



# PACKAGING RESEARCH

CAPABILITIES OVERVIEW





# CUE INSIGHTS: Your Expert Packaging MR Partner

- Cue Insights understands that there's more to packaging than just marketing and materials.
- Packaging can facilitate usage, impact switching decisions, determine storage locations, impact brand perception, and more.
- Cue Insights has vast experience in package testing using multiple methodologies and meeting various objectives.

## METHODOLOGIES

### HOME USAGE TEST (HUT)

Respondents get extended, real-life experience using a product and its packaging. Packaging elements can be evaluated over several weeks with various checkpoints. Digital images and/or videos can be collected from respondents to give greater depth and context to insights.

### FOCUS GROUPS

Respondents handle and evaluate multiple packaging options and brainstorm potential improvements. Focus groups provide rich insights for packaging preferences and implications. Groups can introduce packaging, or be used as a post-home use discussion.



### ONLINE

Allowing for large sample sizes, respondents can evaluate multiple packaging options when "handling" feedback (i.e., opening, dispensing) is not necessary. A hotspot highlighting tool can offer additional insights.

### CENTRAL LOCATION

A CLT (central location test) can provide a mixed methodology approach where respondents are able to handle packaging options, complete an online questionnaire, and provide brief yet valuable qualitative feedback.

### Several examples of Cue's experience meeting packaging objectives include:

- An **online questionnaire** validated moving forward with calendar blister packaging for an Rx medication
- An oral care **HUT** followed by **focus groups** identified a winning packaging design among 5 prototypes, and provided additional packaging improvements
- A **CLT** uncovered how prototype packaging was inferior to a competitor's skincare packaging, and provided tactical and specific recommendations for improvements
- **Focus groups** were used to evaluate 4 OTC medication packaging prototypes and found that the benchmark prototype could be replaced with a lower-cost packaging option
- An **online questionnaire** measured the potential implications of sourcing product ingredients from outside the US

# BEST PRACTICES: Packaging



The following best practices, developed by Cue Insights, are implemented for optimal packaging results for all methodologies.

## Planning

- Create clear and strategic user instructions to mirror what respondents will be provided in real life situations
- Use the most developed stimuli available so that respondents can fully evaluate the size, shape, colors, and opening and dispensing methods
- Assign non-assuming numeric or alphabetic codes to refer to packaging options (e.g., avoid bias from prototype “1” being perceived as best)

## Fieldwork

- Evaluate packaging at key points such as initial impression, package opening, dispensing, and storage
- Include questions that provide a comprehensive overview of packaging and its impact, including dispensing routine, portability, ease of use, compliance implications, fit with brand, etc.
- If there are multiple options, include an overall packaging ranking question once all options have been evaluated to ensure a clear winning design
- Capture images or videos of packaging use and evaluations to further illustrate respondents’ feedback and add context to written evaluations



When completing **online** studies, Cue implements the following *additional* best practices:

- Rotate order of stimuli exposure
- Force a minimum timer on pages where packaging stimuli is introduced to ensure respondents’ thorough review
- Provide a “Review packaging option” button during questions for an easy visual reminder
- Include open ended questions for packaging improvements
- When appropriate, implement a highlighting tool to identify which features are specifically liked or disliked, and why



# THANK YOU

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