

SHOP BUY MARKET STORE SELLING SHOP EMOTION
BUSINESS BRAND ATTENTION CLIENT RETAIL
EYE TRACKING RETAIL RESEARCH EYE TRACKING MARKET
CONSUMER STORE RETAIL RETAIL COMMERCE
RETAIL EMOTION SHOPPING PACKAGE RETAIL MARKET
ADVERTISING EYE TRACKING CLIENT RETAIL ADVERTISING
MARKET DATA BUSINESS SHOP PURCHASE RESEARCH
STORE RETAIL PURCHASE MARKET BUY CART
CLIENT MERCHANDISE BRAND ATTENTION
SHOPPING SELLING RETAIL BUSINESS INSIGHT
STORE CERTAINTY ADVERTISING SELLING
COMMERCE RESEARCH EYE TRACKING BUY E-COMMERCE RETAIL
SELLING BRAND BUY CLIENT BUSINESS BUY
EMOTION CLIENT ADVERTISING COMMERCE
SHOP RETAIL BUY ADVERTISING BRAND RESEARCH BUSINESS EMOTION



BE

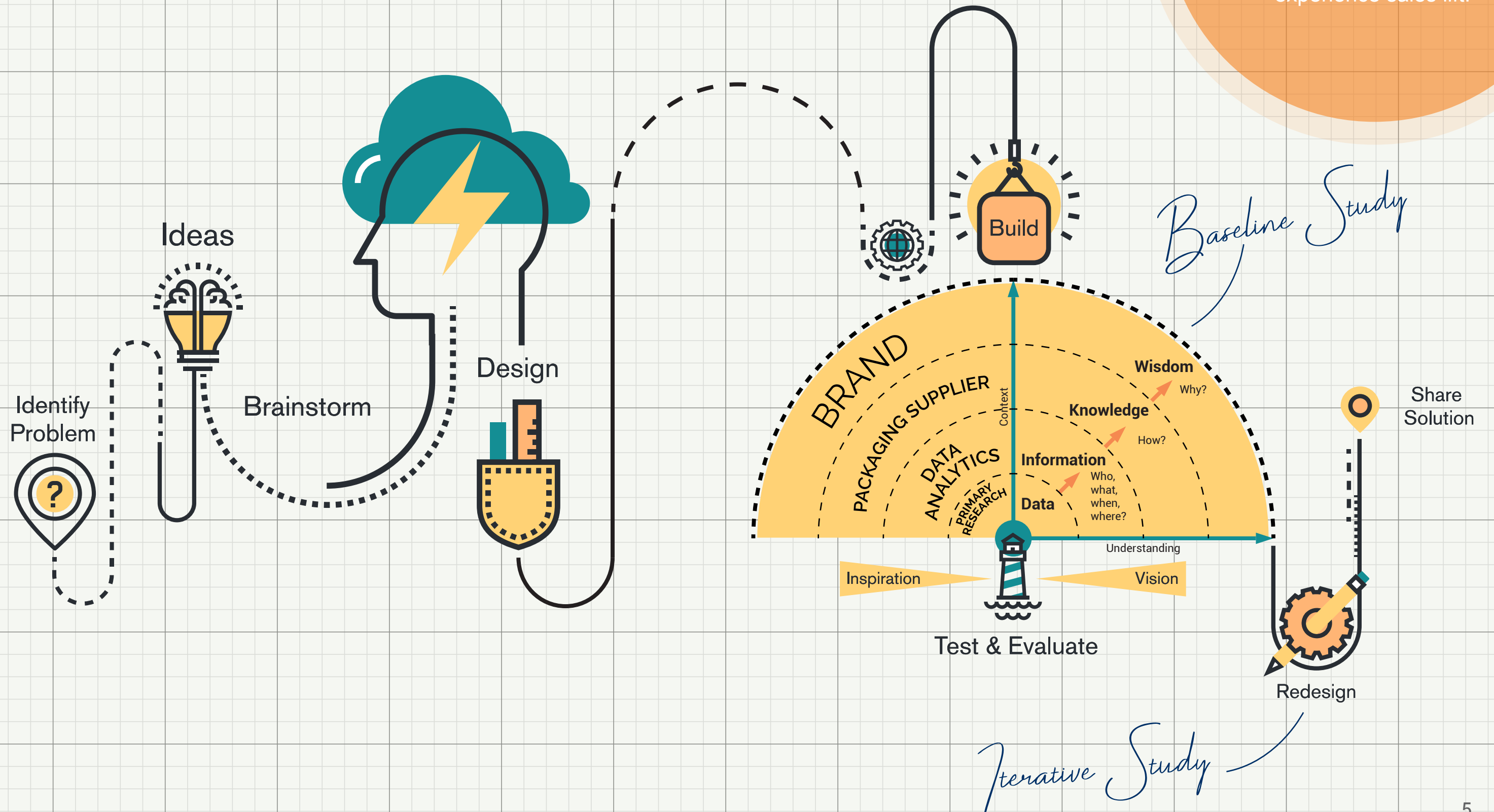
CERTAIN

YOUR DESIGN IS UNCERTAIN.
BRANDS NEED CONFIDENCE.

