

eyeSee

CLOROX

THE QUIRK'S
EVENT

Decoding innovation

3 key lessons on the testing frontier



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eyesee



Only 1 in 20 new products succeed within their first year of launch.





When Does Packaging Become Important?





**Start with Qual to
shape and Quant
to Validate:
True or False?**





**In isolation or
in-context:
When & How?**



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Mirror mirror on the wall...

New 1

New 2

New 3

New 4

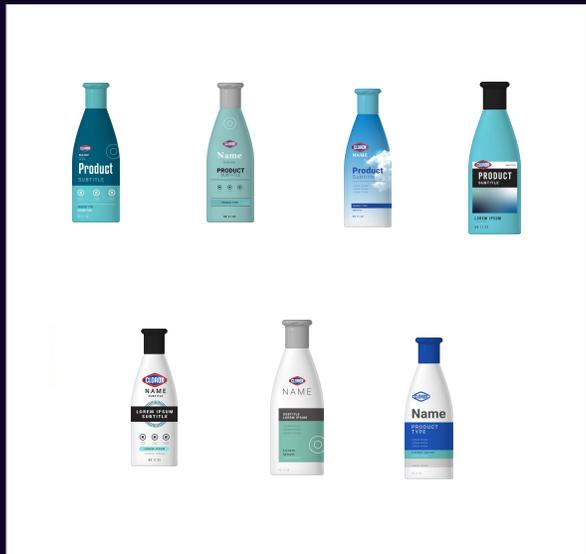
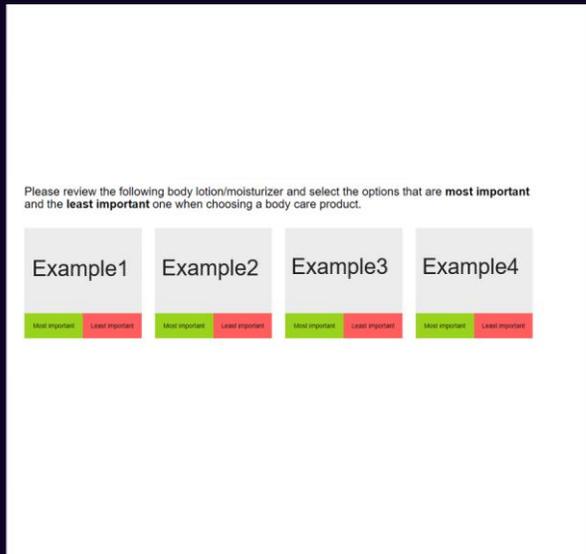
New 5

New 6

New 7



The **formula** for pack design screening



 **MaxDiff**
Will consumers buy it?

Each design's relative preference among all other tested designs

Simulating in-context experience

 **Interaction tracking**
How will consumers interact?

Has various applications: Highlighting, Likes & Dislikes, Interaction, Findability.

Tracking interaction

 **Survey**
How will consumers evaluate it?

EyeSee taps into both implicit and rational thinking by combining behavioral methods with surveys.

Exploring attitudes



A clear ranking between Test designs, but also versus competitors





Perception & emotional differences between packages

T2B	Total Category Buyers (Base N = 120/cell)						
	New 1 (A)	New 2 (B)	New 3 (C)	New 4 (D)	New 5 (E)	New 6 (F)	New 7 (G)
Likability			FG		G		
Relevance	F	DFG	F		F		
Top 3 associations	DFG	D	DFG		DFG		
Clearly a stain remover	BDF		DF		BDFG		
Works on multiple stains	CG	CG		G	CG	CG	
Logo		ACG			G		
Credibility					ABCDFG		
Believable	CDF				C		
Comprehensive					FG		
Effective					BDFG		
Brand I trust		G			ACDFG		

XX

Sig. better than respective design (90% confidence)



