

CASE STUDY

identifying opportunity through custom research

Product Label Design

The Issue:

A food manufacturer wished to completely redesign the label of one of its canned food products to update the brand's image, but to still be easy to find on the shelf (i.e., still communicate brand and key information about the product).

The Solution:

MRSI designed a three-cell monadic Internet study comparing the current label to two new redesigned labels. A computer image of a shelf set including key competitors was flashed on the screen (for 2, 5 and 10 seconds total) and respondents were asked about shelf recall after each exposure.

Business Implication:

The new designs were recalled, as well as the current design in a realistic shelf setting. In addition, the new designs were preferred 3 to 1 over the current label. They also served to improve the brand's image because they were seen as more modern, appetizing, and exciting. The stronger of the two new label designs was successfully expanded nationally.

For more information, contact us at **513-579-1555** or visit www.mrsi.com today.