

34% lift in purchase intent

Industry

World's Largest Snack Company

Problem Statement

- Difficult to select a winning pack that guarantees an increase in purchase intent and sales.
- Existing shopper research relies on stated responses, surveys, and focus groups - which is biased and lacks actionability.

The Impact Experienced



34% lift in purchase intent of the new pack



56% savings on shopper insights budget



Shopper insights **delivered 4x faster** than traditional process

What did they need?

Identify **winning pack design** by comparing the old and new pack designs.

Analyze the **shopper's attention, engagement and emotion levels** to evaluate purchase intent.

Un-biased and actionable shopper insights to understand if redesigning is worth the investment.

Here's how we helped them.

Analyzed the visual appeal of the pack designs to understand what grabs the shopper's attention and drives engagement.

Compared the two packs to evaluate which packs ranked best in terms of uniqueness, brand recall etc.

With AI technologies like facial coding and eye tracking, we **identified which elements increased the product's purchase intent and recommended changes to the new pack design.**