PACK RESEARCH IN THE BEVERAGE INDUSTRY

1 BUSINESS CHALLENGE

A global whisky brand wanted to launch a new bottle design to fit with a refreshed brand strategy. The objective was to increase market share in key markets throughout the world.

2 OUR APPROACH

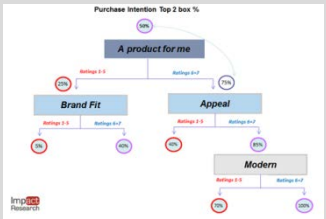
New pack designs were tested in UK and Russia to identify the design most likely to drive purchase without alienating existing drinkers.

Step 1: Quantitative survey amongst target market to explore shopping behaviour, and to test appeal of the new bottle design tested through key performance indicators

Step 2: Detail on specific parts of the design they liked or disliked were collected using our interactive concept evaluator.

Step 3: Qualitative focus groups explored details of the revised designs, associations with and suggested tweaks in time for the final design launch.

Step 4: The design most likely to improve purchase intention was identified, tweaked using feedback from the research and then launched!



3 OUTCOME

The optimal design was launched globally, supported by an advertising campaign to bring the refreshed brand to the market.

> "They bring science to the art of packaging." Insight Manager