

CONFIDENTIAL

Capturing respondents' **intuitive reactions** to designs/creatives
Package Tests using i-Mesh™

For further detail:

info-india@intage.com



INTAGE INDIA Pvt. Ltd.

i-Mesh delivers consumers' **intuitive evaluations** of package and ad creative, and presents response findings in a visually easy to understand manner

Visuals

Responded to like playing a game by coloring in



Heat-map



Zone click rates & order clicked



Do you have any of these issues?



Evaluating new product package designs

Can designs be validated not just in terms of broad overall liking, but down to minute details as well?



What is an appropriate + effective layout?

Where should copy, characteristics, and the product's image be shown on the package?



You'd like to renew your package

What elements should be retained, and which should be changed?

i-Mesh responds to these types of issues

i-Mesh delivers **consumers' intuitive evaluations** of **package and ad creative** by capturing bulk data, and presents response findings in a visually easy to understand manner

With i-Mesh, responses are given by directly and intuitively clicking on parts of packages/ad creatives. These results are then provided to you in formats such as heat maps.

In contrast to conventional pre-coded test formats (where respondents select options) where packages are forcibly broken down into elements and put into words, i-Mesh offers a direct grasp on reactions to the package's parts themselves, and enables you to grasp reactions down to a word/detailed element level.

i-Mesh also makes it easy to obtain intuitive responses to factors that were hard to probe for to date, such as elements that respondents find good or unpleasant for no apparent reason, and together with other questions (such as OAs on points to be improved), offers the merit of making it easy to extract comments and ideas on the stimulus, and is thus evaluated as making the identification of specific countermeasures easier.



Do you share any of these concerns when conducting research?



You'd like easy to explain output



You asked for evaluations of each of the compositional elements pre-coded, but...
Respondents appear to interpret the area being referred to differently from person to person...



You'd like to identify reactions to much more minute parts/understand subtler feelings

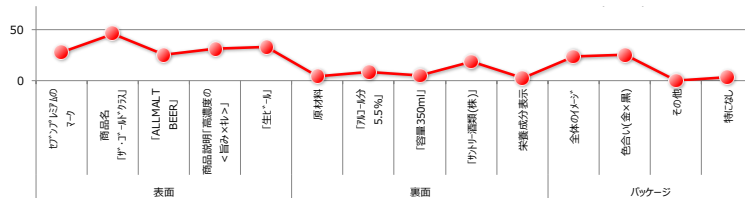
How i-Mesh is different from conventional tests

Conventional pre-coded (option) format

Q3 From which part(s) of the product did you think the product to be "x"
Tick all that apply

<input type="checkbox"/>	Front side: Brand mark	<input type="checkbox"/>
<input type="checkbox"/>	Front side: Product name "Brand A"	<input type="checkbox"/>
<input type="checkbox"/>	Front side: Product explanation	<input type="checkbox"/>

Package is forcibly broken down into elements and put into words.



i-Mesh™

i-Mesh outperforms conventional pre-coded studies on:

- ✓ Sensitively grasping the intensity of positive and negative reactions!
- ✓ Clarifying reactions at a word/part level!
- ✓ Effortlessly enabling the evaluation of elements intuitively found good or unpleasant and thus difficult to probe for to date, since it makes it easy for respondents to respond even with things they only have vague impressions about!
- ✓ Making it easy to extract specific comments and ideas even with other questions as well (such as OAs on points to be improved)!



Example of Package evaluation by i-Mesh

1

Evaluation on Package

– e.g. trial intention, purchase intention, impressiveness, likeness, etc. (Use scale questions)

Q1 To what extent would you like to purchase this product

(One answer only)

<input type="radio"/> Very much want to purchase them	<input type="radio"/> Want to purchase them	<input type="radio"/> Somewhat want to purchase them	<input type="radio"/> Can't say either way	<input type="radio"/> Don't want to purchase that much	<input type="radio"/> Don't want to purchase	<input type="radio"/> Don't want to purchase at all
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2

Impression (MA)

*Non-mandatory

Q2 Please indicate all the images you receive from this product package.