Package InSight is a market analytics and research firm that specializes in obtaining quantitative data about packaging designs in retail locations by using eye-tracking technology and facial coding for emotions.

These metrics create a statistical picture of human interaction with packaging, helping you decide which design and messaging combinations create positive changes in consumer behavior and the purchases they make.

Brands we serve take our information, combine it with packaging supplier capabilities, and experience sales lift.



Baseline Study

..... How do we place against our competition ?

Execution

DEFINE BUSINESS QUESTIONS & STUDY GOALS

- Competitive analysis
- Design evaluation
- Environmental cues
- Emotion checkpoints

ORGANIZE STUDY METHOD

- In-context setting
- Shopping prompts
- Demographics

PRODUCTS & PLANOGRAMS

- Prototype creation
- Acquire competitive products

QUALITATIVE PREPARATION

- Define survey questions and supporting graphics

RECRUIT PARTICIPANTS

- Launch screeners
- Schedule qualifying participants

SET-UP

- Shopping Lists
- Hardware
- Connectivity
- Planogram pictures

STUDY

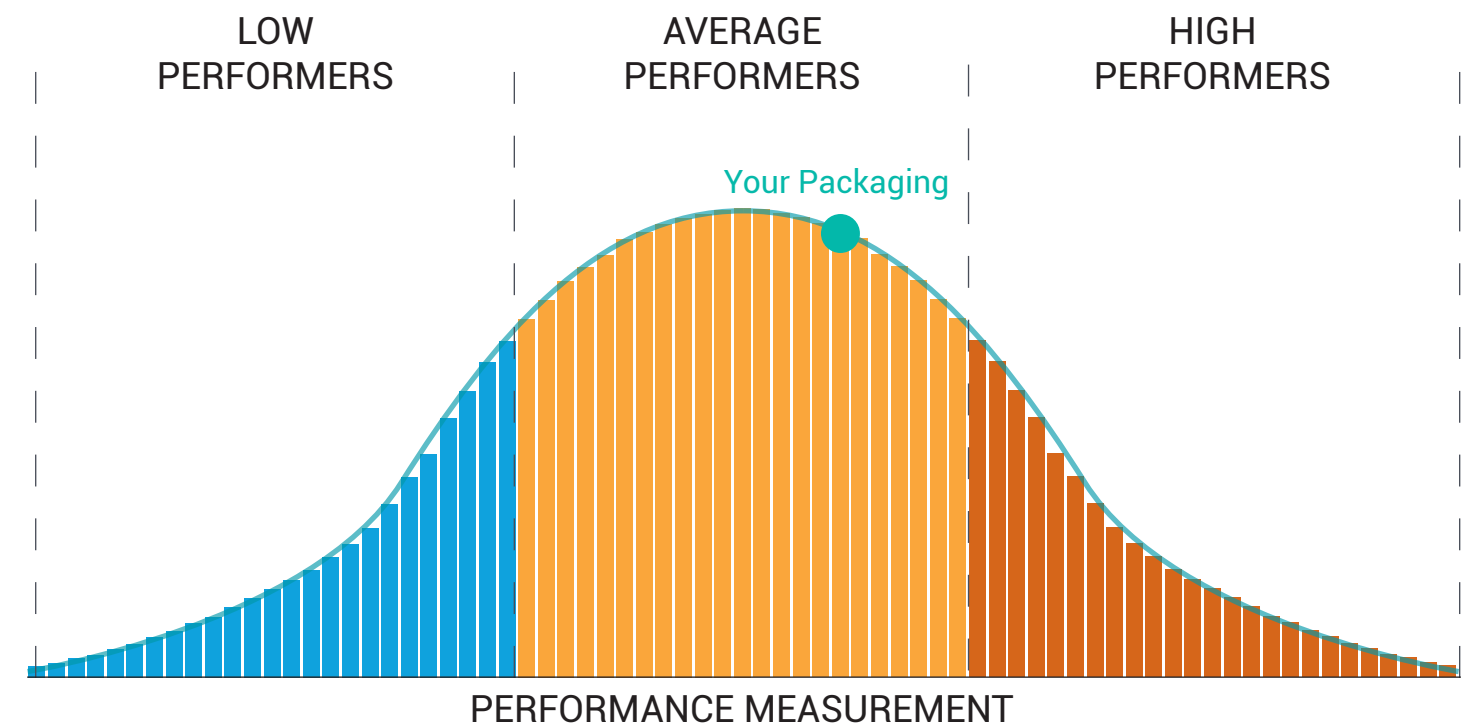
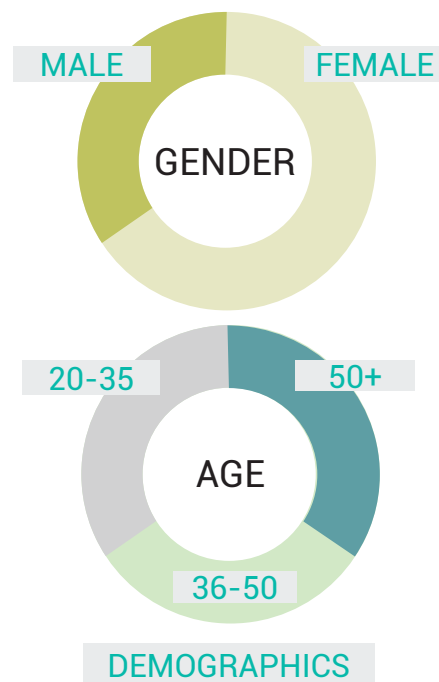
- Participants arrive
- Demographic capture
- Calibration
- Shopping
- Qualitative survey

