

SPC Impact 2023



Package InSight by Quad

SPC Impact 2023 was the flagship spring conference from the Sustainable Packaging Coalition, a project of GreenBlue. The 2023 event focused on inspiring a Mind Shift where sustainability is concerned, with the objective of narrowing the intention-action gap and addressing climate change at every product touch-point.

Quad is a proud member of the Sustainable Packaging Coalition and a sponsor of SPC Impact 2023. We were also honored to have Package InSight by Quad invited to present recent sustainability-focused consumer research at the 2023 conference.

The study was focused on the ecommerce path-to-purchase and how sustainability messaging affects consumer sentiment, from the first click on the website to the unboxing of the product at home. Package InSight used Tobii eye-tracking hardware to accomplish this pilot test, with both an eye-tracking bar for screen-based tracking and Tobii 3 eye tracking glasses for the unboxing portion of the research.



Consumer Research

- 3 Consumers purchased from 3 real brands
- Brands were chosen based on their sustainability reputations
- Participants spent an average \$61 in 17 minutes shopping
- Higher messaging saturation=more positive brand equity



Eye Tracking

- Participants saw sustainability messaging up to 28 times while shopping
- One participant spent 14% of box opening time reading about sustainability
- Personalized messages on packaging = “surprise and delight”

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