

harris packtestexpress

- Identify Needs
- Idea Screening
- Concept Testing
- Product Optimisation
- Product testing
- Post Launch

Harris Interactive's agile packaging testing service enables you to validate the impact of your packaging and fine tune it. Based on state-of-art methodology and enhanced by behavioural science and technology, it allows you to make smarter decisions faster and cost effectively.

A strong foundation based on decades of experience

Basics

- Monadic design with standardised questionnaire.
- 1 to 8 packaging concepts tested in one survey.
- Branded/unbranded; priced/unpriced; new/existing/competitor options.
- Access to our online global influencer panel covering 50 countries and 16+ million people.

Standard Metrics

Purchase/use intent unpriced & priced	
Likes/dislikes	Overall likeability
Easy to understand	Distinctiveness
Believability	Brand fit
Packaging preference	

+ up to 12 custom packaging attributes & 3 additional questions.

Enhanced by behavioural science

System 1



Fast



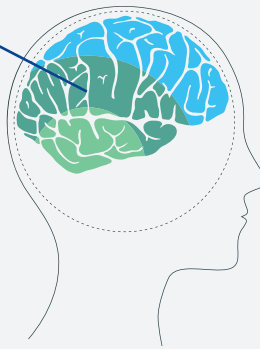
Sub-conscious



Automatic



Everyday Decisions



- 95% of our daily decisions are System 1, i.e. fast, automatic, spontaneous and sub-conscious.
- Using our quick timed exposure design, you will have an instant spontaneous reaction on brand attribution/confusion along with open ended feedback about what consumers see on your packaging and how they feel about it.
- Up to three exposures can be chosen with different time lengths.

To deliver actionable insights faster



24 hour guarantee for general population reach for UK/US/DE/FR/IT/ES with 150 respondents per pack.



2 to 5 days for more targeted audiences and/or other markets.

- Automated real time dashboard with a clear view of the winning packaging and an online analysis tool using Toluna's innovative technology platform. Easy to interpret and share with your stakeholders.
- Standardised PPT delivered by Harris Interactive experts with bespoke summary.

Harris' industry experts will support you at every step, providing the insights you need.

PackTest Express works alone or alongside our agile concept testing service, Concept Express. Design, approach, and dashboard similarities create an easy to use solution for a systematic testing programme.

If needed, a more complex competitive shelf solution or a bespoke survey can be customised for you.