Method: Evaluating package designs through implicit reaction time measurements

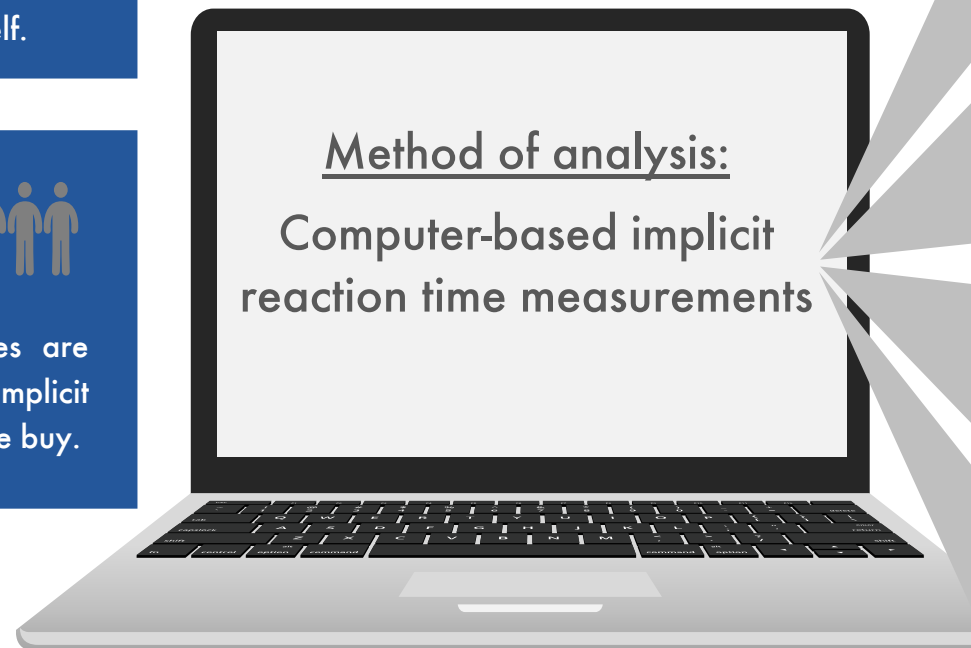
Method

60% 

Customers choose products largely at the POS when they are not fully paying attention and yet are forced to select from numerous similar products on the shelf.

95% 

Up to 95 percent of all purchases are made implicitly and spontaneously. Implicit processes highly influence the way we buy.



Implicit thought processes can be determined

Due to the short evaluation time answers are implicit and not rationalized.

Quick, spontaneous responses and short duration of the survey

Biases arising from social constraints and tendencies towards the center are avoided

