



# Example Package Test Report

12 Sep 2022

N = 186 feedbackers (convenience sample of English speakers)

CONFIDENTIAL



# Package Test

## Comparison of packages tested

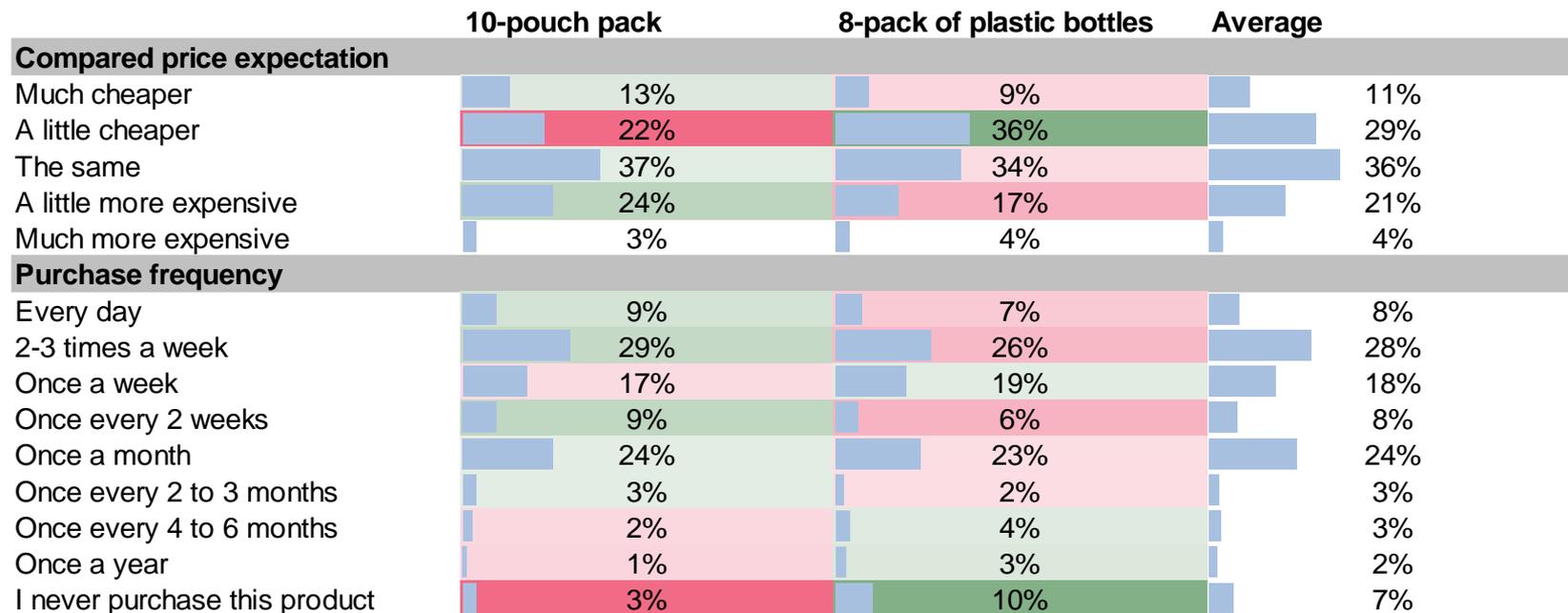
Feedbackers (N = 186)

	10-pouch pack	8-pack of plastic bottles	Average
<b>KPIs</b>			
Purchase intent	78%	76%	77%
New and different	77%	74%	75%
Quality	79%	77%	78%
Healthy	78%	78%	78%
Preserves	72%	80%	76%
Convenient	87%	86%	87%
Environmentally friendly	63%	65%	64%
Likeability	73%	80%	77%
Exciting	81%	73%	77%
<b>Summary KPI performance</b>	<b>76%</b>	<b>77%</b>	<b>77%</b>

