

How One Beauty Expert Used Agile Research to Screen & Refine New Packaging for Cosmetics

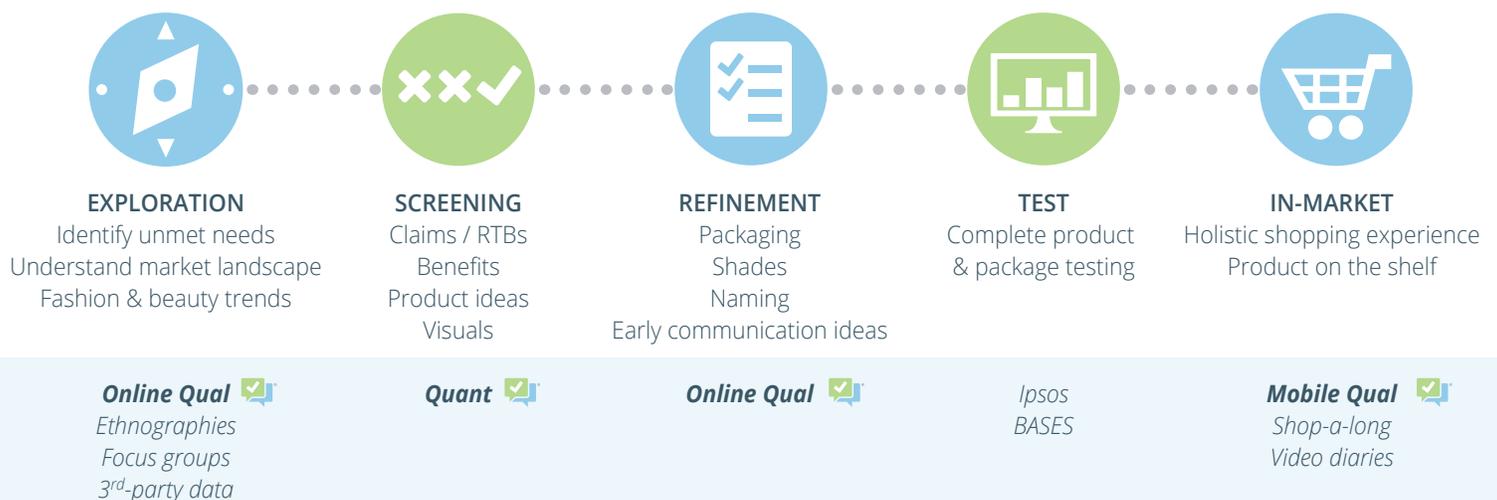
“When working within beauty, everything about the product is linked to an emotion, from the product itself to packaging and especially advertising. The only real way to capture a deeply personal insight, which will help you evoke that emotion in consumers, is through qualitative research. Never underestimate the power of qualitative research.”

Gia Calhoun,
Global Innovation Insights Manager

The Challenge

A major beauty brand was looking to expand its current cosmetics offerings. The consumer insights team wanted to evaluate several different package line-ups to understand how they were going to stand up against each other, ways they could be optimized, what consumers were taking away from the different package options that were being tested, and the strengths and weaknesses of each package line-up. In order to move forward with full confidence, the team wanted to conduct quantitative and qualitative research simultaneously to understand the whys behind the data—and avoid one of the most common research pitfalls in the beauty industry: relying solely on quantitative research.

The beauty industry is changing quickly and drastically. And in order to stay innovative, it's important to know when to use certain research methodologies throughout the development process. Here's an example of how GutCheck can fit into the research process for the beauty industry, including some other solutions you can use along the way as well.



The Research

The two phases were run simultaneously so the team could meet a tight timeline while also delivering on the key questions about the packaging to understand how they could optimize it.

Key Question

How do the package line-ups stack up against each other and how can they be optimized for future success?

The Research Objectives

QUANTITATIVE

- ✓ Identify which package is strongest based on key metrics like Purchase Intent, Appeal, Color Likeability, Uniqueness, Fit with Brand, and more.
- ✓ Evaluate different combinations of package attributes.
- ✓ Have consumers rank the top 3 options they would be most likely to purchase.



QUALITATIVE

- ✓ Evaluate each package line-up focusing on Overall Impressions, Premium-ness, and Fit with Brand.
- ✓ Uncover any opportunities for refinement, specifically in terms of points of confusion, areas of disbelief, or any red flags.
- ✓ Identify which packaging resonates with target audience in terms of finding their shade.



The Results

The feedback gained from the multi-phase research indicated the essential features consumers are looking for when it comes to choosing a cosmetics product that will be right for them based on their individual needs.

For this consumer insights team, conducting quantitative and qualitative research together was critical. **Quantitatively, a concept might perform well, but only qualitative feedback can tell you why—or why not—and help you uncover some of those key pieces of information that can drastically impact the research and the product launch.**

In this case, the quantitative results revealed a unique and aesthetically appealing package—which is a win in the beauty industry, as it's really important to have strong packaging. However, the qualitative feedback uncovered one major factor. It was not functional because it did not deliver on the number-one need in the category: helping consumers find their shade.

Certain product shapes were perceived to be of higher quality; a traditional shape was preferred for storing purposes.

In addition to a few design and functional improvements, respondents wanted to see more of the actual product to know if it would be the right fit for them.

The shapes and features of the product lids had a significant impact on whether or not the product was seen as a strong fit with the brand.

Consumers associate certain colors with the brand and shared ideas on where they should be most prominent.

To improve quality perceptions, the logo and branding need to be visible in a precise location on the packaging.

"If we had moved forward with this research with only the quant understanding, we would've had a huge miss and potentially a failed product launch."

Gia Calhoun,
Global Innovation Insights Manager

THE ONLINE AGILE RESEARCH ADVANTAGE



STRATEGIC PARTNER

We provide guidance and take ownership in the research for everything from recommendations on methodology, recruit, research design, and stimuli in order to maximize results.



EXTERNAL FEEDBACK

Employees and some customers are such brand loyalists that they can be biased; quick external feedback is critical and can help you incorporate a different perspective during research, potentially expanding your audience.



ONLINE RESEARCH

Consumers are often more comfortable sharing opinions and personal information about the products they use, especially when those products address personal needs related to their appearance.

About GutCheck

GutCheck is a global, online agile market research solution that enables our clients to get quick consumer reads to address business questions, whenever they need to be answered. GutCheck's flexible quantitative and qualitative platform enables us to instantly recruit target audiences, and our full-service team provides the insights and confidence our customers need to react and move their businesses forward. For more information: <http://gutcheckit.com>.