Implicit Reaction Time Measurements for Evaluating Product Packaging

Method: Implicit reaction time measurements for evaluating product packaging

Methodology

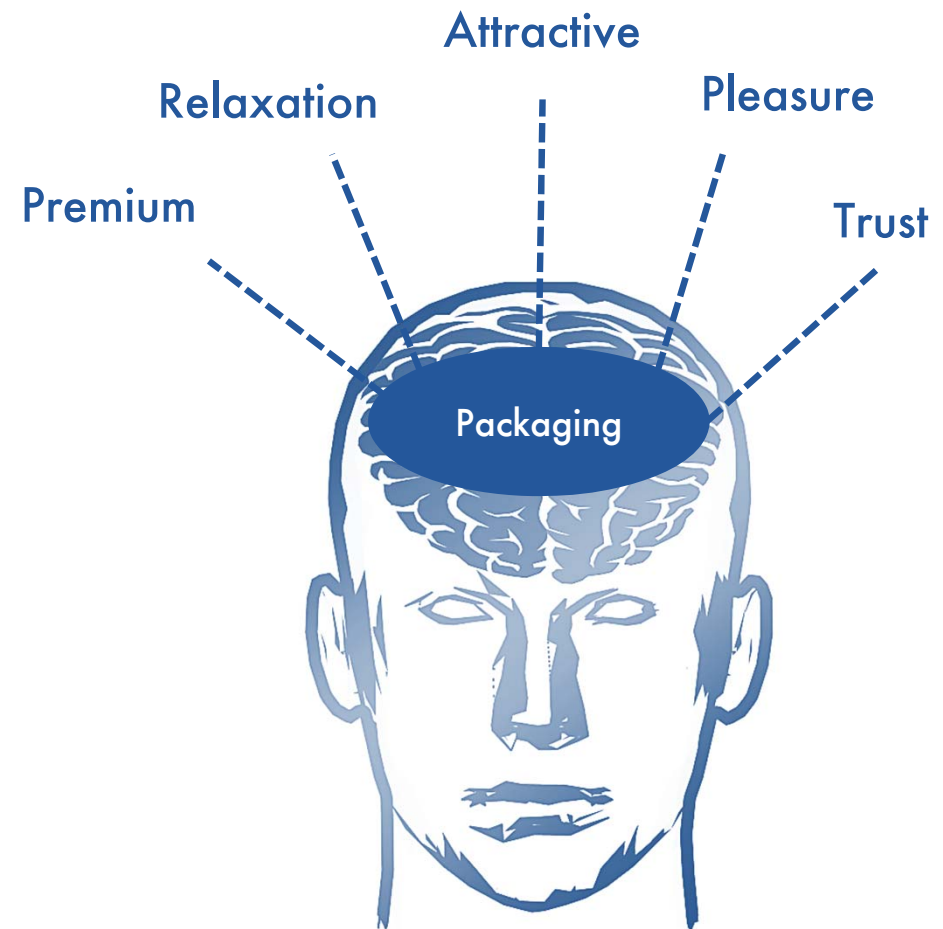
New products and **design rollouts** can be tested prior to market launch.

The **ideal product** in terms of product design as seen from the customer's point of view can be determined.

Implicit reaction time measurements are used to analyze individual design elements of a product's packaging and the product as a whole. In this way, we can identify the unconscious associations customers have with a product as well as how much they like the product in general.

Due to the design of the survey and the minimal amount of time (300ms – 2500ms) provided to judge products, we can determine **spontaneous cognitive assessment factors**.

Based on the results of our software-based measurements, **product designs can be tailored to your target audience.**



