

# Case Study

## IIM Partners With



To:

## Elevate their Messaging and Communication



### Situation

IIM's client is in the midst of a multi-faceted restage of their core dips business. The re-stage involves changes to packaging graphics, packaging structure/size and price. The client team has developed a variety of package design options and price points and needs to understand which combination of factors will fit with the repositioning effort and drive share.

### Challenge

- ❶ Prioritize which package design options and key elements best communicate the repositioning direction and therefore; should be brought forward to quantitative testing
- ❷ Determine the best combination of package design, price and package size based on the expected volumetric impact

### Research Solution

6 focus groups among brand users and non-users of the brand in 2 markets

Online quantitative survey inclusive of a discrete choice exercise, 5 cell monadic reads across shelf sets and design diagnostics

- ❶ Gain consumer insight into different packaging design options
- ❷ Narrow down and optimize the different packaging design options

- ❶ Understand which of the package design options is the best design for Marzetti Veggie dips going forward.
- ❷ Determine the best combination of package design, price & package size for the Marzetti Dips restage.
- ❸ Quantify how making potential proposed changes in size, price & packaging will impact the business.

**Key Insight #1** | Three designs performed well when communicating new positioning direction during in-person focus groups

**Key Insight #2** | Four key package design factors were identified and recommended to be built into the next phase of optimization prior to quantitative testing. They were:

- Depict a variety of food types the product is to be used with to drive appetite appeal and enable consumers to visualize product use
- Drive appetite appeal through the use of bold and vibrant colors
- Flavor designator needs to clearly communicate & differentiate between flavors at a glance
- Show the product inside the package so consumers are assured of what they're getting

**Key Insight #3** | Quantitatively, one design delivered on all key success criteria for desired communication and share increases, so was recommended to move forward.

**Key Insight #4** | Increasing price was shown to have twice the negative impact on projected sales vs. decreasing package size. Therefore, it was recommended to decrease the size of the package and hold the price point.

**Recommended Packaging and Direction:**

Smaller Package at a Lower Price Point ■ Visualize Product Use ■ Bold, Vibrant Colors Clear Flavor Label ■ Display Product Itself



## Results & Outcomes:

- 1 Client launched recommended veggie dip re-stage packaging direction based on key insights uncovered.
- 2 Learnings and research approach are being applied to sub-brands within the Marzetti Dips product portfolio to further improve the brand's overall presence on shelf.

***"I really appreciate the value Insights in Marketing brings to the project and consider them an important extension of our marketing team!"***

**Mary Beth Cowardin,  
Director of Marketing - Produce**