

PACKAGING DESIGN RESEARCH CASE STUDY

Pack design is important in getting products noticed and in communicating brand values. Packaging research enables organisations to understand how well pack design performs against competitors on shelf and online as well as its role in communicating the brand to customers.

CASE STUDY – CEMENT MANUFACTURER

Why carry out this research?

Our client was in the process of redesigning the packaging for their iconic cement brands. Some alternative re-designs had been produced internally and the client wanted to understand which design was best received by the target audience.

What did we do?

An online survey approach was used which allowed the individual designs to be shown to respondents.

Invitation emails including a link to the survey were sent to a specialist sample of builders. A total of 215 interviews were achieved with builders who bought bagged cement at least once every 6 months.

A PowerPoint report was delivered to the client shortly after the completion of fieldwork. The report detailed the relative performance of each of the proposed redesigns.

How has the research helped the client?

The client was able to understand which pack design worked best with the target audience. This pack design has now been adopted across all the relevant brands and can be seen in trade merchants and DIY stores across the UK.

Client feedback

"The research carried out was done methodically and efficiently, giving the desired outputs in presentation format enabling our packaging project to be progressed within our project plan. The team at JEM responded quickly to the brief and understood our requirements with very little input from us"

Senior Marketing Manager –Cement Manufacturer