Implicit Reaction Time Measurements

Methodology: Implicit reaction time measurements based on associations

Methodology

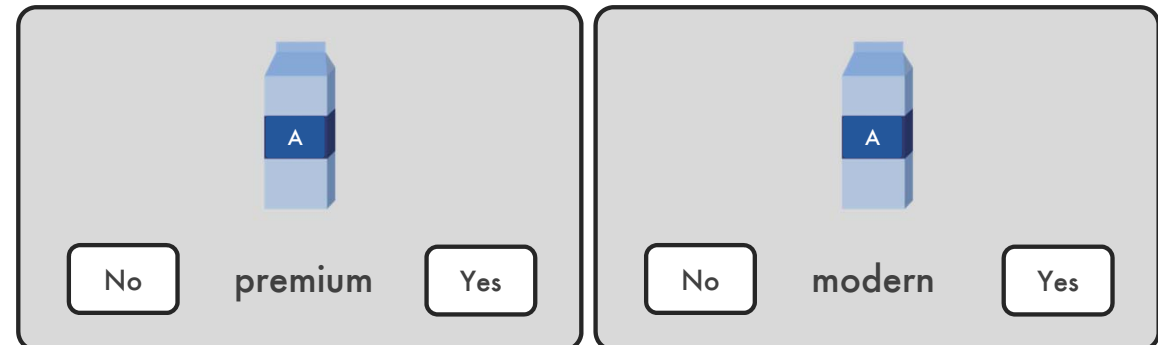
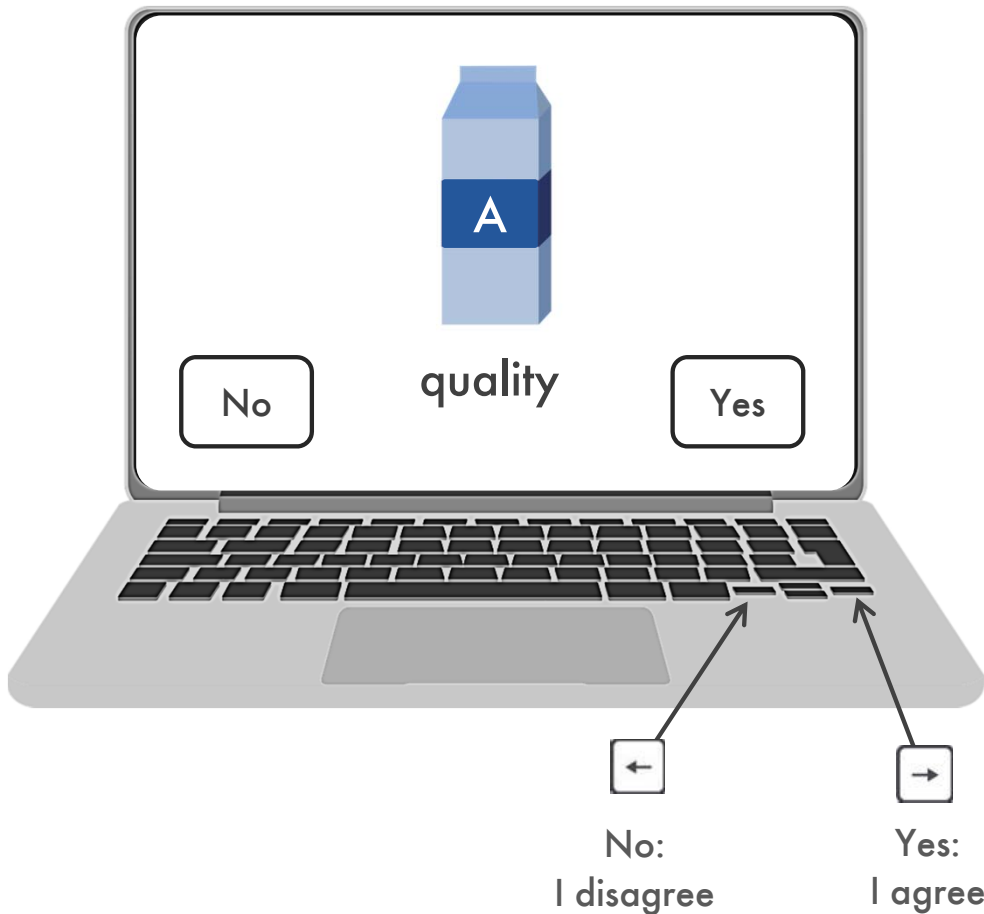
Implicit testing based on associations

Customer value:

First, relevant packaging elements will be defined and adjectives selected that will be used to rate the design elements (for example, appealing, premium, enticing...).

Procedure:

During testing, the test persons rate the elements shown as well as the packaging as a whole by means of the adjectives displayed to them. The reaction time and the rating trends serve as the benchmark for the strength of the associations the product elicits and for the overall rating of the packaging.



Assessment Phase – Stimuli Presentation

Testing procedure: Presentation of the packaging to be assessed

Testing procedure

In the following you will be given pictures and one description word. Please decide spontaneously if the word fits the picture or not.

Please press the right arrow key on your keyboard for 'yes' and the left arrow key for 'no'.

Please answer spontaneously and quickly. You have 2.5 seconds for each task.



quality

No

Yes

After being screened and receiving instructions, the test persons are given a trial run so they know what to expect during testing. Afterwards, they take the implicit survey.



quality

No

Yes

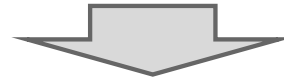


quality

No

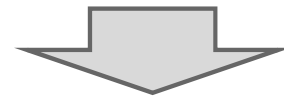
Yes

Measurement of packaging preferences



Packaging rating – Computer-based reaction time measurements

Standardized online survey:
Sample size: Dependent upon the test item and the issue at hand
Representative for the target audience (criteria: age, gender, region, etc.)



Assessment criteria

Criterion 1 (e.g., quality)

Criterion 2 (e.g., premium)

Criterion 3 (e.g., attractiveness)

Criterion 4 (e.g., high-grade)

Criterion 5 (e.g., modern)

Object of study

Package design
A

Package design
B

Package design
C

Factors of analysis

Analysis of the various package designs based on predefined criteria.

