

Agency: iMotions - Enabling Services
Date: April - June 2009
Client: Cadbury
Place: Denmark

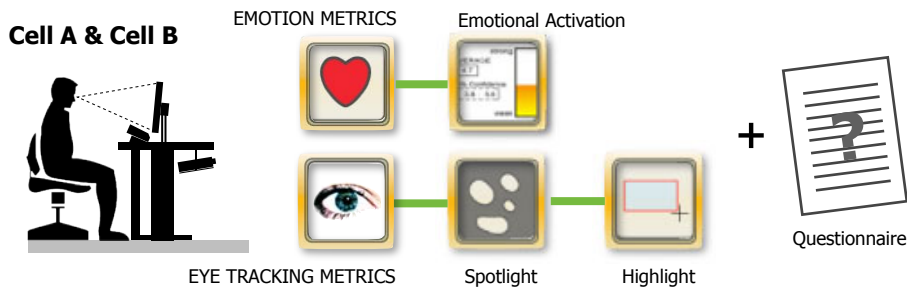
Background / Objectives:

The client wanted to evaluate a new packaging proposal for their "Senses" brand in comparison with their existing packaging. Both packages will carry the same product, but different flavors. The intention was to launch the new one (Watermelon) without pulling out the old one (Tropical) having them both in the market at the same time.

NOTE: *This methodology can be used for all types of packaging benchmark & pre-test.*

Methodology:

- Attention Tool® + Questionnaire
- Target segment: 120 people (Males 50% / Females 50%) 15-39 years old
- 2 Cells: (A/B) 60 people each (30 M / 30 F)
- **Cell A** was shown the SENSES "Tropical" packaging to be measured by **EMOTION METRICS - Emotional Involvement** and with **EYE TRACKING METRICS - Spotlight & Highlight**.
- **Cell B** was shown the SENSES "Watermelon" packaging to be measured by the same metrics.
- Both Cells were asked a brief questionnaire about Recall, Likes / Dislikes, etc..



SENSES Tropical (T) existing packaging



Cell A: 60 people each (30 M / 30 F)

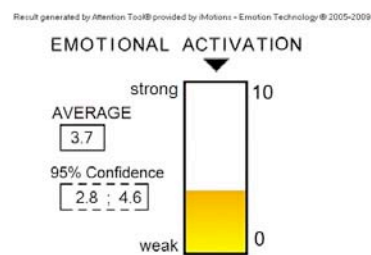
SENSES Watermelon (W) new packaging



Cell A: 60 people each (30 M / 30 F)

Results:

1. Emotional Activation Analysis: Stopping power / Ability to grab the attention.



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2.a Spotlight Analysis: Main areas of attention and their characteristics.



2.b Highlight Analysis: Benchmark analysis of all communication elements in the packages.



HIGHLIGHTS	T (Time spent)	W (Time spent)	T (View order)	W (Time spent)
Stimorol	5%	5%	7	2
Senses	22%	28%	1	1
Enjoy the experience	7%	X	2	X
Flavor	6%	9%	6	3
New	3%	5%	4	4
Piece of Gum	12%	X	3	X
14 gums	4%	8%	5	5
Sugar free (gum)	6%		8	

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3. Answers to Questionnaire: Likes / Dislikes

Positive comments Watermelon: **Simple. Exclusive. Rainbow.**

Negative comments Watermelon: **Too dark. Looks like condoms**

Positive comment Tropical: **Color. Summer. Informative**

Negative comment Tropical: **Too much info. The color. Badly organized.**

Conclusions / Learnings:

- The Watermelon package produces a higher emotional activation, thus stronger stopping-power.
- The Watermelon package has less communication elements, which allows more attention to the remaining elements enhancing the understanding of its message and capitalizing on the branding of "Senses".
- The branding of the Watermelon package is organized delivering a clear message and proper brand communication hierarchy reading.
- The "Stimorol" brand receives is the same amount of attention (5%) in both packagings even-though the size of the logo in the Watermelon package is much smaller than in the Tropical one.
- According to the respondents, the Watermelon package "looks like condoms" which could be a sub-conscious advantage as it implies sex and potentially explains the higher emotional activation.
- The elements that attract the most attention in the Tropical package are:
 - "Senses" (21%) and "the Piece of Gum" (12%).
- The elements that attract the most attention in the Watermelon package are:
 - "Senses" (28%), "Flavor (Watermelon)" (9%) and "14 gums + sugar free" (8%).
- The view order of the elements in the Tropical package is:
 - 1. Senses, 2. Enjoy the Experience, 3. Piece of Gum, 4. New, 5. 14 gums, 6. Flavor (Tropical Twist), 7. Stimorol, 8. Sugar free gum.
- The view order of the elements in the Watermelon package is:
 - 1. Senses, 2. Stimorol, 3. Flavor (Watermelon Sunrise), 4. New, 5. 14 gums + sugar free.

▶ The Watermelon package is better than the Tropical one in the following aspects:

- ▶ **Better branding**
- ▶ **Better hierarchy of brand communication elements**
- ▶ **Better distribution / order of brand communication elements**
- ▶ **Higher emotional activation / stopping power**

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Correlation with Sales:

NOTE: The following graph was provided by the client and represent the actual sales data of both Senses packagings.

- High & rapid introduction rate of Watermelon:

The graph indicates that the Watermelon package, since its introduction to the market, had a steady climb and out-passed the Tropical package after 2.5 months of its launch.

- Better performance of Watermelon:

The Watermelon package continued its climb and sold more than the Tropical package for the next 5.5 months.

- No cannibalization among the 2 concepts:

At any point in time the Watermelon package cannibalized the Tropical package.

- The Sales data correspond and supports the findings provided by Attention Tool®.

