

A close-up photograph of a woman with long brown hair, smiling with her eyes closed. She is holding a small piece of dark chocolate in her hand, which is positioned in the lower right foreground. The background is blurred, showing an outdoor setting with greenery.

DESIGNING CONSUMER RESEARCH FOR PACKAGING OPTIMIZATION

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MONDELEZ

THE PACKAGING PARADOX: MORE THAN JUST A CONTAINER

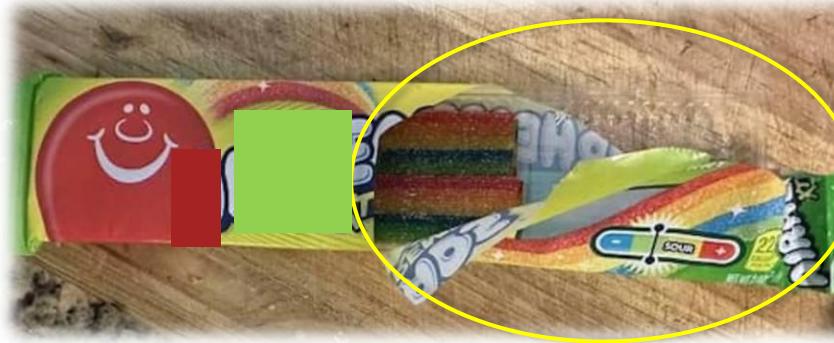


THE FRUSTRATION FACTOR: FUNCTIONAL PAIN POINTS

DIFFICULT TO OPEN



EXCESSIVE MATERIAL



PACKAGING THAT DAMAGES THE PRODUCT



PACKAGING THAT DOESN'T RESEAL



INCONVENIENT FOR ON-THE-GO



Functionality + AESTHETICS = EMOTIONS



CURRENTLY, THERE ARE SOME CHALLENGES ON PACKAGING RESEARCH :

- IT RELIES ON PHYSICAL PROTOTYPES
- CONFIDENTIALITY CONCERNS WITH IN-HOME USAGE TESTING
- IT LIMITS EARLY-STAGE REFINEMENTS



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RESEARCH :

- IT RELIES ON PHYSICAL PROTOTYPES
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A photograph of several light-colored wooden blocks arranged in a staggered, slightly overlapping pattern. Each block has a large, bold, black capital letter on it, spelling out the word "CHANGE". The blocks are resting on a light-colored wooden surface. In the background, there is a soft-focus image of a person's hand holding a small white object, possibly a piece of paper or a small device, with a blurred background of what might be a workshop or laboratory setting.



SO, how can we best measure the desired experience throughout DEVELOPMENT TO truly UNDERSTAND how consumers interact with our packaging?



we set out to rethink our approach at packaging development projects

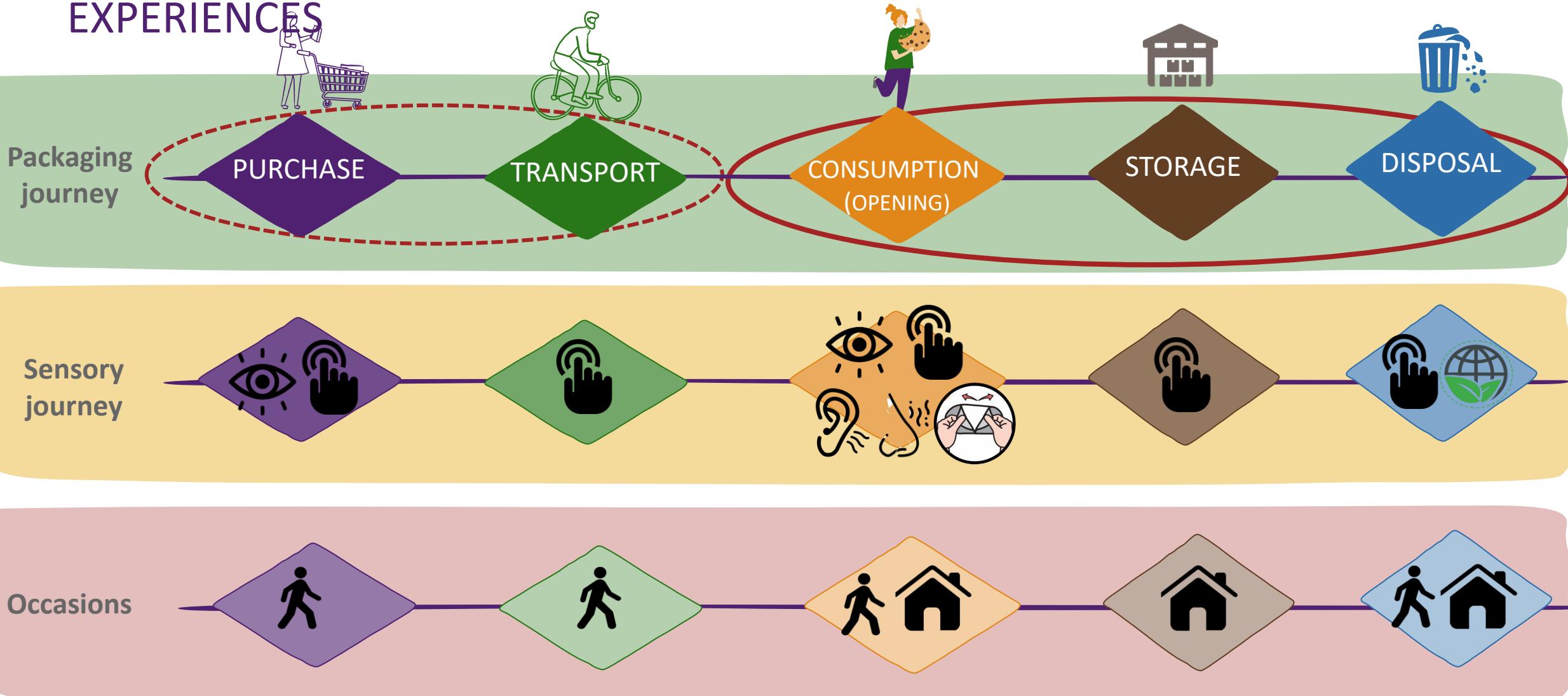
EARLY STAGE: Screen packaging design ideas with digital tools and iterate research questions (online surveys, augmented reality...)