Analysis of the strength of the packaging qualities and the overall rating trends according to each individual design.

The Four Steps of Package Design Analysis

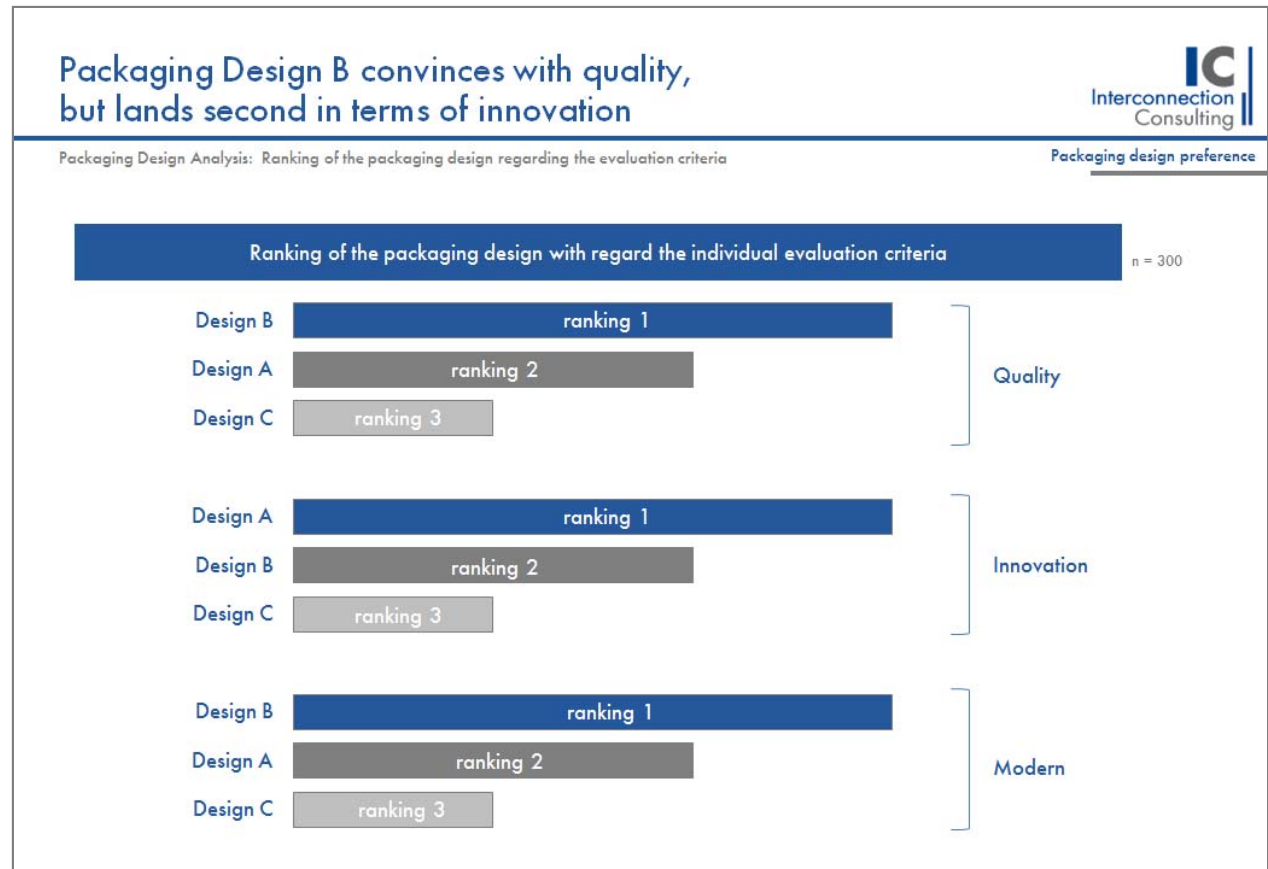
Outline of the procedure

Procedure

Step		Content
1	Kick Off	<ul style="list-style-type: none"> • Project setup • Definition and selection of the assessment criteria • Creation of a timeline
2	Online Survey	<ul style="list-style-type: none"> • Creation, programming, and hosting of the online survey • Recruiting the panel according to the predefined target audience and segmentation • Implementation of the study
3	Data Analysis	<ul style="list-style-type: none"> • Data analysis of the survey results • Data cleansing and data control • Identification of packaging preferences and the strength of elicited associations
4	Final Report	<ul style="list-style-type: none"> • Preparation and visualization of results • Strategic recommendations • You receive a final report in the form of an interactive PDF with professionally designed charts

