

CASE STUDY

Collecting consumer feedback to inform packaging design



ABOUT

An American beverage-maker conglomerate that manufactures and sells a range of sodas, juices, and soft drinks.

WINS



Honest Consumer Feedback



New Design Ideas



Reduced Research Time

Challenge

The beverage-maker was looking to consolidate consumer reactions towards the packaging design of one of its product lines, and understand the key drivers behind consumers' likes and dislikes. With the holiday season fast approaching, the beverage-maker only had a matter of weeks to collect qualitative consumer feedback and insights at scale.

Solution

Using the Remesh platform, the beverage maker was able to conduct several live conversations with hundreds of consumers to capture their qualitative and quantitative feedback on the existing packaging designs. Remesh's in-house research team was also able to assist the company with developing the conversations' discussion guides, as well as post conversation findings reports, further accelerating the research process.

Result

Through the Remesh conversations, the beverage-maker realized that the color scheme of the packaging design was one of the most polarizing elements among consumers. Additionally, the conversations also revealed that messaging on the packaging that showcased the company's altruistic focus also appealed strongly to consumers.