FINAL REPORT

- Presentation format
- Executive summary
- Methodology review
- Business questions
- Qualitative data
- Key findings
- Full appendices



HEATMAP



Iterative Study + Execution

REVIEW BASELINE RESULTS & DEFINE STUDY GOALS

- Competitive analysis
- Design evaluation
- Environmental cues
- Emotion checkpoints

REFINE STUDY METHOD

- In-context setting
- Shopping prompts
- Demographics

ITERATION DESIGN

- Prototype creation
- Competitive products
- Planograms design
- Define areas of interest
- Specify design elements

QUALITATIVE PREPARATION

- Refine survey questions and supporting graphics

RECRUIT PARTICIPANT GROUPS

- Launch screeners
- Schedule qualifying participants

SET-UP

- Shopping Lists
- Hardware
- Connectivity
- Planogram pictures

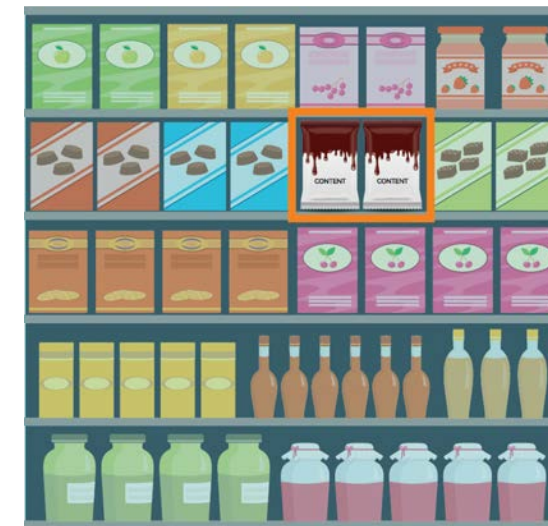
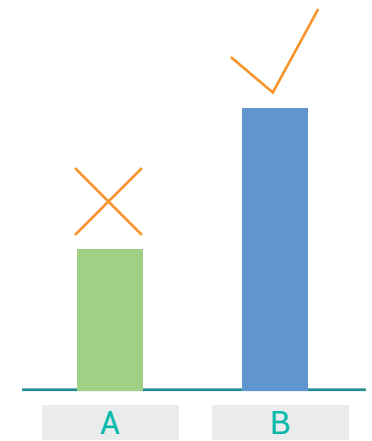
STUDY & SWITCH DISPLAY OF ITERATIONS

- Participants arrive
- Demographic capture
- Calibration
- Shopping
- Switch product in display for different iterations
- Qualitative survey

FINAL REPORT

- Presentation format
- Executive summary
- Methodology review
- Business questions
- Qualitative data
- Key findings
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Which design is better?