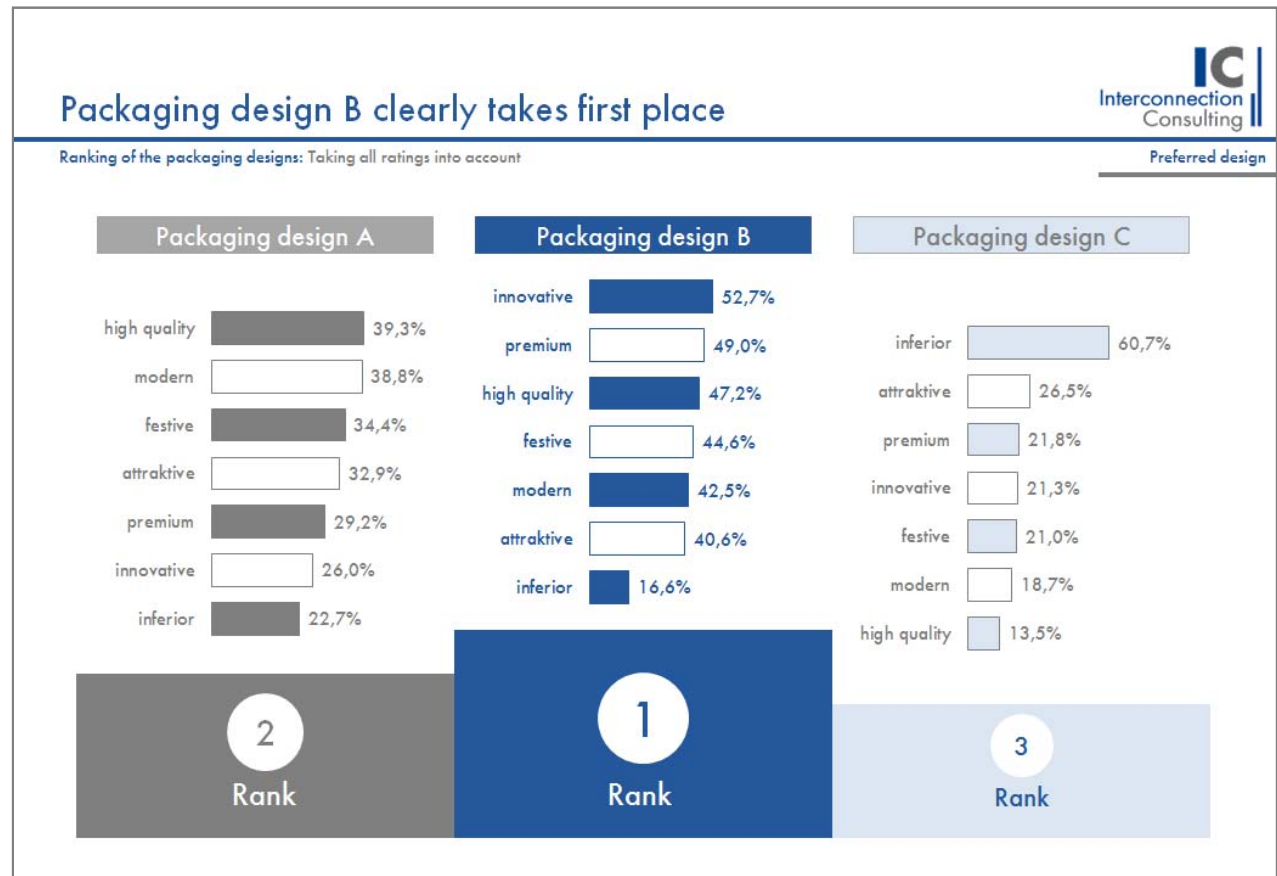
Ranking of Package Design Based on Predefined Criteria

