



eye
square



eye square Pack Impact Test

fast, implicit and with eye tracking

2019

A/B test your pack designs quickly and globally



VS.



Test your design for:

- **Visibility** – is your product seen on the shelf?
- **Findability** – can your product be found quickly in a competitive environment?
- **Communication** – what emotion does the pack evoke and what messages does the pack design transmit?
- **Likeability, brand fit and purchase intention** – is the design liked and do consumers want to buy it?

Combining behavioural, implicit and explicit data for a deeper understanding on how consumers react to your pack design



1. On Shelf performance



Webcam eye tracking measures how well your package breaks through a cluttered shelf.

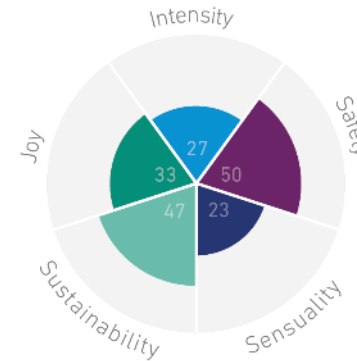
Webcam Eye Tracking

2. On pack communication



On pack attention analysis explains which parts of the design are seen and which elements have an impact.

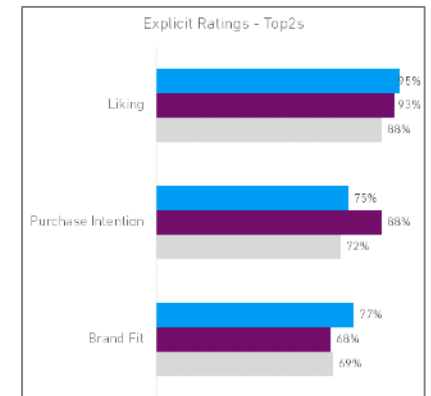
3. Subconscious reactions



Reaction time measurement uncovers subconscious and emotional consumer attitudes to the pack design.

Implicit PackReact

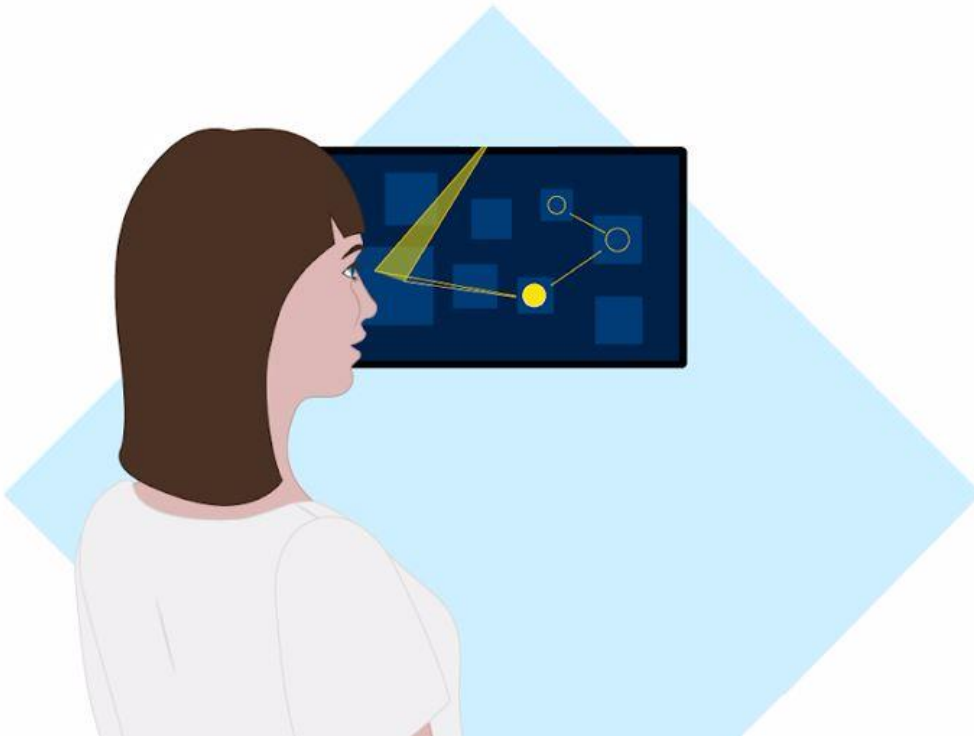
4. Explicit evaluation



Ratings and scales get into what the consumers actually think about the design.