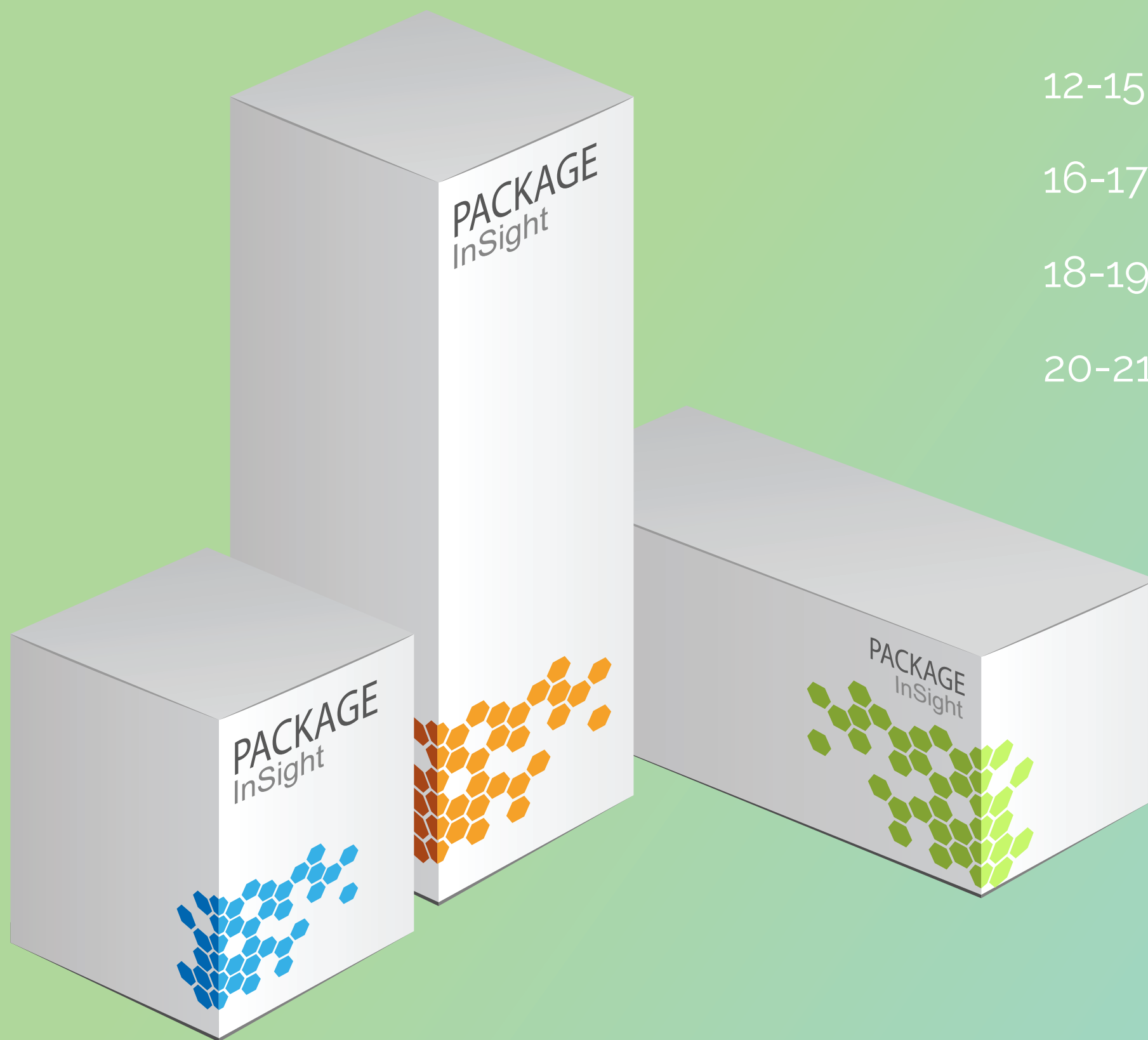
Iteration A

Iteration B



Design Element





12-15 | SENSORY & BIOMETRIC DATA

16-17 | SUSTAINABILITY

18-19 | EMOTION & ECOMMERCE

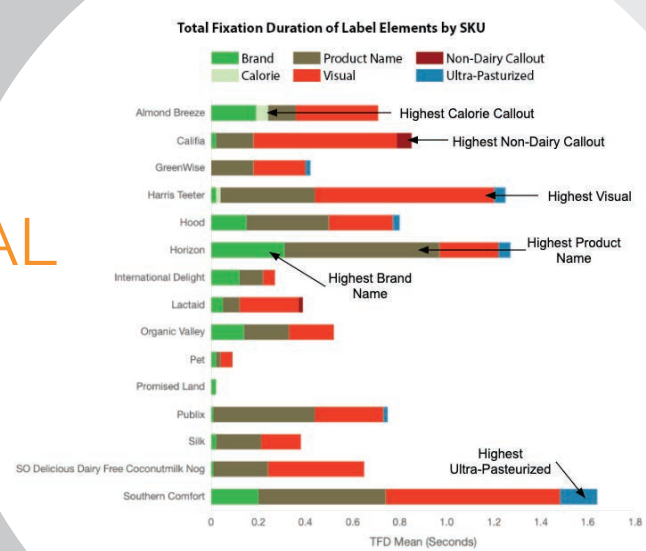
20-21 | SUBSTRATE & PURCHASING

CASE STUDIES

Eggnog Packaging Design: Sensory and Biometric Data on Consumer Perspectives



- 4. ULTRA-PASTEURIZED
- 1. BRAND
- 3. PRODUCT NAME
- 2. VISUAL CALORIES



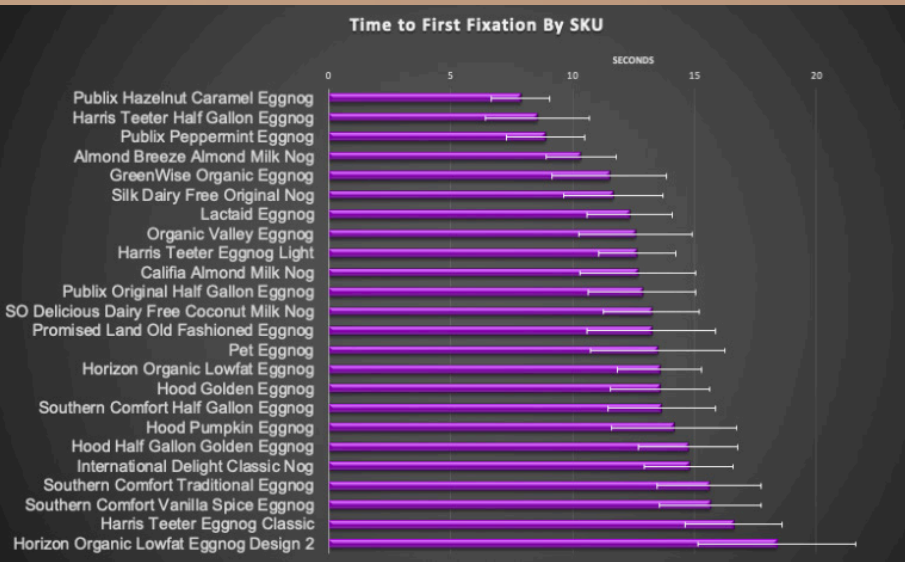
A consumer research project was conducted at Package InSight’s shopper lab in December 2018 to test the quantitative and qualitative aspects of a beloved seasonal grocery favorite: eggnog. A total of 44 participants shopped a representative competitive planogram, which consisted of 24 different Eggnog SKUs compiled from five national grocers.

Statistical differences in measured behavior (eye tracking @ 50 times per second) were analyzed to determine which brands commanded the most attention on the shelf; post-shopping online surveys were used to collect qualitative information; and half the participants (the self-described Eggnog fans) participated in a sensory experiment to further illustrate the consumer connection with a brand, its packaging, and the product inside.

We looked at individual label elements: Brand Name, Product Name, Visual Illustrations, and Callouts. This graph on the left shows Fixation Duration for each Brand’s label and the breakdown of that time by element.



