QualQuant Signals

Co-Create

Ideate

Improve

Discover

Solve Problems

Innovate

Uncovering:: Amplifying:: Prioritizing
Predictive Ideas that WORK!

NEW & INNOVATIVE PACKAGE DESIGN

NEW PACKAGE DESIGN CLOSES THE GAP ON UNMET CATEGORY NEEDS

This case study will explore packaging design optimizations that will better facilitate the shopping experience and close in on category needs.

Customer signals revealed the need to:

► **Redesign** *packaging & messaging*
► **Add** *educational content to packaging*
► **Integrate** *offline & online touchpoints*

THE BUSINESS CHALLENGE & PAIN POINTS

A leading global consumer hair care brand:

- Plans to roll out a new hair coloring product line
- Wants to learn how to break through the First Moment of Truth (at the shelf)
- Wishes to use the package design and uncover unmet needs during the decision making process for hair color

QUALQUANT SIGNALS PACKAGE TESTING DIFFERENTIATION

- Exposed category shortcomings & the full ecosystem that impacts product packaging
- Cost efficient solution & quick turnaround analyses
- Real time qual/quant insights which run simultaneously rather than operating as standalone solutions

APPROACH & APPLICATION

A package testing ideation session was recommended by QualQuant Signals and became crucial for the brand before launching their new product line. This type of testing proves to be beneficial during the package development phase in order to decide what design should be implemented before product launch in order to gain market shares. Consumers were given the opportunity to provide their own ideas, as well as select and rate the ideas of others that they connect with positively or negatively. This approach provided an engaging environment that continuously populated new ideas to improve the package design and refined others, which were amplified, evaluated and prioritized, thus helping deliver predictive insights on how to better 'stand out and connect at the shelf'.

By asking consumers a series of Qual/Quant collaborative questions about hair color and packaging in general, the full ecosystem surrounding the product category was built. This coached the brand about the industry in totality (making insights even more powerful), while bringing forth an optimized impact for the package through the exploration of the following areas:

- Investigation of in-store purchase obstacles and suggestions for improvement to identify the 'missing link' when making a hair color purchase decision
- Understanding the 'need-to-have' information that should be located on the box
- Gathering & prioritizing consumer ideas that assist in choosing the right color

CLIENT PROFILE:
Major hair color brand manufacturer

IDEATION FOCUS:
Optimize concept to break through with best in class package
Reduce in-market risk for new product rollout

INNOVATION TYPE:
New Product Development
Packaging Testing & Optimization

INNOVATION PROCESS:

Step 1: Hair color enthusiasts were invited to participate in an online qual/quant collaboration session.

Step 2: Hair color enthusiasts openly write their thoughts (qualitative stage) in response to three questions designed with psychological probing factors to populate the databank.

Step 3: Once the databank is populated with initial ideas/thoughts consumers are exposed to other insights. All hair color enthusiasts participating in the session are then asked to rate and select the thoughts/ideas (quantitative phase) that are most relevant to them and would ensure an easier in-store shopping experience.

Step 4: Based on the rating and selection process, the patented Qual/Quant Signals algorithm amplifies and prioritizes the most sought after packaging needs. This guided the brand to evaluate the type of design that should be implemented on packages in order to differentiate their image at the shelf.

INSIGHTS INTO ACTION

The Qual/Quant Signals collaboration session revealed many unmet needs (such as: coloring results, bottle ergonomics and product education) that arise when shopping for hair color, which if integrated into the product packaging, it will facilitate an easier decision making process for consumers. The following illustration shows these predictive insights in more detail, which were prioritized by QualQuant Signals before product launch. Additionally, an unexpected opportunity emerged because the predictive insights uncovered that consumers are often thinking outside of the package when at the shelf.

Product Packaging Refinement

- Three game changing product package ideation insights bubbled up to the top of the session, providing the brand direction for packaging design/optimizations.

New Market Strategy

- **Opportunity:**
  Integrating a mobile strategy at the shelf i.e., QR codes on packages and/or mobile site.
- **Benefit:**
  Allowing consumers to get complementary information outside of the box when at the shelf to further empower the purchase decision.