Survey

More on Webcam Eye Tracking



Benefits of webcam eye tracking with eye square

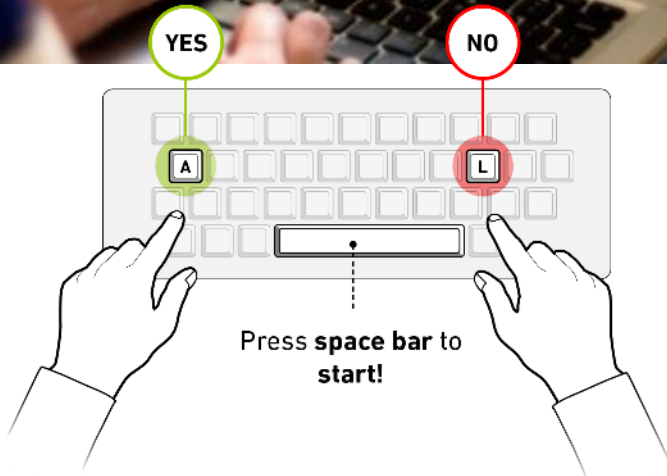
Webcam Eye Tracking measures gaze patterns with a standard webcam. The pack design variants are first integrated into the eye square online eye tracking tool and then evaluated by participants from the target group at home.

- Scalable data
- Representative sample
- Short field duration – insights within 5 days
- Cost efficient implementation

→ Measurable and actionable insights

Example video of webcam eye tracking task:
<https://vimeo.com/268017597/44d2bf4037>

More on the Implicit PackReact: Principle/Logic/Validation



The principle. Participants answer as quickly as possible.

Their task is to indicate whether they agree with a brand association, by simply pressing "YES" or "NO" as quickly as possible.

The logic. The quicker a reaction, the less distorted it is by cognitive processes- it measures both positive and negative reactions. This is why the associational tendency is weighted by participants reaction time.

