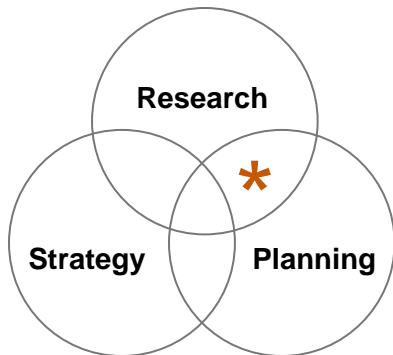


Packaging Design and Positioning

A Leading CPG company desired to update the packaging for their flagship brand. W5 employed a multi-phased research initiative to refine numerous packaging design options and, ultimately, select a design that would communicate the flagship's classic appeal in an up-to-date and compelling manner.



Tools Used:

Focus Groups

Quantitative Survey

Design Consultation

Approach

To select a final design for the client's flagship brand packaging, W5 conducted four rounds of qualitative focus groups to gain an understanding of consumers' consumption patterns, brand perceptions, and perceptions of potential flagship packaging designs (in terms of appeal, uniqueness, and fit with the brand's classic image). Using the findings resulting from the qualitative research, W5 and the client were able to narrow down the design options and conduct a quantitative online survey to assist in the selection of the final packaging design.

Results

With the findings resulting from the qualitative and quantitative portions of the research the client and its design partners were able to hone in on key brand values and markers to incorporate into a final packaging design that communicates that combines the flagship brand's core values and a modern, updated image.