Star Ideas To Act Upon

Coloring Results

"There needs to be more shades available on the boxes to see how color will turn out, especially gray hair."

"Would like color selections to be more true, they never come out like the box color."

Bottle Ergonomics

"The color solution and the mixing bottles have narrow necks that makes the mixing very messy and difficult. I would like to have bottles with wider necks."

"Provide different sized bottles to accommodate short hair, long hair, roots."

Product Education

"Information on how to blend colors together. Professional answers to my questions."

"Tips and tricks, ie, stranding only for highlights, techniques for new style dying."

"Best shampoos and conditioners that go with the brand of color to make it stay longer."

The unmet needs amplified through the collaboration session represent opportunities for growth. Understanding these opportunities before finalizing the box design allowed the brand to prioritize packaging changes and improvements to better grab consumer attention when in store. While these suggestions divulged critical information for the brand, one particular theme ('Product Education'), presented a better situation to entice consumers into purchasing the product. For example, adding preview content on the outside of the package, stating '*look inside for color blending ideas or tips & tricks*', gave a value proposition to pursue the product further.

Implemented Package Improvements
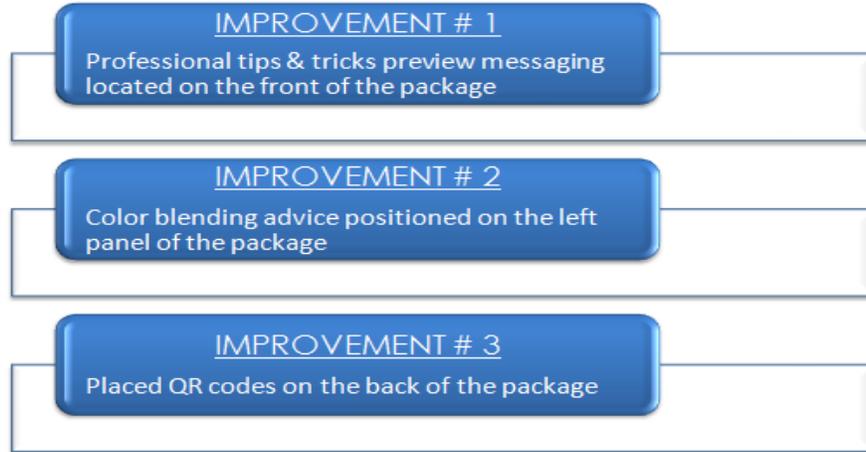### As a Result of the Qual/Quant Signals Collaboration Session

IMPROVEMENT # 1
Professional tips & tricks preview messaging located on the front of the package

IMPROVEMENT # 2
Color blending advice positioned on the left panel of the package

IMPROVEMENT # 3
Placed QR codes on the back of the package

FIGURE 2:
These implemented changes in the illustration above, along with other unmet needs, such as 'shampoo and conditioner recommendations' offered the brand a cross-selling opportunity and opened the doors to a bottom line increase by better cutting through the shelf clutter.

Furthermore, an unexpected topic was exposed to build an offline/online integrated market strategy. Consumers suggested a feature that allowed them to see how each specific hair color would appear on different hair lengths, hair textures and ethnicities (which can only be done online, as all content/features cannot be placed on the package). This became an area of expansion, as the collaboration session identified this as a high priority for the category, in addition to helping differentiate the brand once it became available. Thus, upon using the Qual/Quant Signals approach it was recognized a better job could be done to merge offline/online touchpoints to include a holistic experience for the packaging designs.

Offline/Online Integrated Market Strategy

FIGURE 3:
This type of integrated strategy would better empower/educate consumers, ultimately increasing shelf experience & solidifying purchase decisions.

Overall, the collaboration session revealed hair coloring buyers are consumer savvy and require brands to provide empowering content at the shelf. This is particularly vital given today's forward thinking market strategies from competitive brands, which can pull consumers in different directions at the moment when making a purchase decision. Therefore, the need for better communication on the package that delivers on consumer needs is imperative to differentiate the brand and image while in-store. In the end, by implementing these unmet needs on the package and capitalizing on an exposed opportunity, the brand was able to positively differentiate their perception and increase consumers First Moment of Truth at the shelf that led to more persuasion power.