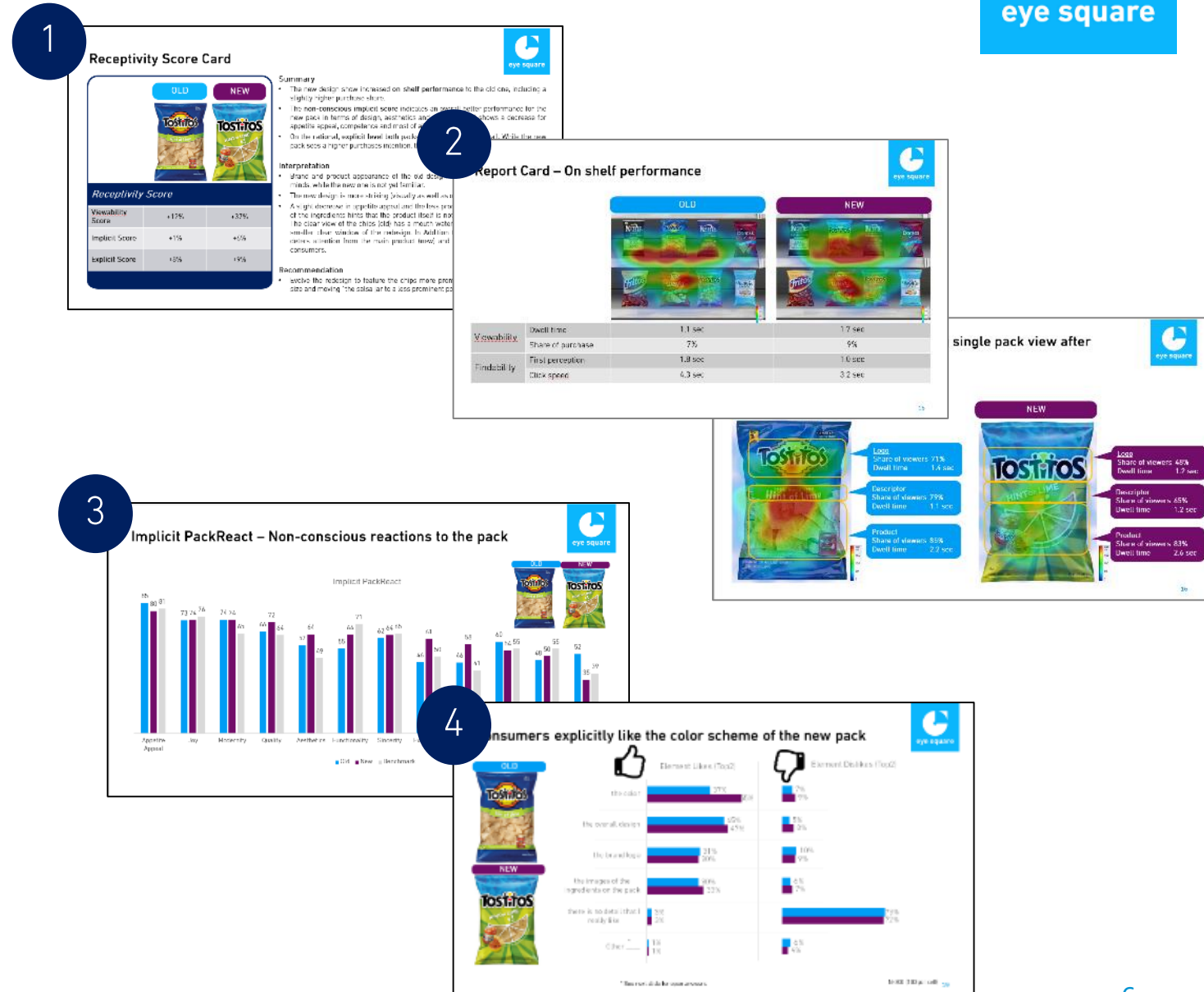
Validated. The tool has been in use for 25 years and the eye square factor set has been validated by factor analysis in a study in 2018.

eye square uses a total set of 28 dimensions. Relevant dimensions are chosen depending on the specific category being tested. Usually 8-16 dimensions are tested in each study.

A typical report consists of:

- 1) Receptivity Score Card
- 2) Visual attention Report Cards
- 3) Implicit PackReact score
- 4) Explicit Survey Response Top 2s
- 5) Data Appendix

Benchmarks are included for many categories!



CASE STUDY

How well does the Tostitos - Hint of Lime redesign perform?



Method: Monadic A/B Test to compare old and new pack designs

1. Webcam eye tracking on shelf and pack
2. Implicit PackReact
3. Survey

Sample: n=200 chip consumers (100 per cell), USA

- 55% gave usable eye tracking data

LOI: 5 minutes

Study duration: 1 week

Results

– New design performs well on shelf but needs fine tuning.



OLD



NEW



The shelf test demonstrates:

- The new design takes the brand in a good direction, it grabs attention in the competitive environment and persuades shoppers to buy.

But the test also indicates:

- The new design sets the product behind a window; thus distancing it from shoppers view and in so doing loses some of its appetite appeal.

Recommendation

- Evolve the redesign to feature the chips more prominently by increasing window size and moving the salsa jar to a less prominent position.

New design has greater shelf stand-out.

Tostitos HoL - OLD



Tostitos HoL - NEW



Bench-
mark

Share of viewers (%)	72%	76%	66%
Dwell time (sec.)	1.1	1.7	1.3
First perception (sec.)	1.8	1.0	2.7
Click speed (sec.)	4.3	3.2	5.5
Preferred choice (%)	7%	9%	

Old design centres attention on core pack elements;
attention is more fragmented on the new design.