- Analysis of package design preferences based on predefined criteria. The results encompass the rating trends within the specified time span (300ms – 2,500ms).
- *This chart contains imaginary figures.*



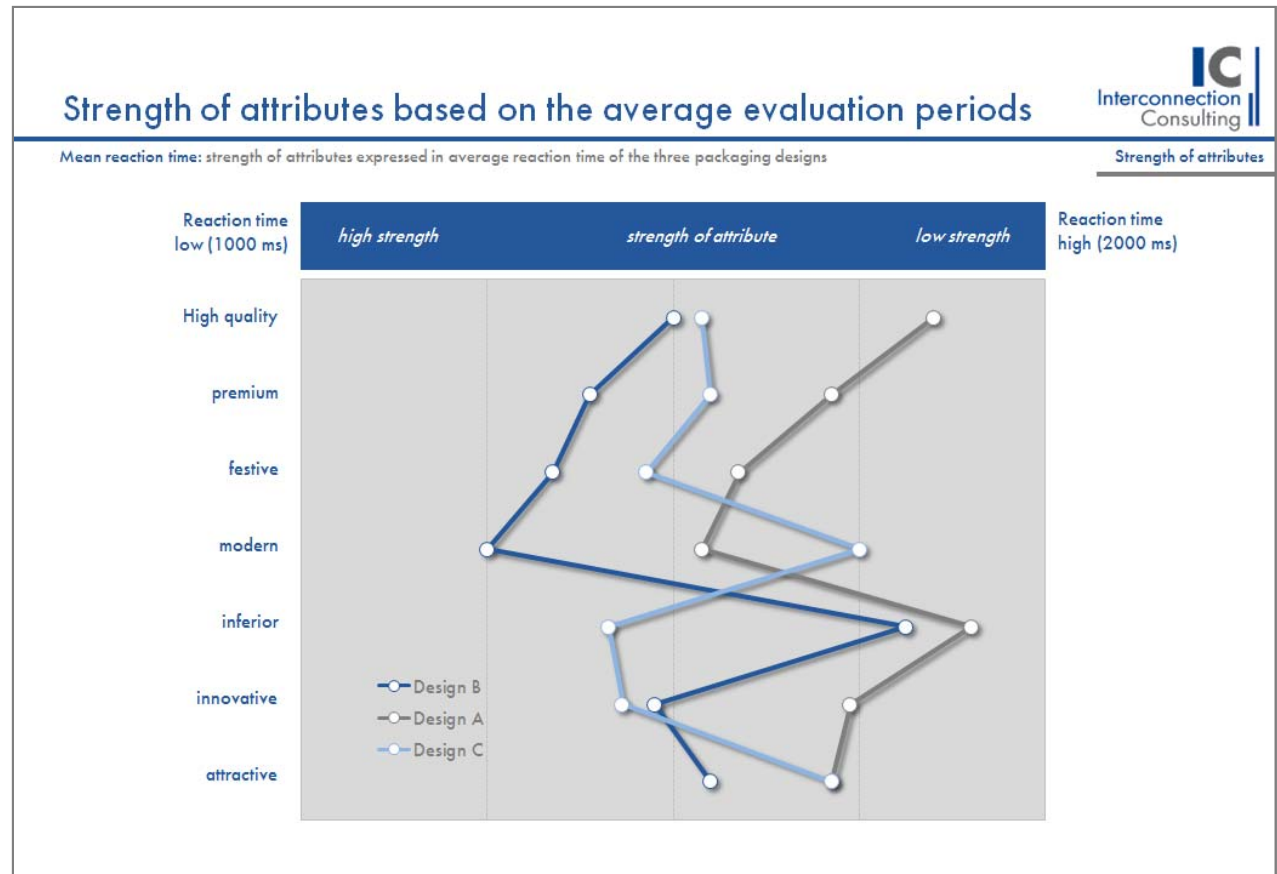
Package Design Preferences Based on Ratings

