

CASE study.

IMPACT MÉMOIRE

OPTIMIZE & GO

Number of routes : 1 new + 1 current
Tested material : Pack – HD image
Category : Pharma
Product : Probiotic

Redesign and international standardization of a packaging for a probiotic Brand, with the objective of understanding the performance of the new design vs. the current one, in three different markets.

Context

As part of a redesign and standardization of its packaging for a probiotic product present in 3 different markets (Italy, Mexico, and Vietnam), our client is calling on our expertise.

The 1st objective is to globalize the pack across the markets. Additionally, the brand wants to expand its target audience and communicate directly with consumers (vs. just professionals).

The 2nd objective is to attain the brand's new "Gentle Care" positioning, through the new design, compared to the currently perceived "serious / medical / a little cold" packs. The challenge is to compare the new design with the current packs in the 3 markets. Without consumer interviews and through the use of our scientific program, Impact Mémoire's analysis goes beyond the declarative.

Solution

A Cognitive Analysis® is performed with our tool Optimize & Go. Simultaneously, local correspondents from the 3 markets provide feedback on elements of the pack that may impact the analysis (emotional, semantics, incoherence...).

Results

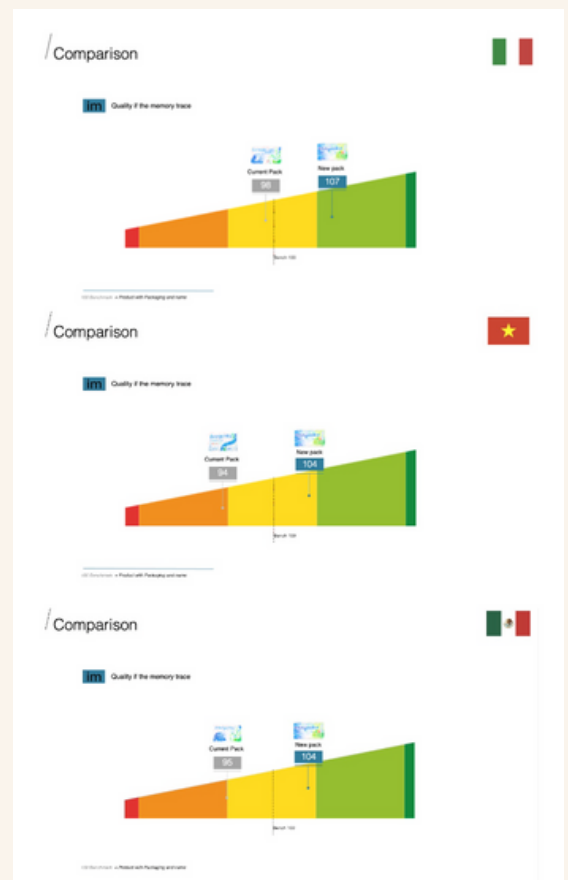
Transversally, the new route has a stronger potential to leave a useful trace in mind (above benchmark) due to its ability to attract attention and deliver tangible information (product benefits, action, target, etc.).

The new packaging conveys feelings of reassurance and warmth while maintaining an image in line with the medical field.

The new design is sometimes in the overperformance zone as it benefits from a more immediate perception (smooth reading path). The differences between the 3 markets come from the levels of emotion impacted by the use of certain colors and the immediate understanding of some pictograms, which is more prevalent in Italy.

Conclusion & recommendations

It is possible to enhance the performance of the new design by improving perception through information hierarchization (determining key elements for the consumer, avoiding duplicated information, shortening some texts...). Another area of improvement is to shift semantics to be more in line with the product (limiting the number of colors, more immediate pictograms...).



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