OLD



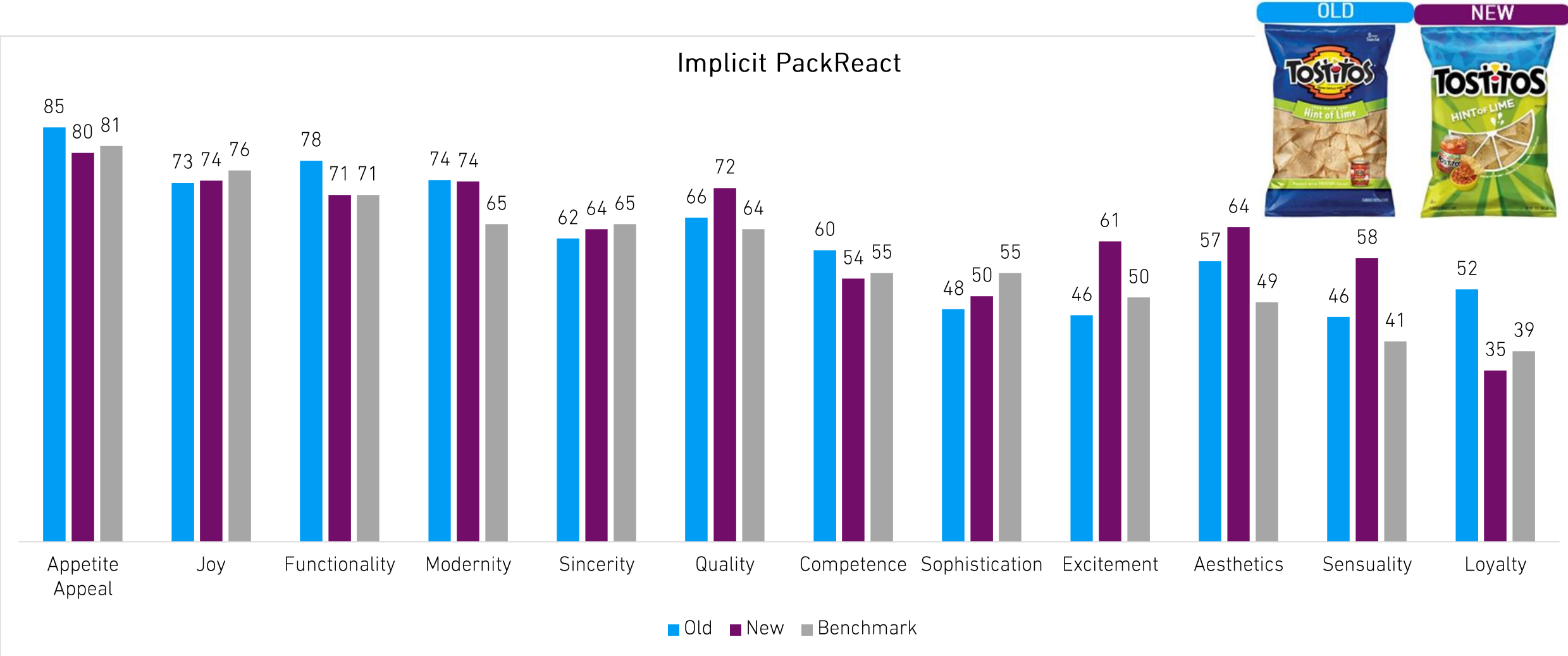
NEW



Bench-
mark

Brand logo	Share of viewers (%)	71%	48%	60%
	Dwell time (sec.)	1.4	1.2	1.3
Type descriptor	Share of viewers (%)	79%	65%	72%
	Dwell time (sec.)	1.1	1.2	1.0
Ingredients image	Share of viewers (%)	85%	83%	75%
	Dwell time (sec.)	2.2	2.6	2.3

New pack is visually pleasing, represents quality and excites, but falls back on appetizing aspects and loyalty.



Old design is familiar and liked by consumers. The new design is broadly accepted and has high purchase intention.



