

product innovation case study

product range development



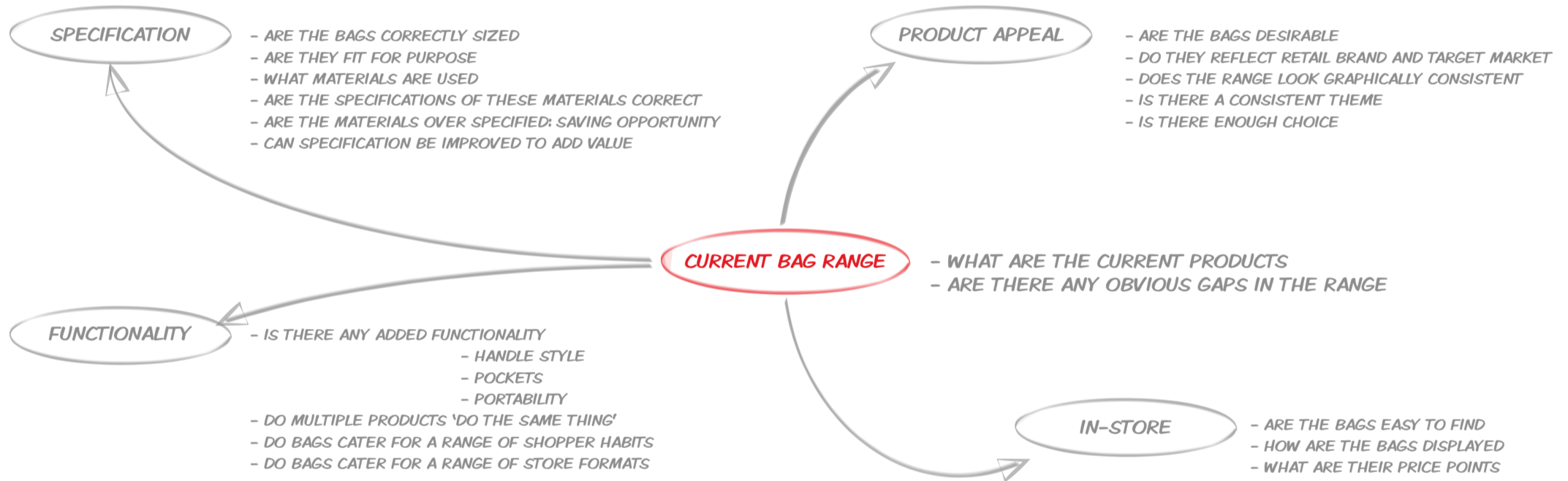
category: bags for resale

Brief (from blue chip 'client a'):

'Our current reusable bag range is in need of an exciting refresh. What range of products should we offer our customers to become market leaders in this category?'

To answer this brief, Euro Packaging's Research & Development team completed a range of initiatives to deliver a tangible solution. These included:

1. analysis of existing bag range



2. market analysis of competing retailers

In addition to primary research into the existing reusable bag range which 'client a' had on offer, we assessed this category across the top ten grocery retailers within the UK. A simple range summary for each retailer was captured, which covered the following:

- BAG MATERIAL & STYLE
- PRINT DESIGNS
- CARRYING CAPACITY (SIZE)
- RESALE PRICE POINT
- BAG DISPLAY & POS



3. range proposal for client presentation



continuous improvement of a multi million pound category

category: bags for resale

4. in-store consumer research & design refinement

Following feedback from our initial concept presentation, we were asked by 'client a' to develop one of our proposals further, with a particular focus on understanding their customers' needs.

In order to achieve this, we conducted a simple instore survey to gauge first hand feedback on several bag design variations.

Using a sample supported questionnaire, we asked 100 shoppers their opinions across:

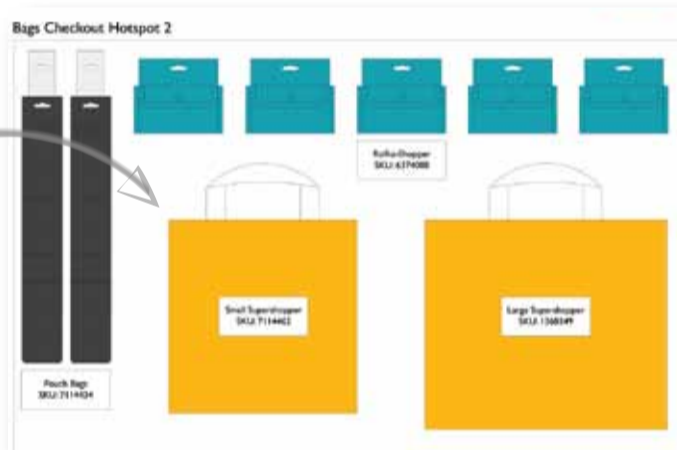
- BAG PORTABILITY
- SHOULD THE BAG BE FOLDED OR ROLLED CLOSED?
- WAS A REINFORCED RIGID BASE REQUIRED?
- SUBSTRATE COLOURS
- PRINT DESIGN



5. checkout display guideline and product launch

With the product range now finalised, Euro Packaging provided 'client a' with major assistance in product merchandising plans and shelf end display guidelines. Each checkout 'hotspot' was designed to provide the shopper with a simple choice which combined product variation with resale price point.

UTILISING THE AVAILABLE SPACE EFFECTIVELY, WHILST MAINTAINING A VISUALLY CONSISTENT OFFER



6. point of sale development and trial

Following the development of the 'hotspot' plan-o-grams, our design team created a range of free standing semi-permanent dispensing units.

Designed to be modular, each unit enhances the presence of each bag, driving sales uplift and increasing impulse purchase

FREE STANDING UNITS PROVIDE OPTIMUM FLEXIBILITY AND IN-STORE VERSATILITY



7. limited edition range extension support and implementation

With the range established, we now proactively work with 'client a' to launch a range of limited edition bags and print designs which maintain a 'fresh' range and ensure continued product appeal.



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