

UNDERSTANDING THE 5 DRIVERS OF PACKAGING SUCCESS

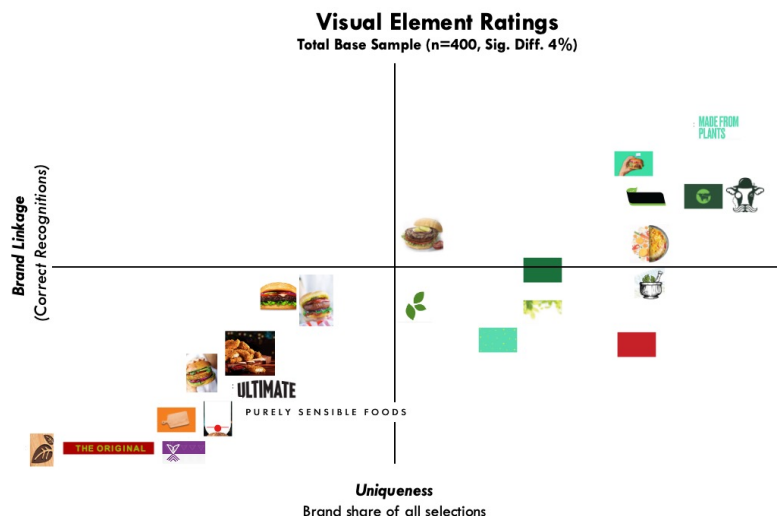
Your package is your #1 ad and source of awareness – it's equivalent to **\$5 million in marketing!** Every day is a war at the shelf and online. We've seen new packaging grow businesses >25% as well as drive sales down 20%. So it's essential for you to get the maximum value out of your packaging at every occasion, and understand your "packaging health" vs. today's competition:

1 Visual Assets

Which **visual assets** do consumers recognize, and believe your brand or competitors "own"?

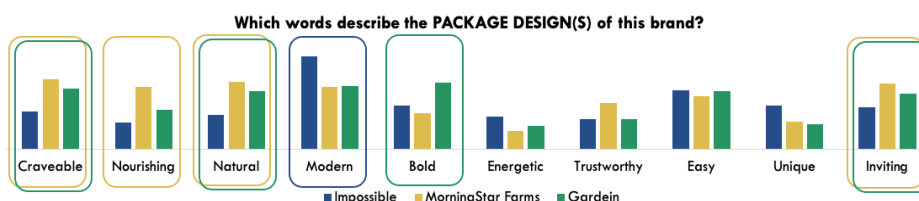
Our Distinctive Brand Assets (DBA) test measures how recognizable and unique your visual elements are versus competition.

Strong DBAs break through the clutter, drive instant brand recognition, and lead to 50% higher brand awareness and >30% higher marketing impact and ROI.



2 Brand Perceptions

How well does **packaging communicate** implicitly/emotionally, in the absolute and versus competitors?



Our Implicit Attributes Methodology incorporates speed of response in measuring emotional packaging associations.

3 Current Package Reactions

Do you actually know the **strengths and weaknesses** of your current packaging?

We capture ratings of your package, its strongest elements, and even competitors' packaging.

Among Total Sample and Key Segments	Overall Purchase Measures				Design Measures	
	Purchase Probability	New & Different	Price/ Value	Taste	Design Appeal	Design Distinctiveness
Total Sample	C	D	D	C	C	D
Agree with Key Insight	B	B	C	B	A	B
Brand Buyers	A	B	C	A	A	B

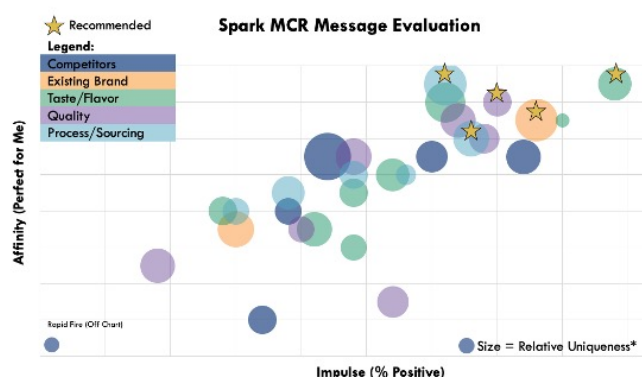


4 Communication Priorities & Optimization

What are the **most motivating messages** to trigger Impulse purchases, in the absolute and versus competitors' messages?

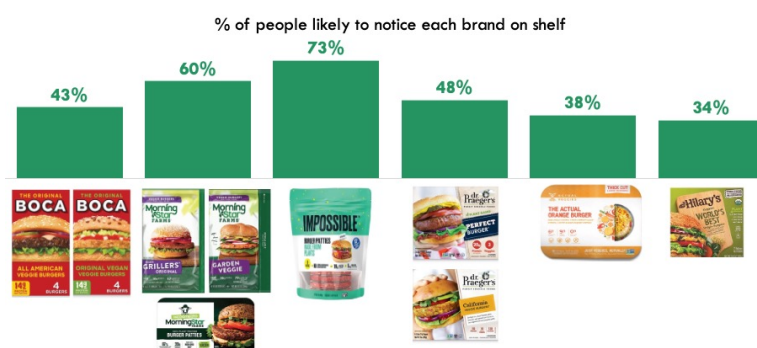
Our Spark MCR[®] tool – proven to be 2x as predictive as Purchase Intent – can help significantly improve packaging impact

5 New Messages ★ Beat Existing & Competitor Statements



5 Visual Attention Analysis

How well does your packaging **attract attention** at shelf and on Amazon?



AI-simulation leverages validated predictive algorithms to determine what gets noticed in people's first 3–5 seconds of viewing.

Take control of your packaging health, or amp up your new design process!

Contact us to learn more: 513.943.0020 • WWW.ACUPOLL.COM • rfp@acupoll.com

