

PACKAGE TESTING



OVERVIEW

Harvest Insights partnered with a leading premium pet food manufacturer to optimize package design and messaging for their new raw dog food sub-brand launch in the neighborhood pet channel. The study aimed to evaluate two distinct package design concepts against established competitors, identifying the optimal visual communication strategy to achieve market leadership in the premium raw pet food segment—ultimately informing final design decisions and go-to-market strategy for a differentiated product positioning.

CHALLENGE

The launch of a premium raw sub-brand required package design that could effectively communicate superior quality and health benefits while justifying a premium price point in a category where consumers are increasingly educated about ingredients and nutritional value.

SPECIFIC ISSUES

- Established brands held stronger market positions
- Product benefits were complex requiring a balance between scientific rigor and consumer believability
- Need to justify a higher price in premium category
- Audience for the product was diverse
- Sub-brand needed to be visually differentiated from primary brand and competitors

HARVEST INSIGHTS SOLUTION

Objective

To evaluate two distinct package design concepts for the sub-brand launch, identifying optimal visual communication, messaging hierarchy, and competitive positioning that would enable market leadership in the neighborhood pet channel.

Approach

- Initial AI evaluation of a multitude of package ideas to determine the top candidates for testing
- Online survey research with target consumers
- Head-to-head package comparison testing against leading competitors
- Evaluation criteria included visual appeal, communication of premium, readability, information hierarchy, and market share potential
- Also included an analysis of various tagline options

Conclusion

The research provided definitive direction for package design selection and market entry strategy, including final design refinement, pricing strategy, targeted marketing approaches, and improved 'premium' visualizations.



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