



## CASE STUDY: ASSESSING APPEAL OF PACKAGE DESIGNS

### CHALLENGE

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Harris's client, an international skin care company, wanted to test package designs before deciding which locally adapted version of an international design should be pursued in the French market. It was important to have results delivered quickly and efficiently, so designers could move into the next stage of development.

### SOLUTION

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Toluna's solution allowed researchers to:

- Test 8 packaging concepts; 2 existing packs, 2 locally adapted versions, 2 international versions, and 2 for competitors
- Survey 1,200 French users of the specific category of skin care products
- Produce final results with a clear winner in 48 hours

### IMPACT

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The platform enabled us to evaluate eight packaging concepts, extremely quickly, and identify the winning pack. This standardized solution offers significant flexibility.

### CLIENT:

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