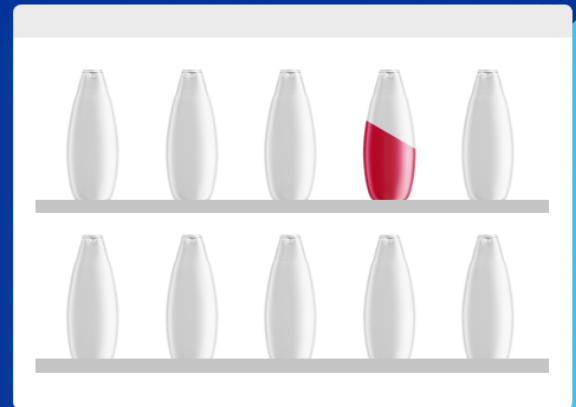


Pack Testing

Fine tune the design, features, messaging and claims to drive sales



Automate your approach to pack testing with the Toluna Start platform. Get best practice research quality coupled with instant access to your target audience and real-time reporting. All at the speed your business demands.

Find winning packs faster – those that are distinctive, fit the brand, and drive purchase intent

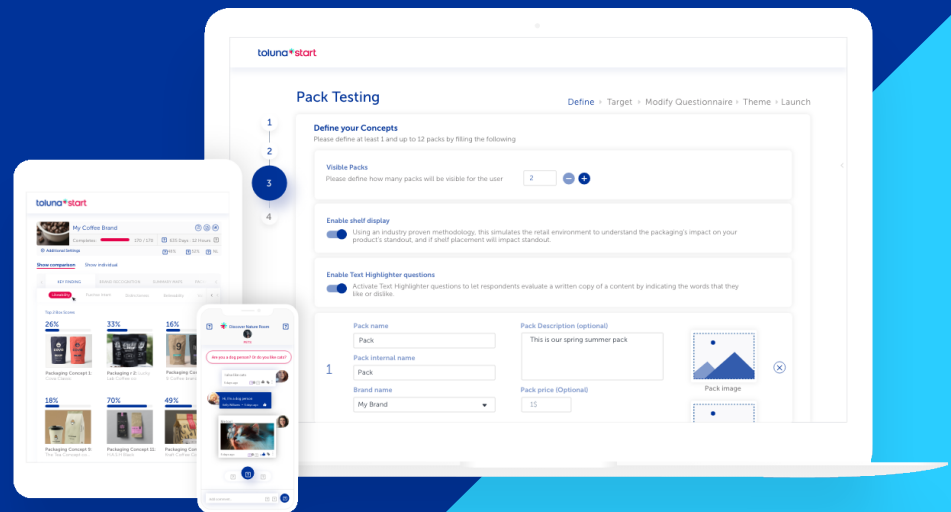
- ▶ Understand purchase intention, preference, distinctiveness, brand fit and more.
- ▶ Identify packaging strengths and weaknesses – bring key attributes and bring them front and center.
- ▶ Benchmark your concepts against prior performers.
- ▶ Understand stated claims and key messages – appeal and believability.

Access key metrics that are designed to deliver critical insights

Core Metrics	
Likeability/Appeal	●
Purchase intent (priced/unpriced)	●
Distinctiveness	●
Believability	●
Brand fit	●
Additional Metrics	
Value for money	●
Likes/dislikes (open-end)	●
Importance	●
Easy to understand	●
Brand impact	●
Key Features	
Timed exposure	●
Heatmap	●
Text highlighter	●
Head to head comparison	●

Automated pack testing from start to finish

- ▶ Test video, static images, text or audio for digital, social, TV, print and outdoor mediums – branded or non branded.
- ▶ Test up to 12 packs per survey.
- ▶ Monadic study design, sequential monadic designs are possible.
- ▶ Test your communications with any desired target audience.
- ▶ Key features include heat mapping, timed exposure, text highlighter, and shelf testing and Van Westendorp pricing questions within the platform.
- ▶ Quota/sample balancing on demographics/profilers and up to 10 custom pre-screensers.
- ▶ Mix priced/unpriced or branded/unbranded concepts in same survey.
- ▶ Minimum of 100 respondents per concept.
- ▶ Tap into quality questions – red herring and technical ‘see/hear’ video/audio/images.



toluna*start

With a single login, conduct quantitative and qualitative research – either through self-service solutions or through custom research programs.

- ▶ **Actionable, real-time reporting and interactive dashboards**
- ▶ **Real-time insights from our integrated global panel of 40+ million**
- ▶ **Quantitative and qualitative in a single platform**
- ▶ **Powerful methodologies—automated yet flexible**

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Website: tolunacorporate.com