

The Importance of Qualitative and Quantitative Research in Brand and Package Redesign





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at Ultra Creative

I've been in the creative industry for 22 years. I started my creative career at Pedersen Gesk, which was a small boutique package design agency in Minneapolis. Future roles with FutureBrand Worldwide, Weber Shandwick and CBX led me to my current position as Partner and Vice President of Brand Design at Ultra Creative.

I've led numerous large-scale redesigns for companies such as General Mills, Amazon, Foster Farms, K-Mart, Delhaize, Jack Link's, Nature's Way, Georgia Pacific, Wells Enterprises and Chattem.

I've worked on packaging and brand engagement initiatives with companies such as Starbucks, Mars, Unilever, Amazon, Schwan's, Pepsi, Best Buy, Pernod Ricard and Rocky Mountain Foods.

I've also headed large-scale innovation projects with many brands from General Mills, Unilever, Wells Enterprises, Amazon, Schwan's and Starbucks.



Clients

Cheerios



OLMECA
ALTOS
100% AGAVE

amazon

NATURE VALLEY



HEINZ
ESTD 1869



Chex
mix



Hot
Dang

Reese's



LARABAR

Fiber
One

PROGRESSO



HERSHEY'S

MATADOR

Alive!



WAY BETTER

POPCORNERS



LAND O LAKES



Capabilities

DESIGN

Package Design
Illustration & Digital Art
Brand Identity
Campaign Design

The artists at Ultra are consumed with finding the best way to visually express the inherent drama in any given brand proposition. We work hard to create hardworking art. Arresting, indelible, unignorable art. And we can talk straight about its value and function. We can also work fast. Very, very fast. Our record for remaining accountable to timelines while producing remarkable design is second to none.

INNOVATION

Product Development
Brand Building
Campaign Platforms
Brand Immersion

To get the right answers you have to ask the right questions, which requires a custom approach to tackle your brand's unique challenges. Whether it's internal brainstorming or client collaborations, Ultra knows how to imagine, absorb, capture, twist and refine ideas that are right for your strategy. Our Ultrasphere was built specifically to facilitate collaboration between clients and our creative teams, resulting in successful new products and share-strengthening campaigns.

STRATEGY

Campaign Idea & Activation
Brand Positioning
Culture & Trend Analysis
Visual Strategy

Bringing an idea to the world stage requires a confident level of leadership, a firm grasp of culture and trends, and a capacity for high-level visionary thinking. Our strategic capability values the voices of consumers today with a forward-looking attitude to create long-lasting brand relevancy. We've proven our ability to elevate ideas that break the norms of everyday thinking while maintaining a level of brand stewardship and mission control uncommon to other firms.

ENGAGEMENT

Brand Storytelling
Product & Promotional News
Interactive Play
Surround & Experience

The intersection of consumer awe and brand news is where we live. We believe every opportunity should give consumers a reason to notice, engage, and remember the brand. Universal truths and insightful observations about human behavior come back to make engagement meaningful, interesting and real. We dig deep on how a brand gets on top of consumers' favorites list, and tell a story that's worth their time.



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WHERE IS THE WHITE SPACE? LET'S DO A LITTLE RESEARCH.



PROJECT

Redesign the Foster Farms branded packaging at retail to reflect a more modern and premium look with a California feel to it.



BACKGROUND

Project Overview

- Foster Farms is embarking on a critical mission to re-design its entire portfolio and roll out new designs in 2019, beginning with Ready-to-Cook, Lunchmeat, Frozen Cooked Chicken, and Prepared & Whole Bird Turkey.
- Foster Farms needs to regain its differential association as a leader of **FEEL GOOD FOOD**, **PREMIUMNESS** and **TRUST** – to be seen as a brand with **MOMENTUM** by the consumers it serves.
- New packaging needs to quickly communicate the Brand Purpose in its unique Californian Dreamers voice.

RESEARCH OBJECTIVES/NEEDS

Expose respondents to 3 Visual Strategies/Mood Boards and designs reflecting 4 different product categories in order to:

- Understand which visual concept(s), and which elements within each concept/design, best translate the brand's Feel Good Food, Premium and Trusted Brand leadership claim, and helps Foster Farms be seen as relevant and modern.
- Determine which visual concept(s), and which elements within each concept/design, appear to give the brand momentum, clear definition and clear differentiation.
- Explore which visual concept(s), and which elements of the designs, best capture the shared translation of "What Feel Good Food Should Be" with consumers.



METHODOLOGY USED

Eight focus group sessions consisting of six respondents per group; 48 total consumers interviewed.

90 minute focus group sessions.

Two target consumer segments:

- Foster Farms Loyalists
- Competitive Shoppers



We exposed each of the research groups to the following visual strategies that were developed for the Foster Farms redesign and packaging examples that were born out of each of the visual strategies.