# Package Test

## Comparison of packages tested

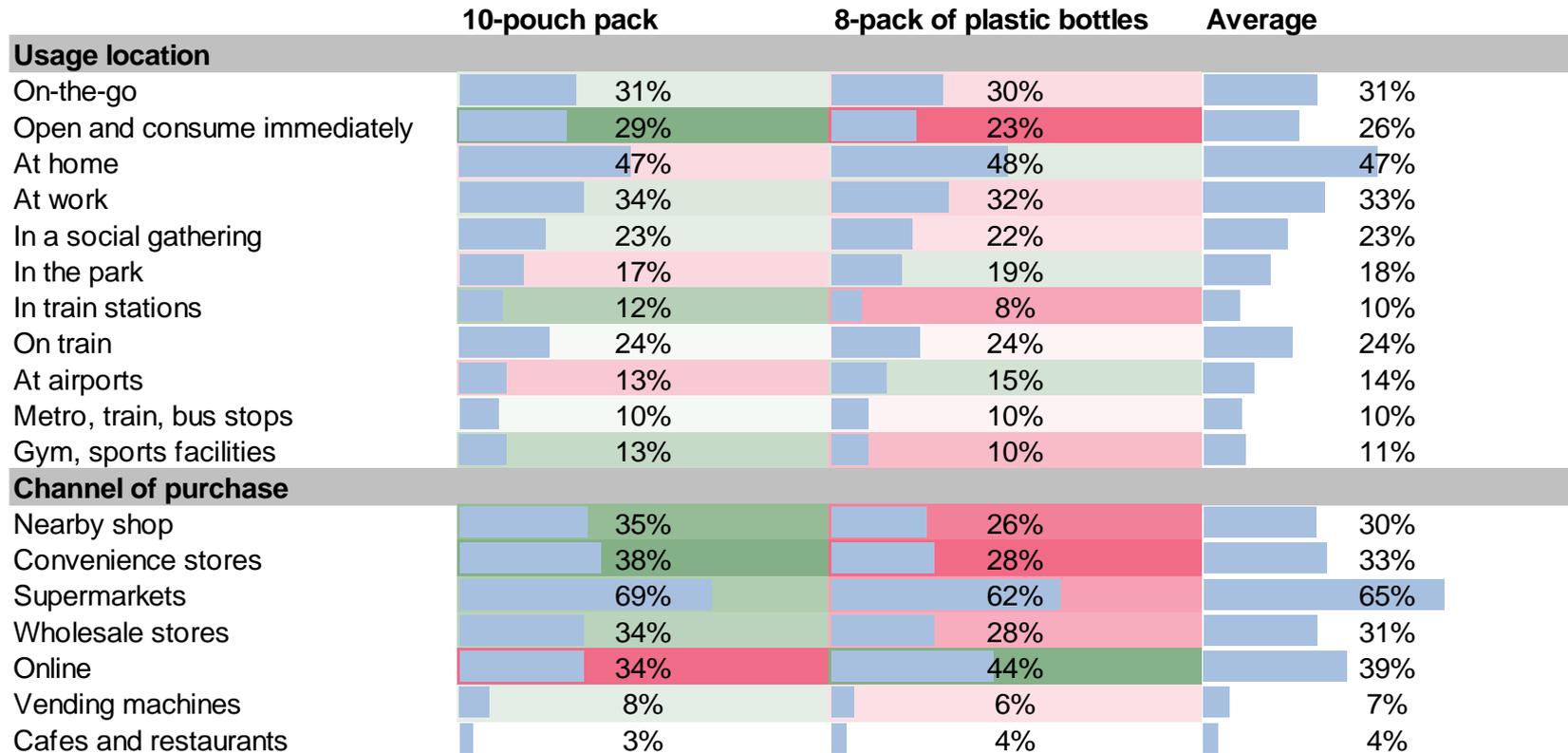
Feedbackers (N = 186)



# Package Test

## Comparison of packages tested

Feedbackers (N = 186)



# Package Test: 8-pack of plastic bottles

## Associations

Feedbackers (N = 186)

*“The packaging indicates a **healthy and delicious drink**. It may also be thought of as a form of **fruit juice** or a **high-protein drink**. Some see it as an **American product** due to the red and blue colours.”*

