

Know what shoppers want



Situation

It only takes 6 seconds for a shopper to make a purchase decision at the retail shelf. What makes one shopper choose one product over another during the “First Moment of Truth”? For a majority of shoppers, it is packaging.

At MWV, we like to proactively assess consumer behavior and sentiments regarding products and packaging. We partnered with Moskowitz Jacobs Inc., an independent research firm, to conduct a study with the following objectives:

- Obtain sensory attribute evaluations for different package materials;
- Understand if substrate selection affects consumer purchase intent;
- Determine if consumers are willing to pay more for what they perceive as a higher quality material.

Methods and Materials

Focus groups were conducted with consumers in Los Angeles, CA and Chicago, IL in November 2009. Study participants were asked to evaluate packaging made with four different substrates, based on design, material and graphic quality preferences. All four package substrate samples had identical graphics and were produced using the same caliper of paperboard.

Package Substrates Tested

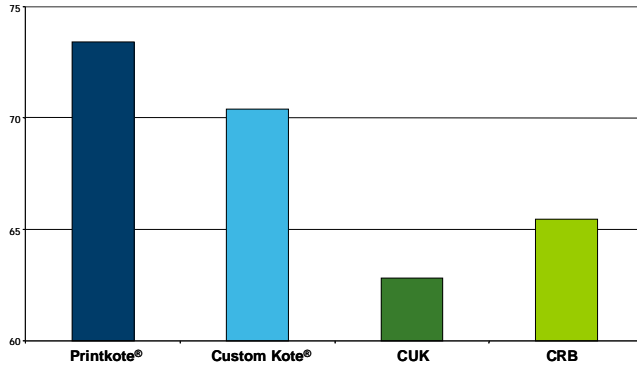
Coated Recycled Board (competitor's CRB)
Coated Unbleached Kraft (MWV Custom Kote®)
Coated Unbleached Kraft (competitor's CUK)
Solid Bleached Sulfate (MWV Printkote®)

First, we asked the participants to evaluate each of the four sealed packages individually to familiarize themselves with the packages and to get an understanding of what they could differentiate between the materials. This would allow us to gauge whether the different substrates impacted consumer preferences and purchase interest.

The second part of the research was an analysis of the focus group results to link packages and benefits. This helped us determine what combination of packaging attributes drives the highest purchase interest and highest pricing.

Results

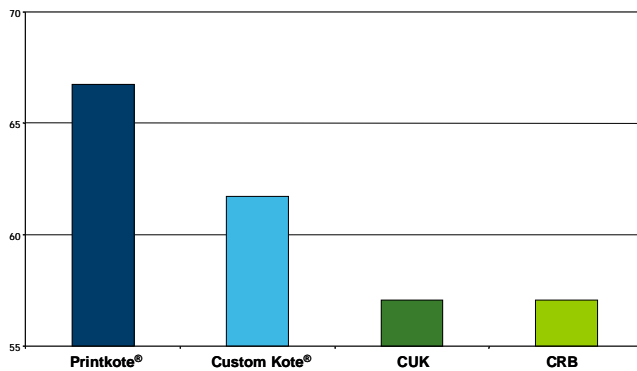
Consumers notice how different materials impact printed graphics.



Scale of 1 to 100

Packaging materials can affect purchase intent.

Consumers are 18% more likely to buy cartons made with Printkote and 9% more likely to buy cartons made with Custom Kote than with either of the competitors' substrates.



Scale of 1 to 100

Packaging can drive an incremental price.

Consumers are willing to spend more for their favorite food product if it comes in better packaging – 12% incrementally higher for Printkote and 7% higher for Custom Kote.

Conclusion

Packaging makes an impact ... Materials make the difference

Packaging does have an impact on what ends up in consumers' shopping carts. Better graphic quality correlates to how premium the package looks and overall package quality.

Cartons produced with MWV's Printkote and Custom Kote were perceived to have higher quality graphics by consumers and to be more appropriate for premium products. As a result, purchase intent was measurably higher for Printkote and Custom Kote and consumers were willing to pay more for food packaged in these materials than in CUK and CRB.



MWV provides paperboard and packaging solutions to many of the world's most admired consumer brands in a range of industries including food, beverage and food service. We can help you differentiate your brand from the competition through real packaging innovation.

For more information, please contact your MWV representative or visit our website at mwv.com/food.

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