(As many answers as apply)

<input type="checkbox"/> Seems tasty	<input type="checkbox"/> Easy to understand product characteristics
<input type="checkbox"/> Could eat with peace of mind	<input type="checkbox"/> Trendy
<input type="checkbox"/> Seems easy to eat	<input type="checkbox"/> Much talked about recently

3,4

i-Mesh: Likes / Dislikes of the package

[Likes] In this package, which parts / areas do you like? Please click the parts / areas, then you can paste them.

[Dislikes] In this package, which parts / areas do you dislike? Please click the parts / areas, then you can paste them.



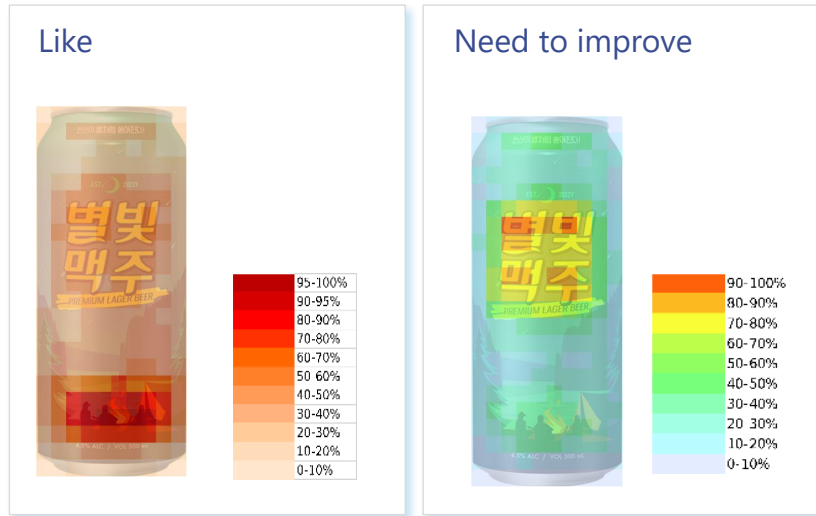
5

Parts / Areas to be improved

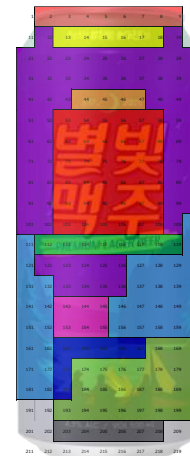
Q40 Please indicate the points that this product package should be improved upon.

i-Mesh deliverables

Visually easy to understand
Heat maps

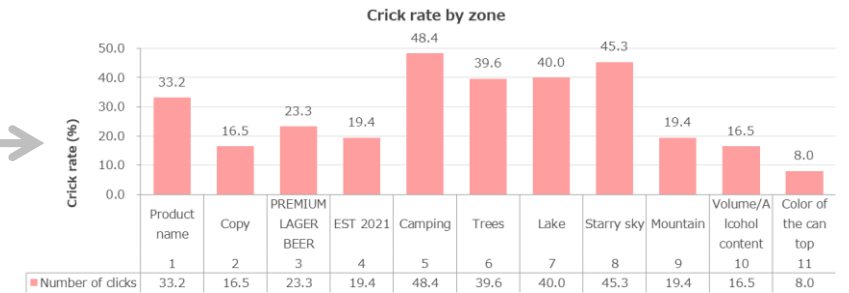


Zones can be freely
set as you want

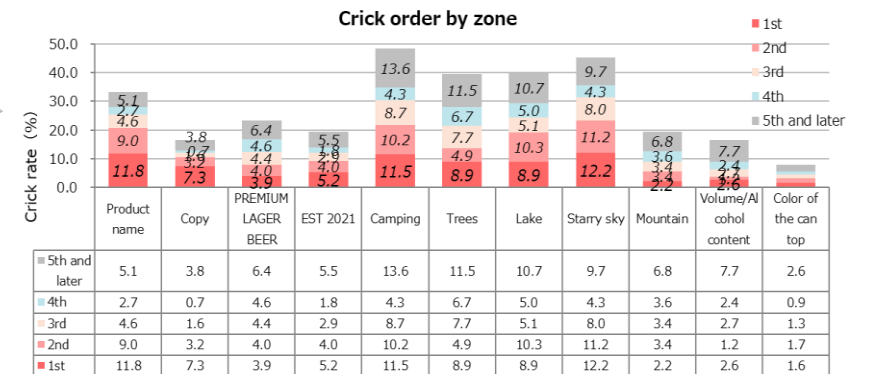


1	Product name
2	Copy
3	PREMIUM LAGER BEER
4	EST 2021
5	Camping
6	Trees
7	Lake
8	Starry sky
9	Mountain
10	Volume/Alcohol content
11	Color of the can top

