

Researching your Product, Brand and Packaging - Reducing Risk

Hester Cooper
Brilliant Reflections Ltd

Introduction

- 🌐 Research about RISK reduction
- 🌐 Must consider Product, Positioning and Packaging
- 🌐 WRITE a research brief
- 🌐 MOST IMPORTANT = Business Decision
- 🌐 Assess RISK factors
- 🌐 Research Approach
- 🌐 Who am I talking to?

Assessment Risk

- Choose product – where is the greatest risk?
 - ◆ Branding/Positioning?
 - ◆ Packaging?
 - ◆ Product?
 - ◆ Where will you spend it?
- Assess \$\$\$\$ at risk – what is your budget?
- Where will you spend it?
- Research approach? Who?

Positioning and Branding

- Branding ENGAGES the consumer
- Always check consumer is “with” you
- Have a STORY
- Who are you appealing to?
- Product Ideas vs Product Concepts
- Different positioning = Different products!
- So – research?

Positioning Exercise

- Choose product – write a positioning statement
- Write three different positioning statements for alternative products
 - ◆ Young females 20 -30 years
 - ◆ Young males 18 – 25 years
 - ◆ Children 7 – 12 years
- How would positioning and branding change?

Researching the Pack

- Pack KEY component for all
- Technically – it protects (not necessarily)
- Marketer's view
 - ◆ Impact
 - ◆ Message
 - ◆ Relevance
 - ◆ Action
- Retailer's view
- And don't forget importance of colours!

Pack Exercise

Pack

- ◆ What must it convey?
- ◆ What are the messages?
- ◆ “Liking” or “Efficacy”?

 Pack – what do I need to research INTERNALLY?

 Pack – what do I need to ask consumers?

Product Research



Understand your category

- ◆ Is it growing?
- ◆ Shrinking?
- ◆ Potential sales?



Target consumers?



Best retail outlet?



Consumer Feedback – what do you need?

- ◆ Informal?
- ◆ Formal?

Product Research Exercise

- 🌐 What do I need this research FOR?
- 🌐 Who is the audience for the research?
- 🌐 Who am I talking to?
- 🌐 In-home or central location?
- 🌐 Ethical considerations?