### First comments (full comments available in full report)

- |  |   |   |
|--|---|---|
| 1. Simplicity and strawberries   | USA.  | 26. Eastern Europe sophisticated design                                   |
| 2. Bulky and boring  | 14. Looks good to eat   | 27. Packing is new convenient and different                               |
| 3. Colorful, simple and handy  | 15. Protein   | 28. I thought it is a juice   |
| 4. Drinkable yogurt  | 16. It's very colorful but it would be hard to open                                     | 29. Cheap looking   |
| 5. Typography  | 17. Cheap and low quality   | 30. Vibrant and appealing   |
| 6. Sweet   | 18. Busy, the design at the top is overwhelming   | 31. Healthy and cute  |
| 7. Very American colors  | 19. Healthy   | 32. Colorful, modern, stylish   |
| 8. It might be good for health   | 20. Drinkable portable thin   | 33. Quality product redesigned  |
| 9. Good packaging and drinking good for health   | 21. Fresh and new   | 34. Attractive and good for health  |
| 10. Pretty and modern looking  | 22. Delicious and awesome taste   | 35. Healthy sweet fruity  |
| 11. Unique   | 23. Spanish, tribal, simple, cheap  | 36. Overly packaged   |
| 12. Very blue and red  | 24. it does not look like yogurt package. The package looks like water bottles packaged | 37. Love the design at the top  |
| 13. The product is most definitely not from the USA but yet is available for people to purchase in the | 25. Like a celebration  | 38. Pattern is a bit unique but otherwise the plastic looks wasteful .... |

# Package Test: 8-pack of plastic bottles

## Likes and dislikes

Feedbackers (N = 186)

### Likes



### Dislikes



#### First comments (full comments available in full report)

1. I like the design (11 responses)
2. I like the picture (12 responses)
3. Easy to know the flavor
4. Patterns are unique
5. Because it tells you how much protein it has
6. I like the centre packing. high in protein, calcium, vitamins and live culture or probiotics.
7. Real fruit
8. It's appealing to the eye
9. It has a lot of protein
10. I like the picture of the strawberries. I like the design of art on the packaging.
11. This packing shows yogurt placed inside some box like containers safely
12. compact packing
13. I like the color pattern

1. I don't like the empty space
2. I dislike the plastic shrink wrap .
3. Hard to read
4. All sides of the pack must be clearly shown
5. I don't like the zigzag design
6. Color not good with blue background
7. Bottle is not good for health
8. I don't like the print
9. I don't like the letters
10. The seal is open
11. Makes it look cheap and foreign
12. Doesn't seem that well protected
13. Plastic wasteful packaging
14. I don't know why a butterfly was selected or why it's needed there.
15. I don't like that it doesn't match the design on the top. ...

## All-in-one survey platform

Trusted by global brands, Conjoint.ly has [all the features](#) you expect from a survey platform. What's more, it streamlines [finding respondents](#), [translation](#) of survey questions and respondents' answers, [subgroup analysis](#), and [direct exports to PowerPoint](#).

## Easy-to-use advanced tools

Conjoint.ly brings the best out of time-tested survey research methods, packaging them into simple tools for discrete choice methods ([conjoint analysis](#)), [Van Westendorp](#), [Gabor-Granger](#), [monadic concept testing](#), and more.

## Quality-first sampling

Reliable market research starts with [quality sample](#). With access to millions of consumer, healthcare, and B2B research participants, [tailored predefined panels](#), manual and automatic quality checks, we prioritise quality and deliver on speed and cost.

## Accessible support

Conjoint.ly offers accessible and reliable support to users of self-serve tools and on-demand custom projects. [Our team](#) are the go-to experts in product and [pricing](#) research techniques with experience across [consumer goods](#), [healthcare](#), [SaaS](#), and other industries.

**Log in**  
[conjointly.com](https://conjointly.com)

**Book a call**  
[conjoint.ly/consultation](https://conjoint.ly/consultation)

**Email us**  
[support@conjoint.ly](mailto:support@conjoint.ly)