BRIGHT AND SUNNY



A CASUAL LIFESTYLE PHOTOGRAPHY

B BOLD UPLIFTING GRAPHICS

C STYLE

D ENERGETIC COLOR BLOCKING

E SWIRLING SCRIPT AS AN ACCENT

F CLEAN ORGANIZED TYPE

G USE OF COLOR IN AN UNEXPECTED WAY

H A WINK IN THE TONE & PERSONALITY

I PURPOSELY PLACED FOOD PHOTOGRAPHY



BRIGHT AND SUNNY



DOWN TO EARTH GOODNESS



A SUNKISSED PHOTOGRAPHY
B NOD TO CALI AGRICULTURE
C HAND TOUCHED TYPE

D SOCIAL GATHERINGS
E SNAP SHOT MOMENTS
F "REAL" FOOD PHOTOGRAPHY

G IRREGULAR GRAPHICS
H DISTRESSED FARM TEXTURES
I PALETTES INSPIRED FARM - LIFE



DOWN TO EARTH GOODNESS



DETAILED RESEARCH FINDINGS

“Fresh from the Farm” comes through

+ WHAT WORKS

- Relaxed feel is warm and inviting
- Food images feel fresh, natural and “straight from the farm”
- Good food for family gathered around the table, casual, messy and not perfect (as in real life)
- California vibe comes through in an appealing way through vibrant colors and fresh food images



- LESS SUCCESSFUL

- A few feel this strategy is too young and kid-like
- Confusing; a few don't know what the concept is saying

FOSTER FARMS BRAND IMPLICATIONS

- Premiumness: Quality comes through via the fresh food and fresh from the farm, farmer's market feel
- Feel Good Food: Food images depict delicious – everyday – food for family and friends
- Brand with momentum: Foster Farms message of “freshest chicken” comes through
- California vibe of fresh and abundant: Comes through most effectively in this strategy



BOUNTIFUL AND BEAUTIFUL



A OPEN AIRY PHOTOGRAPHY

B A SENSE OF PRIDE

C ORGANIZED LABELS

D IDEALIZED PROPPING

E HERITAGE GRAPHICS

F FARMHOUSE PATTERNS

G CLASSIC REFINED TYPE

H RICH COLORS

I DETAILED GRAPHICS



BOUNTIFUL AND BEAUTIFUL



DETAILED RESEARCH FINDINGS

High quality, premium, upscale vibe

+ WHAT WORKS

- Artisan, farm to table feel cues quality
- Nature images and overall feel suggest more of a quality butcher than neighborhood farmer's market
- For your family – both to share food and grow it
- Premium feel rooted in a strong sense of place – Napa Valley, California for most, but also Pacific Northwest for those in Seattle



- LESS SUCCESSFUL

- Quality, premium feel goes to expensive, fancy and "not for me" or "for everyday" anymore
- Sense of place comes through but more intangible – European, French country feel also contributes to place

FOSTER FARMS BRAND IMPLICATIONS

- Premiumness: Comes through strong, but skews too sophisticated
- Feel Good Food: Elegant, more adult, but not for everyone everyday
- Brand with momentum: Overall feel says the brand is a leader in premium, but board's quiet vibe lacks energy
- California vibe of fresh and abundant: Not as strong as other concepts, but fresh in a more thoughtful, organic, natural way



THE BEST OF DOWN TO EARTH GOODNESS

The wholesome vibe from the visual strategy, and the bold and modern feel of the example packaging signal a new direction

Concept W's wholesome/local visual strategy drives a consumer connection that elevates Foster Farms and supports its differentiated leadership.



- Build on visual strategy of Concept W. Its fresh from the farm, appealing food images deliver on *Feel Good Food*, fresh and for me
- Concept cues quality and premium in look and feel
- Enhances connection to family and community
- Opportunity to further develop a feeling of momentum (needs energy and vibrancy)

Concept W's bold and modern feel design stands out from other brands and signals Foster Farms is worth reconsidering.



- Concept W's bright, bold, and modern feel gives the brand momentum and differentiates it from other poultry brands
- Explore ways to enhance local/California roots/communication and fresh/natural feel



FOSTER FARMS FRESH

After taking the research findings and combining the feedback, the following design was developed and taken into quantitative research. After seeing current and new, the research showed that the new design felt fresh, natural and much more modern than the old design.



Old



New



FOSTER FARMS FRESH



FOSTER FARMS FROZEN



FOSTER FARMS INNOVATION



THE VALUE OF RESEARCH IN PACKAGE DESIGN & BRANDING

I can't stress enough how important research is to creative projects.

- It keeps the projects focused on the strategy and consumer insights versus personal opinions or biases.
- At times, the creative agencies and the marketing teams are too close to the project and sometimes have a hard time having a non-biased opinion of a brandmark or a design.
- Regardless of the size of the project, I always ask the marketing teams to set aside budget for qualitative or quantitative research.
- On large-scale redesigns, it's important to conduct qualitative AND quantitative research. When designing 100's of SKUs across a brand, I always ask that they take a handful of the existing products and a handful of the redesigned products into quantitative research at the end to get final validation – making sure the new design is at least at parity or above. The last thing you want to do is alienate your current consumer.
- Remember to not only bring in your consumers for research, but bring in consumers that are category users, but not necessarily buying the brand being designed. You get a lot of great insights from non-users/non-rejectors of the brand.
- Flexibility in research is key for a lot of my clients. Qual/Quant/In-Person/Online/Formal/Informal. COVID has changed the way we are able to get research completed – which has created more opportunities with research.
- Make sure you're in lock-step with the creative agency on the objectives of the research.
- Partner with the creative agency. Stay in front of them with the latest research technology you're using. Give us talking points to help sell-through research to those clients that are hesitant in investing in research.



Thank You!

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