- Determination of package design preferences based on the analyzed criteria (for example, premium, attractive, innovative, etc.).
- *This chart contains imaginary figures.*



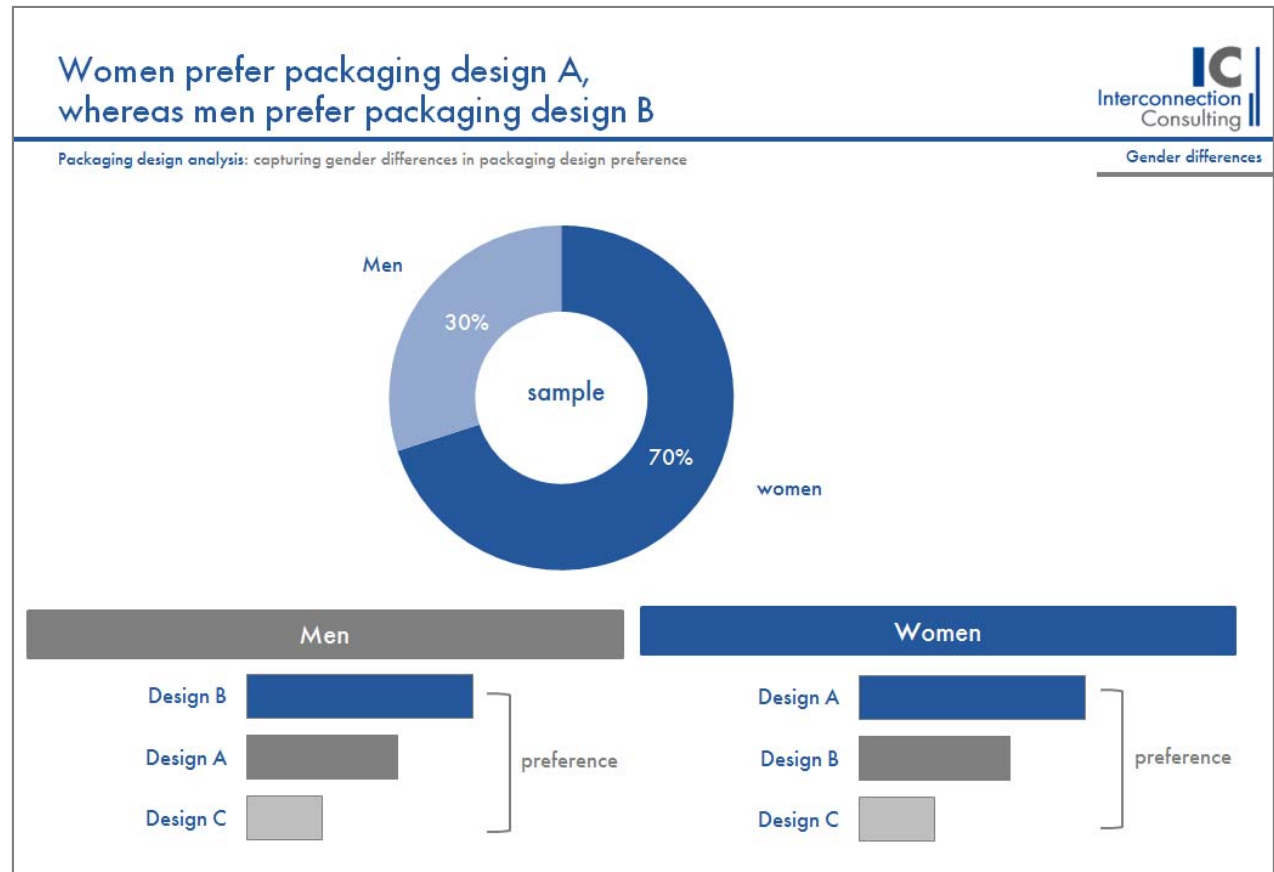
Strength of Qualities Associated with the Package Design

- Determination and analysis of the strength of packaging's qualities in order to determine the strengths and weaknesses of the package design.
- *This chart contains imaginary figures.*