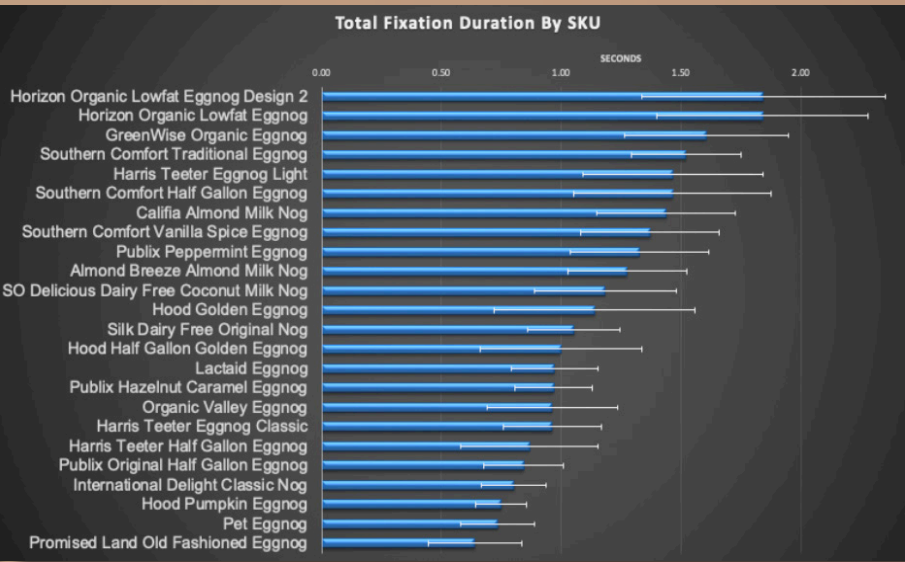
PRODUCTS IN DISPLAY



TIME TO FIRST FIXATION



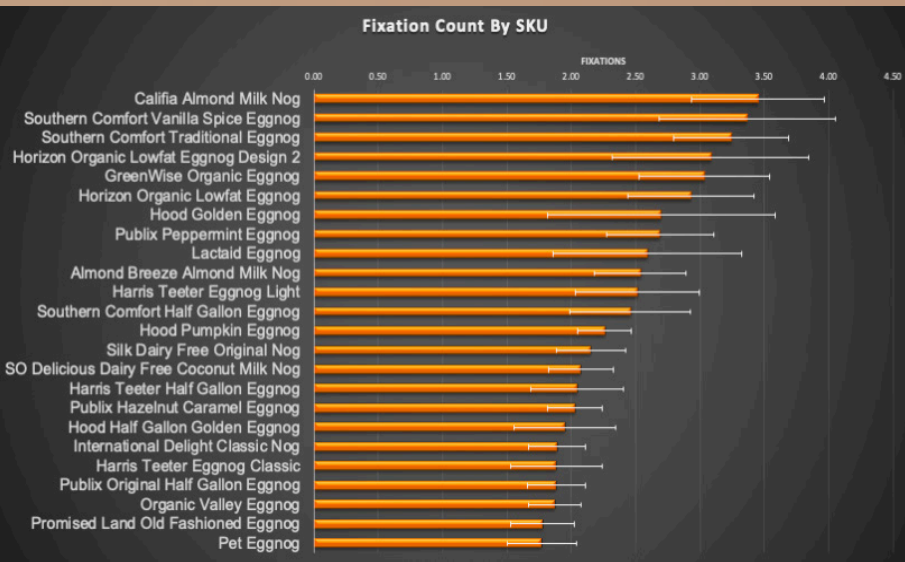
GAZE PLOT



TOTAL FIXATION DURATION



HEATMAP



FIXATION COUNT

Time to First Fixation- How quickly do they see?

The first four SKUs are statistically even as far as time to find, with Publix Hazelnut Caramel Eggnog catching consumer attention first with an average of 7.89 seconds. The average time to first fixation for the planogram was 13.03 seconds.

Total Fixation Duration- How long do they look?

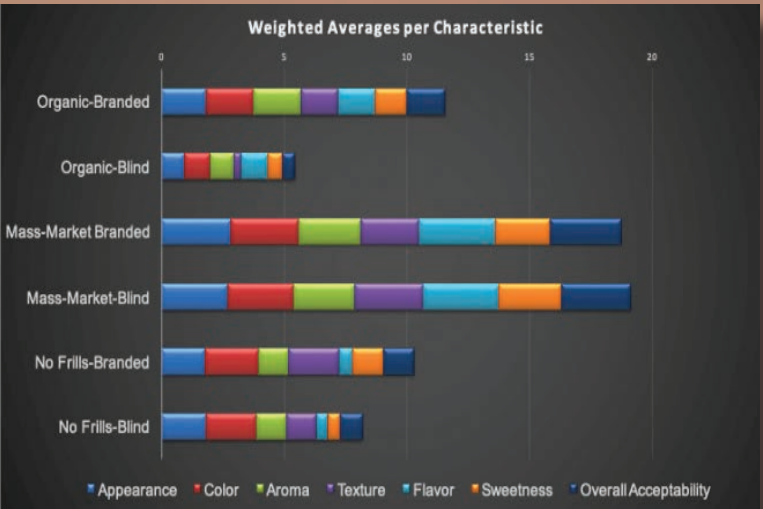
Shoppers looked longest at the two Horizon Lowfat Organic Eggnog SKUs, followed by Publix Greenwise Brand and Southern Comfort Traditional flavor. They looked at The Hood Pumpkin Eggnog, Pet, and Promised Land Old Fashioned Eggnog the least. The average time shoppers looked at any eggnog package was 1.17 seconds. Time shoppers spent looking at each package in the category is displayed below.

Fixation Count- How often do they look?

Califia Almond Milk Nog had the highest average fixation count at 3.45, a statistical tie with the first nine SKUs. The planogram average was 2.42 fixations per SKU.

Statistical Analysis

The statistical analysis of the hedonic scale sensory result was processed by using the Welch Two Sample t-test. The result showed that the organic eggnog sample with branded packaging compared to the sample without packaging had a p-value of 0.07, with a significant difference at 90% confidence interval. This result indicated the “organic” branding packaging has a significant positive influence on the participants’ opinion on overall product sensory evaluation.



LOGOS & LABELS

ARE CONSUMER PURCHASE DECISIONS INFLUENCED BY SUSTAINABILITY LOGOS AND LABELS?

THE STATE OF RETAIL

In the retail environment, shoppers are confronted by an ever-increasing amount of logos and labels that stress various product features.

THE QUESTION

At what point does all that information cease to inform and create confusion?

THE TEST

In an effort to provide some clarity to this question, a study was conducted to find how consumers react to these logos and labels.

Using a revolutionary eye-tracking system in a retail laboratory environment, consumers were studied on how they viewed these

logos and labels. Retail packaging was created for items across a variety of markets — frozen food, pasta, beverage, snack, and medical supplies — that showed logos regarding sustainability. Some test subjects saw packaging with logos, while others saw the same package with the logos omitted, creating a baseline to judge how they perceived packaging information.