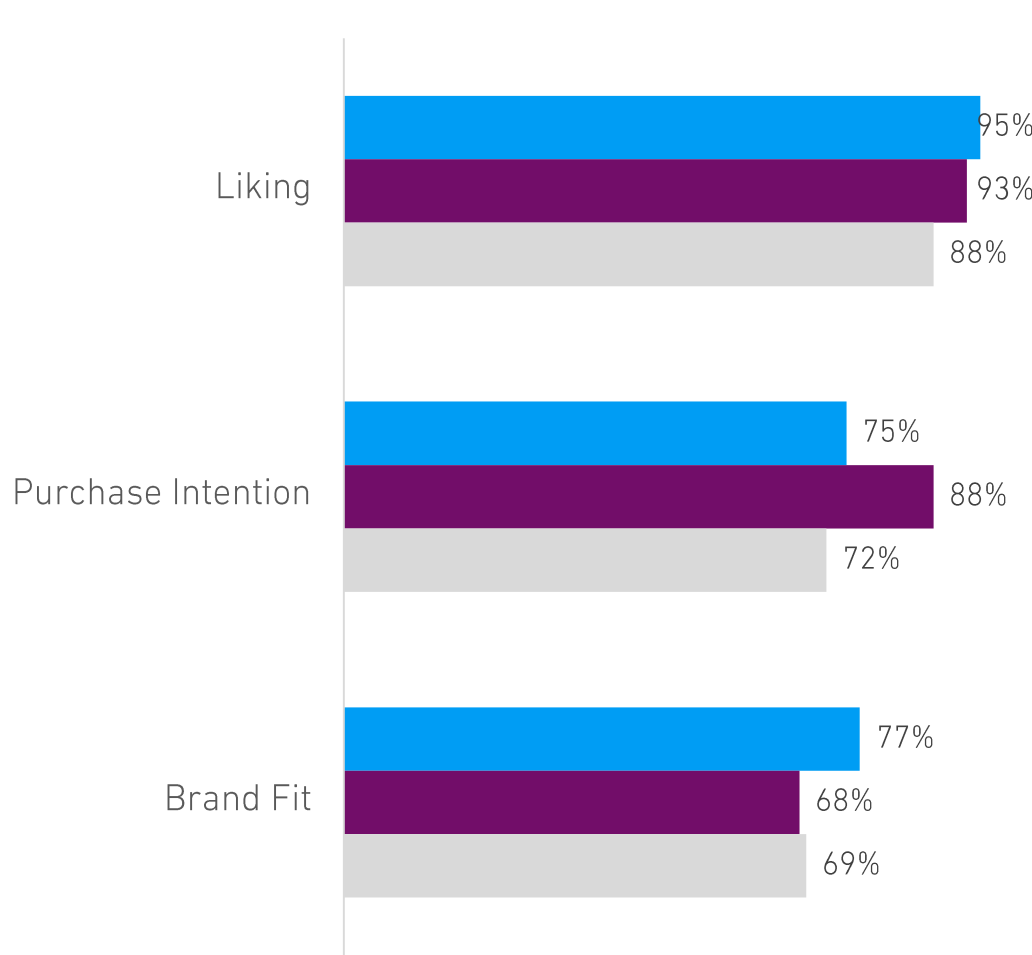
OLD



NEW

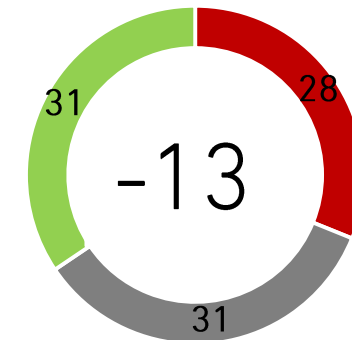
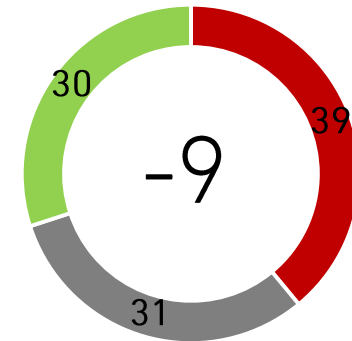


