



Brandcheck Perspective Series:
Case studies

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About Brandcheck

Brandcheck is a consulting service focused on packaging. The strategists use expertise in the packaging industry, human behaviours, and creative design to get packaging right. Brandcheck uses these insights to provide brand and product strategy, competitor analysis, and graphic and structural redesign for brands, internationally.

About Brandcheck perspectives

Brandcheck Perspectives is a series of white papers and reports designed to bring Brandcheck's insights to life. Opinions expressed are our own.

We invite your feedback. Visit brandcheck.ca and let our team know what you think.

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Analyze the client's brand and product family

Benchmark the client's packaging against, compare vs. domestic & global competitors

Graphic and structural redesign to improve fit between brand & strategy

Identify cost reduction opportunities that make sense & create value

BRAND & PRODUCT STRATEGIC ANALYSIS

HELPING AN OLD FRIEND **STAND OUT!**

Understanding the problem

A category-leading retail brand of garlic bread was beginning to show its age and needed a major packaging refresh. The client had two must-haves: the update could not harm consumer brand awareness, and it had to pay for itself through higher sales.

Assessment & recommendations

The product's taste profile was excellent and the brand kept its promise of freshness and quality. As a result, brand loyalty was high. But even loyal consumers were having a hard time finding the product on shelves. Garlic bread is a busy category with merchandising display challenges. The redesign had to help the brand stand out on cluttered shelves in less-than-optimal locations. The team designed a consumer intercept program to learn how it could best help consumers make the product stand out on the shelf

Designing & implementing the solution

The consumer intercept study asked shoppers inside the store about their shopping behaviour, digging into their wants and needs. The team learned that consumers did not respond well to the existing package's dated woodcut-style illustration. A mockup using a contemporary,

photographic approach was shown to consumers; the photography encouraged shoppers to give the garlic bread product a try. In addition, the intercept study taught the brand owner about other use cases for the product. These ideas were fed back into the design ideation process, resulting in a new package design that was easy to spot on a crowded shelf, encouraged consumers to try the product, and showed consumers the versatility of garlic bread.

Evaluating results, next steps

The new, visually appealing package celebrated the quality of the brand. Impactful colours increased the product's visibility on shelf. Mouth-watering occasion-focused photography showed consumers new uses for the product. New copy told consumers about the product's unique texture and wholesome goodness, giving them yet another reason to try the product. The approach of making the product easier to find, and then giving consumers compelling reasons to try the product, combined with the loyalty the product inspired in consumers once they had tried it at home, translated to increased sales for the client. The same approach was rolled out to sister products within the brand family.

PACKAGE BENCHMARKING COMPETITOR COMPARISON

MAKING FROZEN BISCUITS A **HOT** ITEM!

Understanding the problem

The client wanted to introduce a relatively known frozen bakery item to a southern US market: a convenient, restaurant-quality cheese biscuit product positioned as an alternative to the classic Southern homemade biscuit.

Assessment & recommendations

It's not easy to merchandise products inside the reach-in freezers that grocery stores use to sell many frozen items. Brands struggle to have their products displayed a highly visible way because the geometry of the freezer shelves limits how many items can be stacked up on a shelf facing the consumer. An additional challenge of this type of merchandising is that opening the door creates a bit of pressure in the consumer's mind to decide what they want quickly (remember your mother saying "close the fridge door!") The team recommended to the client that a top design priority was laying out the print design for the product's folding carton so that each "facing" of the carton would display the client's logo and brand message prominently. Each "face" of the package had to look like it was the front, so the client's brand could dominate the inside of the reach-in freezer no matter how it was arranged.

Designing & implementing the solution

The folding carton was designed so that each facing prominently featured the brand's key message, logo and flavour information. This layout created a "billboard" effect inside the freezer that was eye-catching and motivated the consumer to make a purchase decision.

Evaluating results, next steps

This Canadian brand of biscuits entered the Southern US marketplace in a big way, outperforming its established private label rival. The brand succeeded to the point where daily sales were matching the client's weekly sales projections – a wonderful outcome for the client's brand. Thinking about visibility from a behavioural point of view, taking into account both the shelf stocker's behaviour and the shopper's behaviour, enabled the team to create a package design that caught the consumer's eye and prompted more purchase decisions.

GRAPHIC & STRUCTURE RE-DESIGN

POSITIONING A SALAD TOPPER PRODUCT!

Understanding the problem

For years, a private label food processor made a great fried noodle product that was sold in plain packaging at value and ethnic stores. When the company wanted to rebrand the product as a salad topper, it needed a packaging design that would position the product in new retail environments.

Assessment & recommendations

The brandcheck team studied the client's brand in depth: its history, objectives, product messages, character and inspiration, and the product family's value proposition. Next, brandcheck studied other products in the marketplace, analysing their product positioning and messaging. The team analysed the client's goals for the project and the client's preference for an exploratory approach. Based on its research, brandcheck recommended producing three concept packages, each tailored to a separate merchandising channel. The concepts would be used to help the client refine which channel would be best for their product.

Designing & implementing the solution

The brandcheck team identified three possible retail channels that could be targeted by the client:

- Fresh produce section of a discount grocery chain,
- Dry grocery (centre of store) section of a midrange grocery chain,
- Gourmet retailer or food section of a high-end kitchenware store

Brandcheck designed three radically different packaging concepts for standup pouches, each tailored to one of the three merchandising channels. Each concept used unique photography, typography, colour palette, layout and copy to stimulate consumer purchase behaviour at the target sales channel.

Evaluating results, next steps

The three concepts stimulated the client to think about what direction would work best for their product:

- What is the best channel to start selling our product in?
- Is this about moving with our existing consumers to a new sales channel, or looking for new customers in a new channel

The brandcheck team is working with the client to create a go-to-market roadmap, define which channel they will initially target, and refine one of the channel concepts for production.

COST REDUCTION AUTOMATION & SOURCING

NEW TECHNOLOGIES IN CHERRY PACKAGING!

Understanding the problem

A major distributor of produce packaging supplies and equipment wanted to understand how new technology and automation were changing how fruit growers pack an important crop - fresh cherries.

Assessment & recommendations

To understand the impact of a technology change, Brandcheck team members designed a study to answer some questions:

- What were the strengths and weaknesses of existing cherry packaging?
- What packaging types and formats are used for packing cherries in other markets?
- When would the distributor's existing machinery customers switch to a new technology?
- How would changing the packaging and equipment impact Merchandising at retail?
- Consumer convenience?
- Sourcing strategy?
- Why had alternative packaging formats not succeeded in the past?

Designing & implementing the solution

The team members researched other packaging styles that were in use in other markets and geographies. Based on the study, they identified three promising alternative formats. The formats were analysed in depth to understand strengths, weaknesses, opportunities and threats. The team reached out to equipment suppliers to understand run speeds and machinery costs. From there, Brandcheck team members developed cost models that measured the new packaging technology's impact on costs like labour and materials.

Evaluating results, next steps

The results of the study were presented to the distributor. The report helped the distributor's key accounts team discuss the impact of automation with their customers, cementing the distributor's reputation as a trusted expert in the fruit packaging field. This higher level of expertise helped the distributor land more packaging automation deals.



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