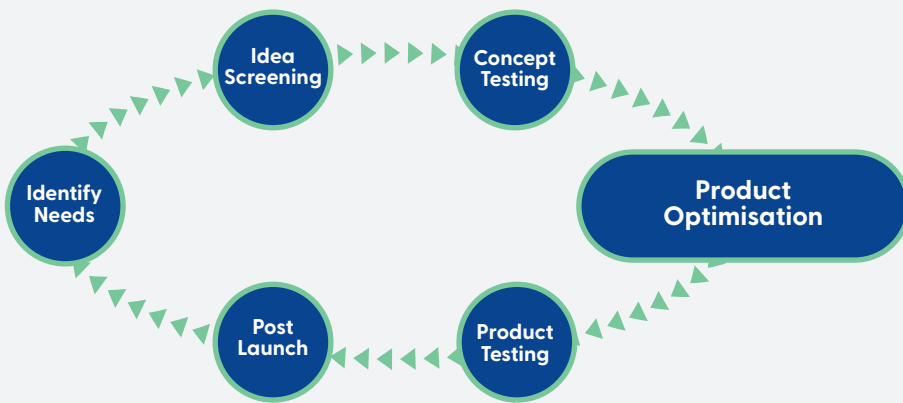
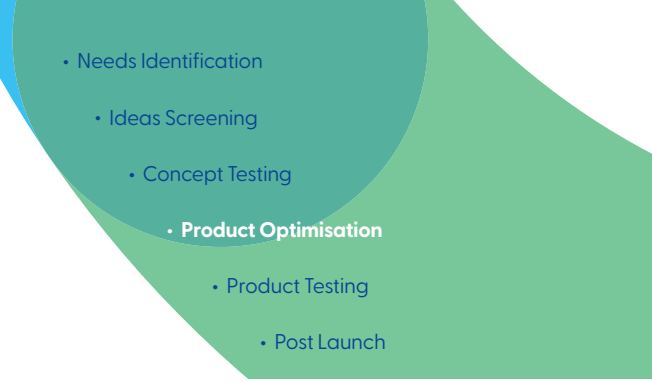


Pack Testing

Our Pack Testing solution offers a fast and flexible, expert approach to help you identify the best product pack designs for maximum impact in market. And because it's powered by Toluna Start automation, you get best-practice research quality coupled with instant access to your target audience and real-time reporting, all at the speed your business demands.



Your business need

How can your packaging be refined to increase uptake?

Agile, real time packaging testing

1 We make it easy

- You give us your packaging images – 1 to 12 per survey
- Tell us your target audience – gen pop or targeted
- Tell us your market coverage – 50+ markets worldwide and multiple languages

2 We set up a high quality design

- Monadic or sequential monadic design
- Advising on your metric options and custom questions to add to our pre set-up survey
- Branded/unbranded; priced/unpriced
- Minimum of 100 respondents per concept/pack
- Selecting your target audience from our online global influencer panel of 30+ million people
- Quick timed exposure design provides instant spontaneous reaction on brand attribution/confusion
- Strong random assignment based on demographics and custom profiling questions

3 We launch quickly with real time results

Often same day, via KPI dashboard and online reporting, providing benchmarking where relevant.

4 So you can focus on what matters

Our experts will be there at every step of the way helping with any support or additional analysis, so you can spend time making the best 'go/no-go' decisions for your business.

Consistent best-practice metrics.

| Core metrics | Additional metrics |
|-----------------------------------|---------------------------|
| Likeability/appeal | Value for money |
| Purchase intent (priced/unpriced) | Likes/dislikes (open-end) |
| Distinctiveness | Importance |
| Believability | Easy to understand |
| Brand fit | Brand impact |

| Key features | |
|----------------|-------------------------|
| Timed exposure | Text highlighter |
| Heatmap | Head to head comparison |

If needed, a more competitive shelf solution or a bespoke survey can be customised for you.