

Innovation

CASE STUDY PACKAGING



Packaging insights

Objective:

Shopper behavior is hard to predict. Purchase decisions are made in a split second and often unconsciously. Will your new package design increase sales?

1. COMPARISON: How do the packaging perform compared to one another?
2. EFFECTIVENESS: Are the key elements that drive purchase intent seen?

Methodology:

A one cell experiment, where one cell was exposed to the new package and flavor of a new juice. Prior to being exposed to the advertisements, respondents were prompted with "Imagine you were walking through the aisle of a supermarket and looking for healthy juice option, please view it as you normally would."

Approach:

- Each advertisement was viewed by 100 participants providing at least 30 usable sessions.
- The packaging and flavor were in view for 10 seconds.
- We targeted urban dwellers in Africa between the ages of 18-40.
- Throughout the experiment respondent's gaze was tracked.

Area of Interest



	Percent Seen	Time On	Time To	Reading Order
Original Sugar less	93%	1.1s	0.69s	1
Pomegranate	93%	1.0s	1.24s	2
Original	82%	.75s	1.56s	3
Pineapple	43%	0.69s	2.73s	4

Visual Engagement Maps – Heat Map



Visual Engagement Maps – Opacity Map



REQUEST A DEMO

KASI Insight is an award-winning consumer research, data analytics and advisory firm focusing on Africa. We solve problems that present challenges for most firms doing business in Africa – lack of fresh local market data, slow project turnarounds, and a need for contextual insight and innovative research methods.

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