Explicit Ratings - Top2s



Old New Benchmark

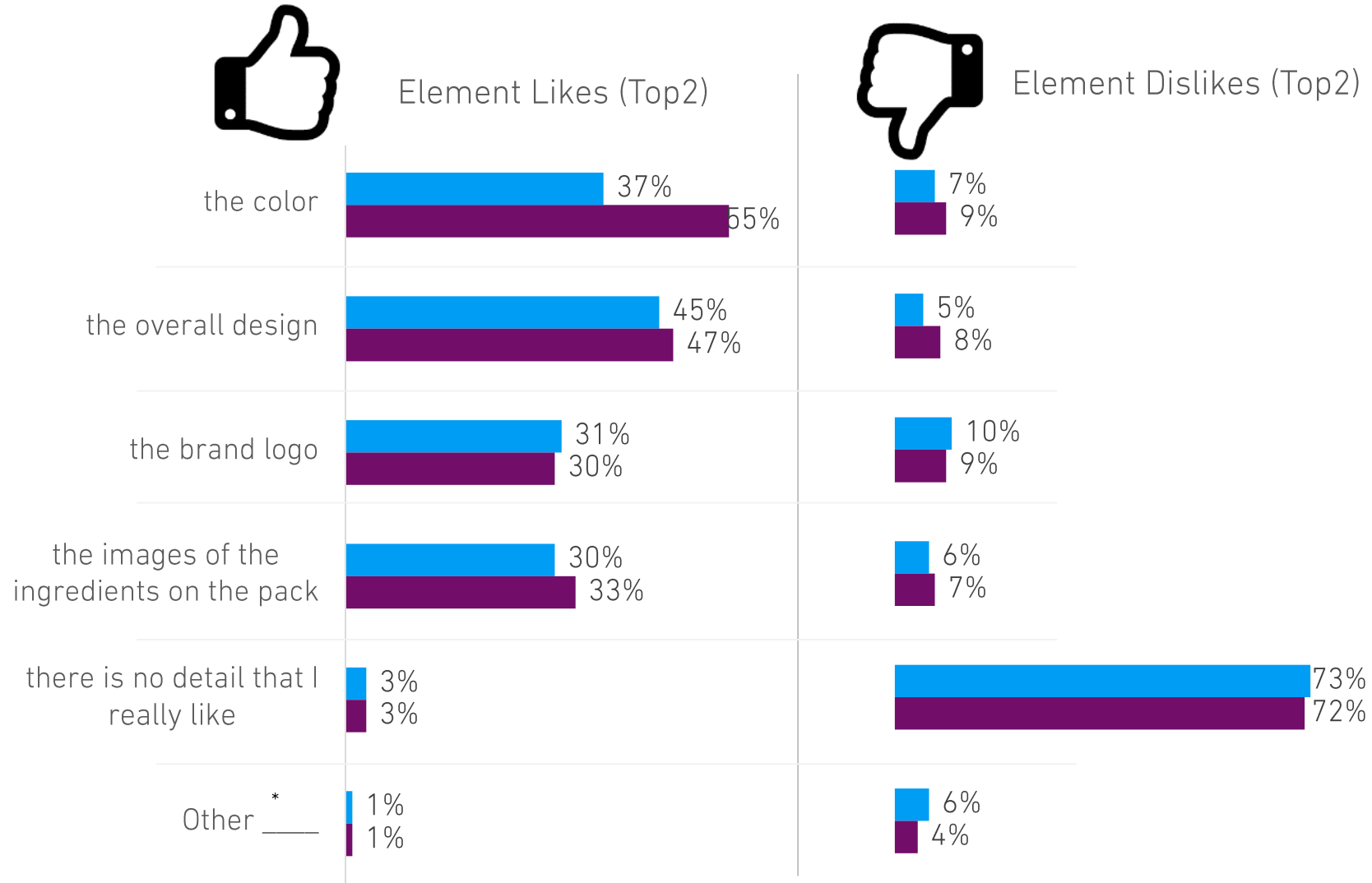
NPS



Detractors Passives Promoters

N=200 (100 per cell)

Consumers explicitly like the color scheme of the new pack.



* See next slide for open answers



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