Design element-level analysis for deeper understanding

Zone	New 1 (A)	New 2 (B)	New 3 (C)	New 4 (D)	New 5 (E)	New 6 (F)	New 7 (G)
4,5. Claim	BDF		DF		BDFG		
7,8,9. 3 Benefits	CG	CG		G	CG	CG	
1. Clorox Logo		ACG			G		
6. Seal	BF						
13. Scent Name	F	F	F	F	F		F
16. Cap							
11. Icon 1							
2,3. Subline		ACDF			D	D	D
10. Icon 2							
12. Icon 3							
8. RTB 1				ABCEG		ABCEG	AB
7. RTB 2			ABE	B		BE	B
9. RTB 3			E	BEG		BEG	

XX

Sig. better than respective design (90% confidence)



The white color of the packaging gives an immediate impression of cleanliness.

New 6



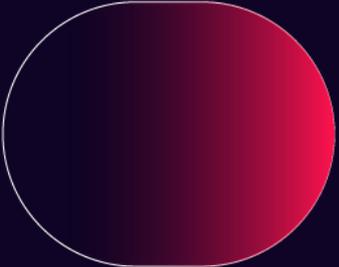
Blue/green colors



Recommendation
on **various**
scenarios for
launch provides
great clarity &
ideas on how to
enhance



New 3 New 4 New 5





The Tested Stimuli we moved forward with

Control

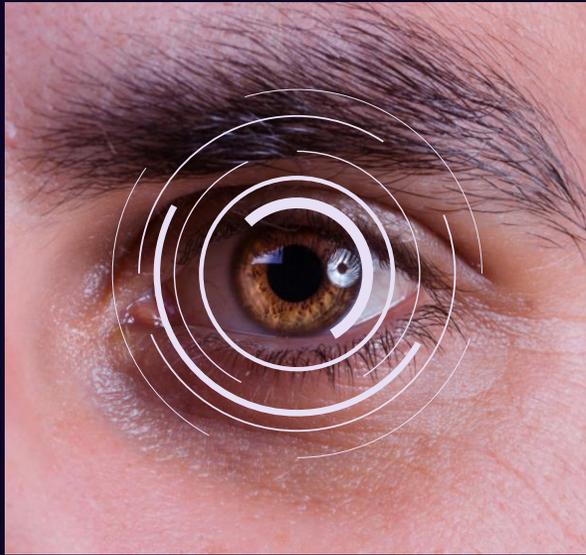
New 1

New 2

New 3



The formula for pack validation



Eye tracking

Will consumers see it?

INSEAD

2x better predictor than survey.

Measuring eye gaze



Virtual shopping

Will consumers buy it?

Harvard Business Review

~0.8 correlation with real in-store behavior.

Simulating in-store experience



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PERSONAL CARE

PERSONAL CARE

Everyday
Low Price

Walmart





New 1



New 2

New 3

Why not go for the New 1 Design?





Consumer behavior in context: New 3 performed well with Strategic Target



- Likability
- Uniqueness
- Relevance
- Brand Fit
- Brand Recall (Clorox)
- Stated Purchase Intent

Strategic Target			
Control (A)	New 1 (B)	New 2 (C)	New 3 (D)
			C
	C		C
C			C
			C
			A
C	C		C



- Consideration
- Purchase
- Share of total value

Control (A)	New 1 (B)	New 2 (C)	New 3 (D)
			C

XX

Sig. better than respective design (90% confidence)



A unique cap better communicated key benefits

Less attention  More attention

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Sig. better than respective design
(90% confidence)

New 3



New 2



Zone name	Visibility			
	Control (A)	New 1 (B)	New 2 (C)	New 3 (D)
1. Logo Clorox		A	A	AB
2. Category	BD			
3. Benefit				
4. Supporting claims		A	A	AB
5. Main claim	BD			
6. Size (mL)				
7. Stamp				
8. Cap				



**Drum roll for the
winning pack
design...**





Coming soon

in stores near you!



Q & A



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