

# Helping You Own the Most Valuable Moment in Marketing

As the premier digital-first insights agency, we know that when it comes to understanding structure, size, scent, or substrates, Behaviorally is your best partner to help you achieve the most valuable moment in marketing: when a sales transaction occurs.

Here we share 3 case studies of how we leverage the agility and robust sample size of online research, along with tactility of in-person research, to provide best-in-class insights.

- *Behaviorally*



## Ocean Spray Cranberry Juice Cocktail

### Promoting Value through Appropriate Pricing Strategy



#### CONTEXT

- The Ocean Spray brand team sought to understand how to best promote value via a “2-for” pricing strategy.



#### LEARNING

- Online research provided insight on the impact of differing “2-for” and pack size combination scenarios - across varying retailers and consumer segments.



#### GROWTH OUTCOME

- Ocean Spray identified that the current pricing strategy in place was best for the brand and avoided testing a hypothesis via in-market launch, which could have impacted actual sales.



## FemCare Brand

# Hybrid Research to Drive Valuable Transactions



### CONTEXT

- A FemCare solutions company wanted to redesign their packaging to better complement its desired product positioning.
- The proposed designs included varying structures and substrates.



### LEARNING

- A hybrid research approach leveraging proven KPIs was conducted to understand the Benefits and Barriers of a potential redesign.
- While the visual differences between designs were apparent both online and in-person, a combination of methodologies helped as:
  - Online research allowed for wider geographic reach and a larger sample size.
  - In-person research provided a deeper-dive via shopper conversations and a simulated store setting – providing observations through conversation, body language, and facial expressions.



### GROWTH OUTCOME

- The results yielded deep consumer learnings, providing key themes and optimizations to consider implementing as next steps.

## Home Fragrance

# Testing Pack Structure's Effect on Scent Perception



### CONTEXT

- A home fragrance company was exploring a pack structure change from plastic to a more sustainable and environmentally friendly option.
- In-person interviews combined with an online PackFlash® study provided valuable insight into shopper behavior.



### LEARNING

- Non-verbal cues observed in-person, along with behaviors observed during online shopping, revealed what drove consumers to purchase specific fragrances.
- Consumers expressed how pack changes, including structure, impacted both their perception of the brand and scent of the product.



### GROWTH OUTCOME

- The brand obtained actionable insights including how to optimize the pack to better express the scents offered.
- Additional data on design aspects tied to pack architecture, structure and sustainability efforts guided the brand forward to launch.

# Need to Test Your Pack?

## Contact Us Today

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