Which elements effectively evoked pos. reactions?
Click rates by zone

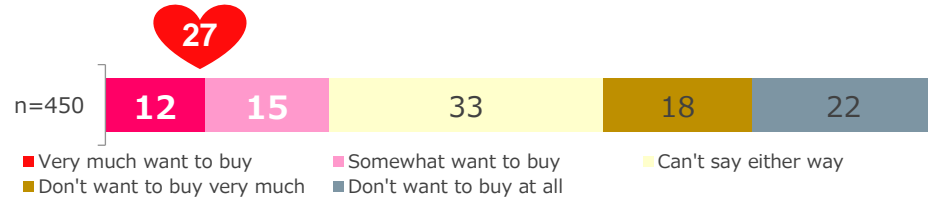


Which elements catch the eye first/have impact?
Click order by zone

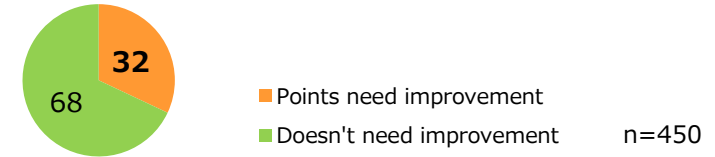


Sample output: Clarifying a package's points for improvement

Purchase intention



Improvement desired



Parts that drive purchase intention

【Starry background】

- I like the design **that reminds me of the night sky**. (Male, 20s)
- **Fascinating scenery with shooting stars** (Female 20s)
- It gives an image that it would be nice to drink in a good atmosphere at night. (Male, 20s)

【Product name (별빛맥주)】

- **The scenery (background design) and the product name go well together**. (Male, 40s)
- The word **"별빛"** creates a **camping atmosphere** (Female, 20s)

【Illustration of camping】

- The image of drinking beer while camping comes to mind. (Female, 20s)
- It's like something I'd want to drink when I travel (Male, 20s)
- **It's soothing**. I feel like I **can experience camping indirectly**. (Female, 30s)



Parts that need improvement

【Starry background】

- Darkness is too emphasized. (Male, 40s)
- I think **blue tones would better fit night sky** than green. (Female, 30s)

【Product name (별빛맥주)】

- **Yellow doesn't seem to fit the atmosphere very well**. (Female, 40s)
- **The font doesn't look good on [its name]**. (Female, 30s)

【Illustration of camping】

- **Bonfires makes it weaken its pleasant freshness of beer**. I think it would be better to have fishing or mountain climbing images. (Male, 40s)
- Rather than camping, I think a **scene of people gazing up at shooting stars in the night sky on a hill** would better suit with the name of the beer (Female, 20s)



* Text produced referring to OE results.

Solving your issues



Evaluating new product package designs

Heat-maps are clear at a glance and easily explained as output.



What is an appropriate + effective layout?

Identifies the intensity of reactions, making it easier to narrow down multiple candidates.



You'd like to renew your package

Enables one to confirm reactions to minute parts without the difficulty of breaking down a package's compositional elements.

Also clarifies the areas "to retain" and areas that "need improvement**" in the one element.**

i-Mesh is also available on tablet PCs

i-Mesh surveys can be implemented with CLTs (central location tests) via tablet PC.



- ✓ Since i-Mesh involves respondents selecting themselves, they are more expressive in interviews, making it easier to probe their sentiments.

- ✓ i-Mesh now provides heat maps of points of focus – previously only available through small-sample qualitative eye-tracking surveys – speedily, from quantitative data.



- Draggable response feature unavailable on iPad version of i-Mesh.
- If mesh elements are too small, they can be difficult to select on iPads, so we recommend mesh elements be 30 pixels or larger.

Looking forward to working with you

Create Consumer-centric Values

お客様企業のマーケティングに寄り添い、共に生活者の幸せを実現する



INTAGE INDIA Pvt. Ltd.