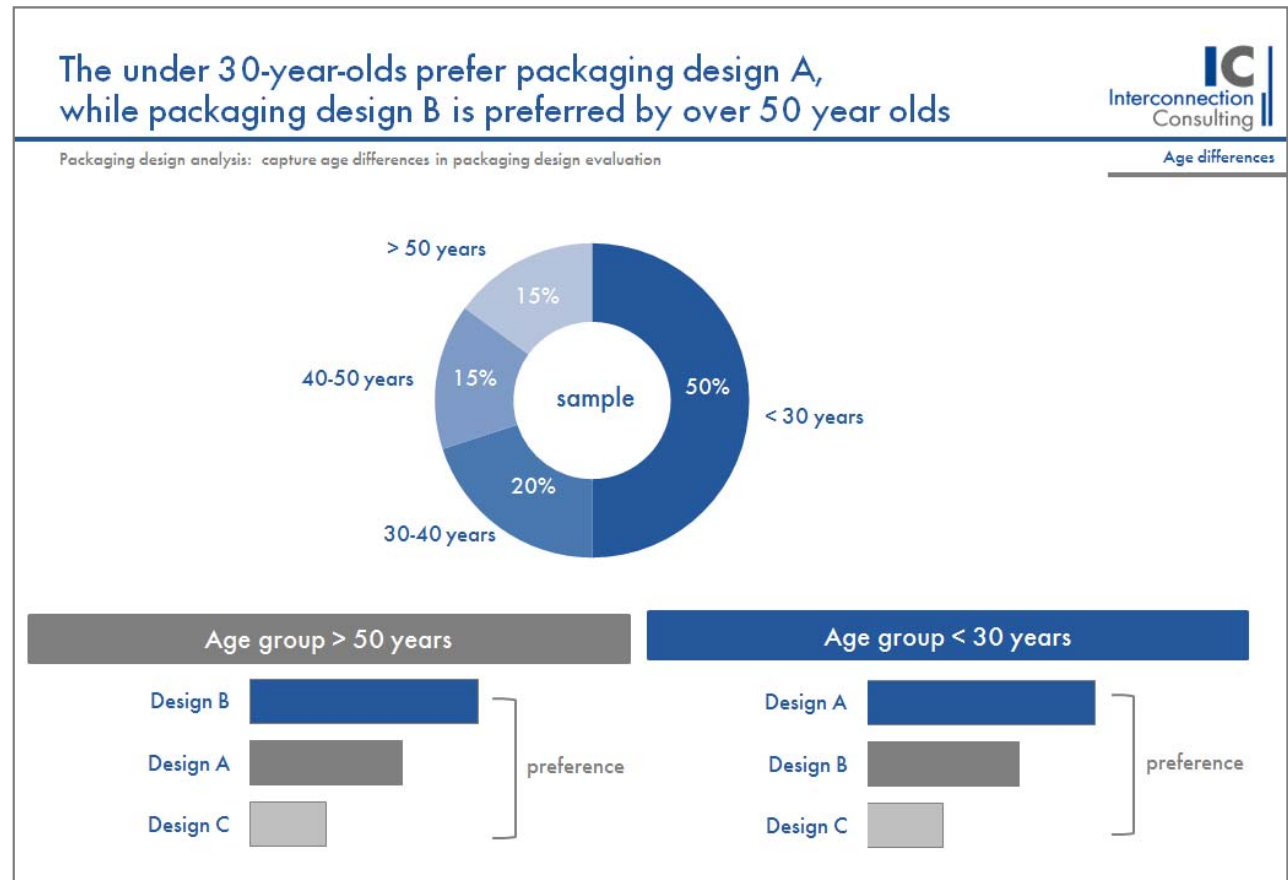
Package Design Preferences – Package Design Ratings According to Gender

- Data analysis according to gender reveals the role that a consumer's gender has on overall preferences for a package design. This enables you to make targeted decisions regarding design.
- *This chart contains imaginary figures.*



Package Design Preferences – Package Design Ratings According to Age

- Breaking down data according to age reveals preferences according to different age groups.
- *This chart contains imaginary figures and an imaginary sample.*



We are always glad to answer
any questions you may have!

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