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Service Overview

Pack Test

Working with Mindlab

By working with Mindlab, you will have a dedicated team of decision scientists on hand throughout the course of the research. It is a collaborative partnership, built on trust, which uses our deep expertise in uncovering what drives purchase decisions, while making our insights focused, relevant and commercially actionable.

Mindlab's team comes from a variety of academic and commercial backgrounds, including psychology, neuroscience, behaviour change, consumer marketing, linguistics and statistical modelling. With this expertise, we can provide you with rich insight from a variety of perspectives, and offer trusted advice for your important decisions.

Packaging matters. Whether it's a bag of pasta, a bottle of beer, or a cosmetics pack, getting the design right is essential.

Mindlab has years of extensive experience delivering incisive and successful strategic insight for client packaging studies. We give businesses the confidence to choose which packaging design concept will be the most effective for their commercial objectives. Are you recruiting to the brand? Don't want to alienate current brand loyalists? Need to drive incremental sales? Mindlab can help you make that decision.

Our proprietary online platform is scalable for small to very large sample sizes, enabling us to collect data from thousands of participants. We operate globally every week of the year and frequently undertake studies simultaneously in any combination of market and language.

We offer value and insight for both new product design and renovation of existing product ranges. We work with beverage manufacturers, health and beauty products, food companies, and many other categories.

The tests we have developed and use fit into the Stop, Engage, Land, Up Close model.

1. STOP: Being Noticed

2. ENGAGE: Communication

3. LAND: Having an edge
...a reason to be picked over competitors

4. Up close
The positive first impression needs to hold up when the product is viewed up close

Most market research only measures 'rational' responses. To understand how people truly feel it is important to adopt an approach that captures both. At Mindlab, we go beyond just asking people. We have developed several cognitive tests that seek to measure people's implicit attitudes.

The Mindlab Approach

The Mindlab approach to pack testing research is industry-leading. Our techniques are rooted in cognitive psychology and neuroscience to measure people's intuitive reactions, allowing us to uncover what is really driving their decision making and delivering nuanced, commercial and actionable insights. With these methods, we can understand what people really think but are unable to articulate.

One of the ways we do this involves putting respondents under time pressure and measuring the choices and trade-offs they are willing to make in that state of mind. This helps us to understand the strength of perceptions and associations as well as how established and 'fixed' a choice is, or whether it can be influenced. This approach is paired with other measures routed in cognitive psychology and decision science.

As well as our primarily quantitative approach, we can gather qualitative data which enables us to uncover patterns in how respondents answer specific explicit questions using AI-powered analysis techniques.

When we're helping companies choose the right design for their packaging we look at a wide range of measures, with the methodology being adapted for each client's needs. The following measures are those most frequently applied in pack tests.

Associations

Our implicit tests are designed to detect the strength of a person's automatic associations between different mental representations of objects or concepts in memory. These tests measure how strongly people subconsciously associate two concepts. By measuring how quickly and accurately they are able to sort a concept together with positive words compared to negative words we are able to obtain a measure of how positively or negatively they feel about the different designs and competitor benchmarks. The below table is an example of the output that is generated from these tests.

	Mindlab Current	Mindlab Route 1	Mindlab Route 2	Galaxy Smooth Milk	Lindt Lindor Milk
Creamy	71%	67%	82%	74%	79%
Delicious	69%	66%	70%	73%	77%
Old Fashioned	51%	39%	41%	42%	49%
Playful	64%	78%	77%	78%	79%
Ethical	58%	59%	58%	69%	66%

Attention

Automatic standout is an attention test which is based on the theoretical premise of change blindness, which states that individuals are quicker at noticing changes in objects that are dominant in their visual field. This is tested by presenting the design on a mock shelf layout among competitors and measuring the latency of a flickering design to be found. A similar method is used to test findability, where the participant is asked to find a certain product and variation.

Brand recognition

Recognition tests enable us to determine how well the designs are communicating the key brand assets by measuring how quickly the participants are able to agree or disagree that a certain design belongs to a brand or category.

Preference

Preference tests are designed to give people very tangible, simple choices that reflect their decision-making processes more closely than ranking questions. Under time pressure, participants make a series of trade-offs. These tests can be adapted to cover a multitude of questions, for example which of the two products they see as more premium.

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