WHAT CONSUMERS SAY:

► **60%**

Over 60% of the participants claimed sustainability **sometimes to often** influences their decision-making when purchasing products.

IF THERE WAS A CLEAR, SIMPLE RATING SYSTEM TO IDENTIFY MORE SUSTAINABLE PACKAGING, DO YOU THINK IT WOULD AFFECT YOUR PURCHASE DECISIONS?



WHAT CONSUMERS DID:

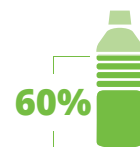


NINETY-TWO PERCENT OF THE SHOPPERS DID NOT NOTICE THE LOGOS, WHEN PRESENTED WITH PACKAGING SHOWING SUSTAINABILITY LOGOS.

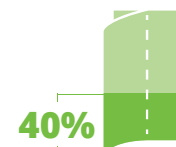
WHEN CONSUMERS THINK SUSTAINABILITY, THESE PACKAGING MARKETS COME TO MIND...



FOOD



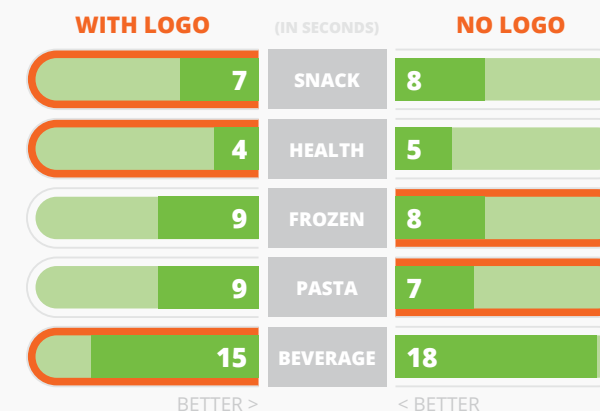
BEVERAGE



PAPER GOODS

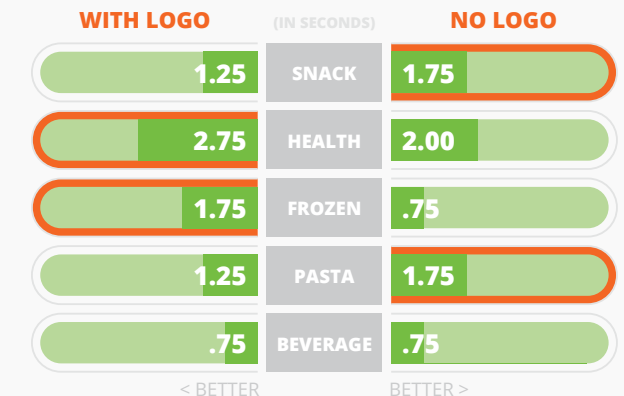
HOW QUICKLY?

WHEN WALKING INTO A RETAIL SPACE, HOW QUICKLY DID THE AVERAGE SHOPPER NOTICE OUR TEST PACKAGING?



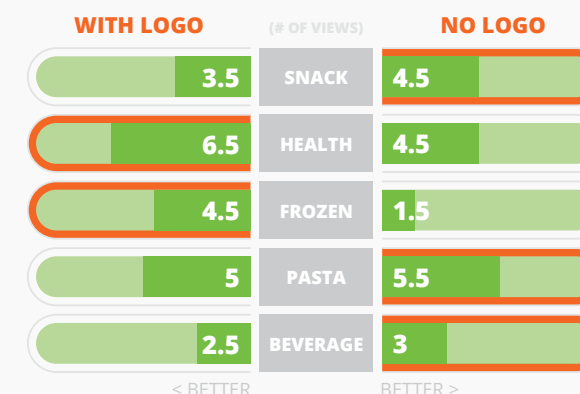
HOW LONG?

ONCE THE PACKAGE WAS NOTICED, HOW LONG DID THE SUBJECT LOOK AT THE ITEM?



HOW MANY?

IN THE RETAIL SPACE, HOW MANY TIMES DID THE CONSUMER LOOK BACK AT THE TEST PACKAGE?



RESEARCH

Research was conducted by Package InSight, a Clemson University partner that studies package performance, consumer attention, and shelf impact. All studies are reviewed by university faculty and tested with strict accordance to the established test methods and protocols. They also incorporate the latest technology in biometric devices, such as mobile eye-tracking.



