



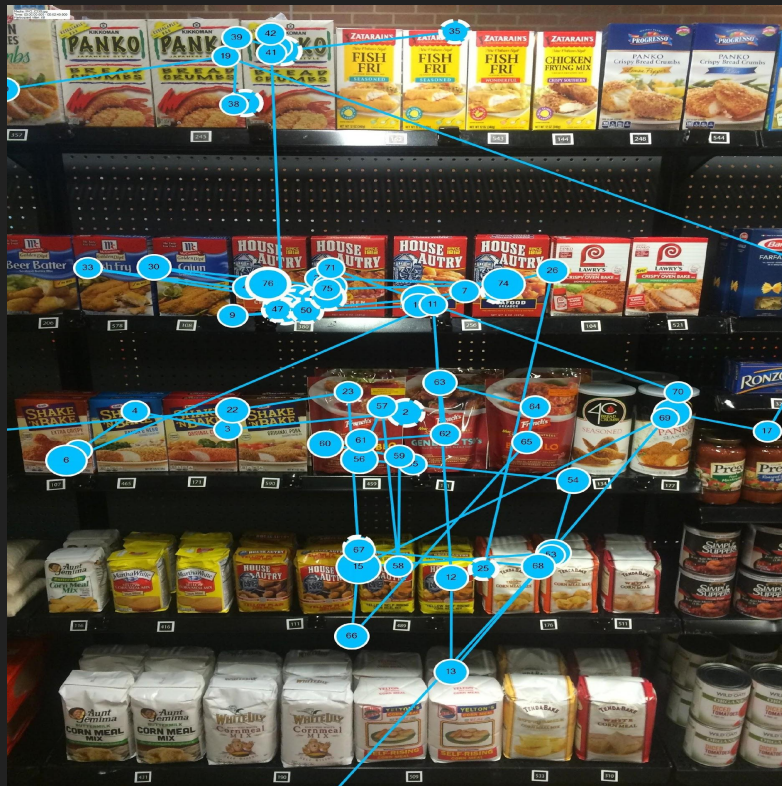
# House-Autry Mills

Eye Tracking Case Study

Packaging since 2011. 3% category decline.

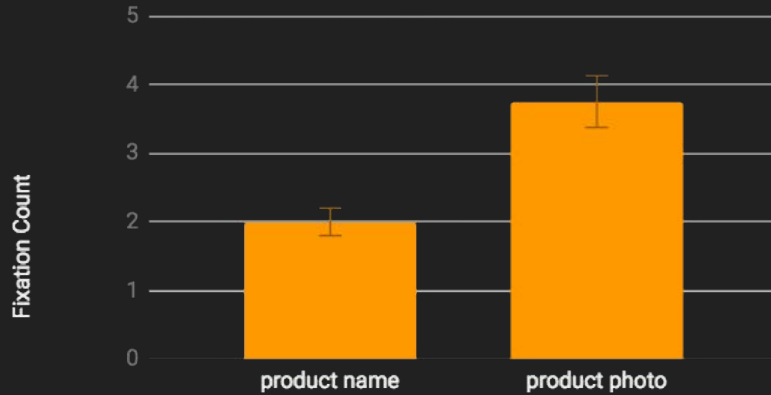


# Step 1: Baseline the category & competitive array



## Step 2: Statistically compare consumer behavior

Aggregate Fixation Count for House-Autry Mills



*Food image viewed 2x vs. text*



## Step 3: Develop new designs based on data



*Cutaway*



*Isolated*



*Complete Meal*



*Competition*

## Step 4: Test new designs & statistically analyze variables



*Close up of House-Autry products*



## Step 5: Final report detailing ideal design strategy

Reduced Logo

Hero shot

FUF



Benefit statement

Mill watermark

Flavor badge

Prep time

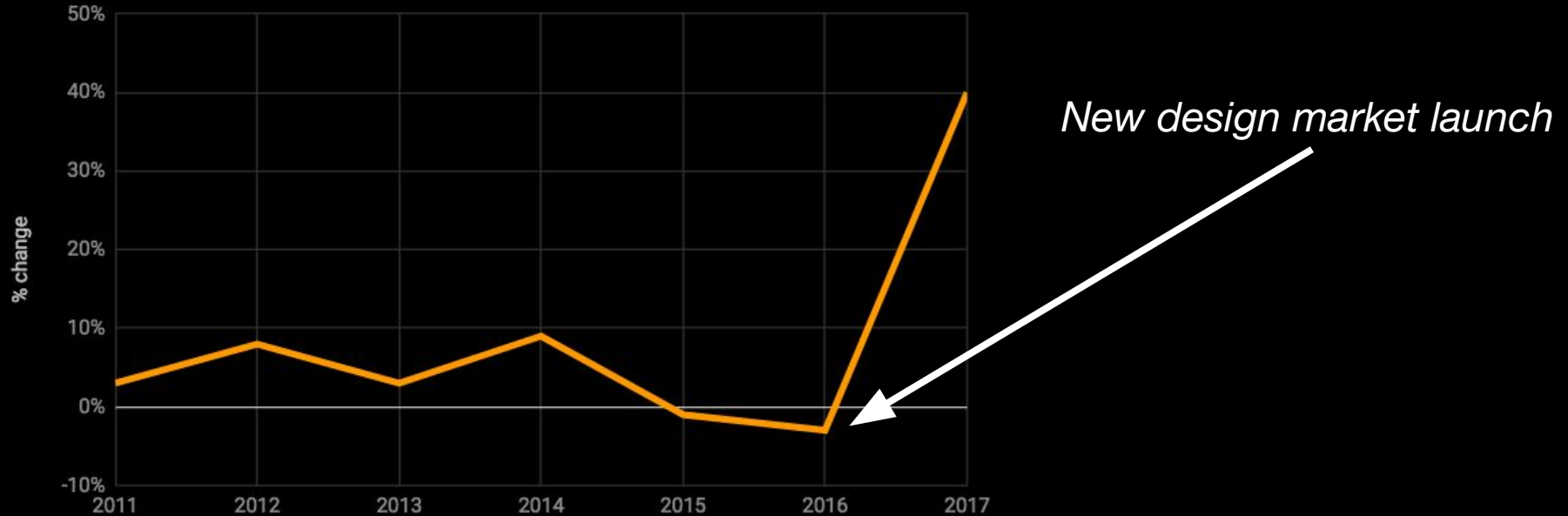
# Design strategy implemented in January 2016





# Actual sales data: 40% increase

Sales Growth 2011-2017



# Timeline & Costs

## 1. Initial Research

- a. Surveyed & procured category, developed & setup planogram, screener & survey questions
- b. Time: 1 week
- c. Cost: \$750

## 2. Baseline Study

- a. Recruited 30 qualified participants, ran study, analyzed data, report out, presentation
- b. Time: 1 week
- c. Cost: \$7,500

## 3. Follow-On Studies

- a. Recruited 30 qualified participants *per variable*, study, analysis, report, & presentation
- b. Time: 2 weeks
- c. Cost: \$5,000/variable

# Relevant Links

1. [CUshop](#)
2. [Package InSight](#)
3. [Eye Tracking Methodology & Technology](#)