DEVELOPMENT STAGE: Create physical stimuli with strongest ideas and refine and measure the improvement with quantitative research



THE FULL PACKAGING CONSUMER JOURNEY INCLUDES A VARIETY OF EXPERIENCES



DESIGNING A MORE ACTIONABLE PACKAGING RESEARCH



KEY LEARNINGS

CONSUMERS APPRECIATE A QUESTION SEQUENCE ALIGNED WITH PRODUCT LIFECYCLE



- INSTRUCTIONS
- OVERALL LIKING
- PURCHASE INTENT

- OCCASION FIT
- TRANSPORTATION

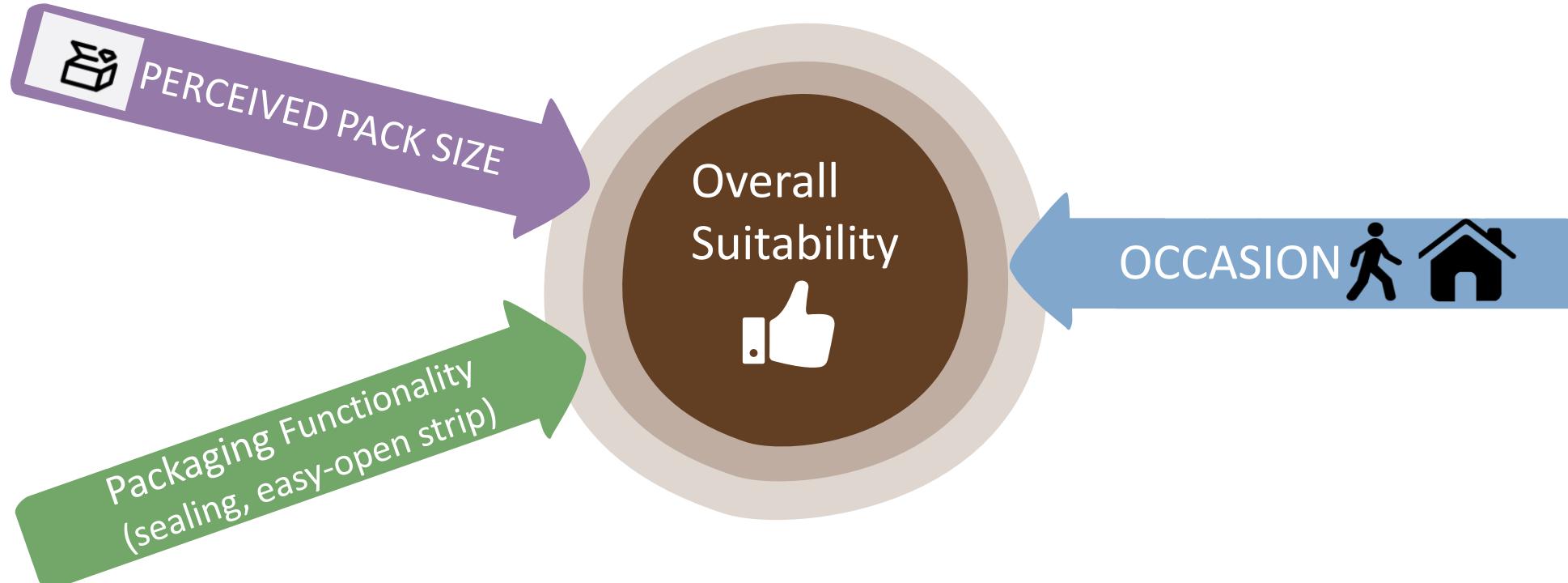
- OPENING LIKING
- HANDFEEL
- RECLOSE/RESEAL
- OVERALL LIKING