PRODUCTS IN DISPLAY



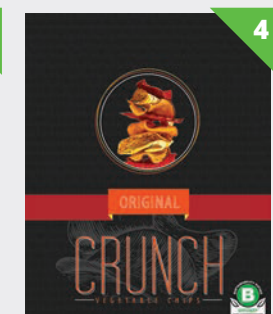
Frozen Food



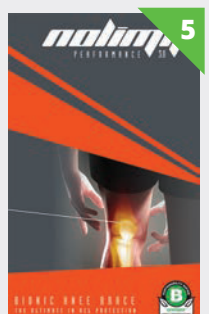
Pasta



Beverage



Snack



Medical

The Value of Tissue Paper in eCommerce

eCommerce brands looking to grab the emotion, attention, and long-term loyalty of customers should consider using branded tissue paper in their online order packaging, according to a recent study conducted by Package Insight at Clemson University. Here are all the advantages tissue paper can bring to your brand.



Methodology

The study was multi-phased to determine:

Phase I – Emotional reactions during package opening via facial expressions, emotion tracking, and immediate surveys.

Phase II - Contact at either 30, 60, or 90 days past box opening to determine if participants' feelings might vary month(s) later. (*Hint: branded tissue paper is like fine wine – it gets better over time*).

Overall Findings

Since participants were recruited from the community surrounding Clemson University, the test “purchase” was specially curated to appeal to Clemson enthusiasts. Here’s what we found:

- Tissue-wrapped interior packaging led to a more positive emotional experience when participants opened their products.
- Recipients perceived product in branded tissue paper to be of higher quality.
- Recipients are more apt to reorder from eCommerce company.
- Respondents are more likely to recommend brands that use tissue paper





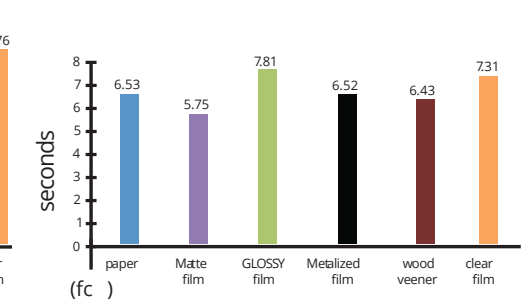
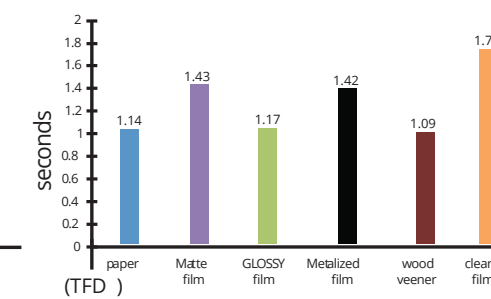
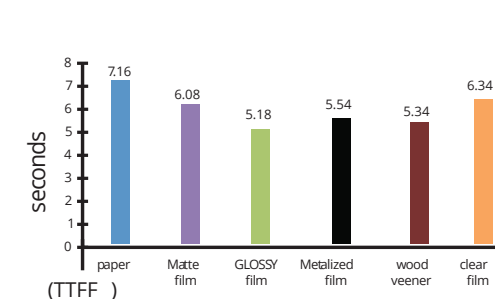
Ninety-nine bottles of beer on the shelf...

Shelf impact is a major concern for all brand owners – especially within a growing and crowded industry like craft beer. This shelf impact study showcased the head-turning impact of pressure-sensitive labels in helping craft beer brands stand out. Labels do matter.

Craft brewers have unique, compelling narratives of how their breweries, recipes, and processes bring the best product to thirsty consumers. By using eye-catching labels, branding, and graphics, brewers can tell the story – their story – and connect with consumers and influence purchase decisions.

After selecting a product for each item on the shopping list, participants entered a debriefing area where they answered a post-experiment questionnaire that gathered qualitative data regarding the packages they viewed.

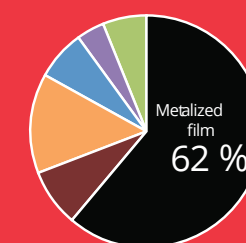
During the study's qualitative evaluation, participants indicated they preferred the wood label even though their eyes (during the quantitative evaluation) indicated they gravitated toward the metalized and clear labels. The over 30-year-old age group fixated nearly twice as often on the wood label than the younger group.



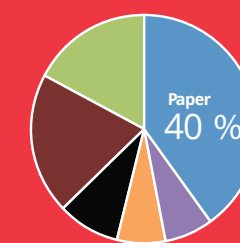
Measuring the Impact of Label Materials on Craft Beer Purchase Decisions

Study Shows Labels Matter When Consumers Purchase Craft Beer

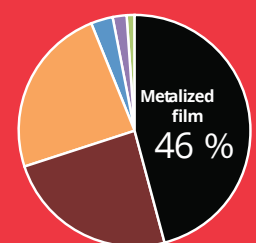
Label Catches Your Attention



Least Expensive



Most Expensive



Paper Matte film Glossy film Metalized film Wood veneer Clear film

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