- PROTECTION
- SHAREABILITY
- HYGIENE

- RECYCLABILITY
- MEET EXPECTATION

2

OCCASION & PACKAGING SIZE: UNDERSTANDING THE CONNECTION



When researching occasion-based packaging, understanding why consumers feel a package is suitable or unsuitable is important.

PURCHASE

TRANSPORT

CONSUMPTION

STORAGE

DISPOSAL



RESEALABILITY



DISPOSAL

- Asking about 'resealability' when the packaging is not perceived as resealable can skew results

- Questions about disposal practices can be confusing if they contradict common knowledge or local regulations.

THE "UNBOXING" EFFECT: HOW OPENING IMPACTS KEY METRICS



before Opening

“The package seems very solid and has a nice Shine”
(consumer 1013)

“Well, these are round cookies that are sold in a square package. This contradicts any laws of physics and I assume that some of the cookies are broken when you buy this package” (consumer 1028)

After Opening

“It was not so easy to open, you need a lot of force to do it” (consumer 1013)

“The note, how to open it, is clear. I can control how much I want to tear open the package” (consumer 1028)



OVERALL LIKING (9 PT SCALE)
(Before Opening)

OL Pre

OVERALL LIKING (9 PT SCALE)
(After Opening)

OL Pre – [0.8]

PURCHASE

TRANSPORT

OL?

CONSUMPTION
(OPENING)

OL?

STORAGE

DISPOSAL

5

OBSERVING CONSUMER BEHAVIOR : UNLOCKING DEEPER INSIGHTS



- ✓ Observing consumers as they open the package can provide useful information for interpreting results from Consumer Acceptance Test or Sensory Test.

PURCHASE

TRANSPORT

CONSUMPTION
(OPENING)

STORAGE

DISPOSAL



- ✓ Consumers think that *'sometimes the multiple-choice answers felt too simple'*. They appreciate the chance to give their spontaneous thoughts about their overall liking.
- ✓ Incorporating open-ended questions throughout the packaging journey can capture richer, more nuanced feedback (transport, storage, and disposal).

JUST ABOUT RIGHT (JAR) VS AGREEMENT QUESTIONS

JAR

Please tell me how **EASY OR DIFFICULT** this package was to open. (SELECT ONE RESPONSE)

| | |
|--------------------------------|---|
| Much too easy to open | 5 |
| Somewhat too easy to open | 4 |
| Just about right | 3 |
| Somewhat too difficult to open | 2 |
| Much too difficult to open | 1 |

VS

AGREEMENT

Thinking about your interaction with the **PACKAGING**, please indicate how much you agree or disagree that each of the following statements. (SELECT ONE RESPONSE FOR EACH ROW) This package...



| ROTATE STATEMENTS | Agree strongly | Agree somewhat | Neither agree nor disagree | Disagree somewhat | Disagree strongly |
|-----------------------------|----------------|----------------|----------------------------|-------------------|-------------------|
| Is easy to transport | 5 | 4 | 3 | 2 | 1 |
| Is easy to open | 5 | 4 | 3 | 2 | 1 |
| Is durable to use over time | 5 | 4 | 3 | 2 | 1 |

- ✓ Both Agreement and JAR questions provide valuable insights but JAR question gives more insight to understand which direction to improve with penalty analysis.

PURCHASE

TRANSPORT

CONSUMPTION
(OPENING)

STORAGE

DISPOSAL



1 UNDERSTANDING CONSUMER EXPERIENCE: Aligning research design with the natural consumer journey provides a more authentic insights.

2 PRECISE LANGUAGE: PRECISE INSIGHTS: Ambiguity in questionnaire can cloud results. Clear and specific language unlocks accurate consumer understanding (reseal/recyclability).

3 TIMING MATTERS: The placement of key metrics significantly shapes the insights generated.

4 UNLOCKING THE 'WHY': Open-ended questions provide rich, contextual understanding behind consumer ratings and preferences.

5 BEYOND AGREEMENT: UNDERSTANDING DIRECTION: While agreement scales provide valuable insights, Just About Right (JAR) scales can offer more directional guidance for product optimization.

FROM DEVELOPMENT TO REALITY : WHOSE PERSPECTIVE MATTERS?



DEVELOPERS



CONSUMER



VK.COM/PITERSKII_PUNK_WALL

THANK YOU!
Q&A