

How Suja, an Organic Juice Company, Adopted Agile Research Methodologies to Redesign Packaging for its Leading Product Line

"This Suja product line is our number-one revenue driver and makes up the largest percentage of our portfolio; because of the risk involved in updating its packaging, this was one of the most important studies we've done as a company."

Bella Tumini,
Brand Manager at Suja

Background

Suja is an organic, non-GMO, cold-pressured beverage company. In just four years, the company has gone from 300 to 14,000 stores in which Suja products are sold. With such rapid expansion, the product innovation timelines for the marketing team are also fast: six weeks from concept to shelf. And while the Suja team has launched well over 100 products since inception, almost half of those have been discontinued. In order to pivot quickly based on product performance, the marketing team employs a flexible approach when it comes to testing and launching different products, especially being a team of three people with a tight budget. Previously, the team relied on do-it-yourself (DIY) research but lacked the time and research expertise necessary for survey creation, data analysis, and report building.

The Challenge

Even with the growth Suja has seen, many brands have entered the category, making it harder on consumers to make a choice at the shelves. As such, the marketing team sought to decrease the amount of time spent at shelves by differentiating Suja's product labels from competitors. Before moving forward with a redesign of the leading product line's packaging, the team had to be sure the update would enhance the brand's performance while appealing to both of their consumer segments.

Having the DIY tools without the people wasn't helpful because we're such a small team.

Bella Tumini,
Brand Manager at Suja

The Research

Together, the Suja marketing team and GutCheck research team came up with a methodology and study design to answer the key question: are consumers more or less likely to buy the new packaging vs. the current?

Current labels (at time of research)



Proposed new labels



The Research Objectives

PHASE 1: EXPLORATORY QUALITATIVE RESEARCH

- ✓ Understand consumer response to current packaging
- ✓ Gauge initial likes, dislikes, and overall appeal for new packaging
- ✓ Understand any improvements for purchase intent, believability, and uniqueness based on new packaging



PHASE 2: QUANTITATIVE RESEARCH

- ✓ Evaluate two packaging executions in a sequential monadic design focused on key metrics including appeal, uniqueness, quality, product function, and purchase intent



†Instant Research Group: an online qualitative discussion where respondents answer open-ended questions and follow-up inquiries posted by a trained moderator.

‡Agile Screen: an online quantitative survey designed to provide quick consumer feedback based on a set of key metrics.

The Results

Within days, it was clear the new packaging outperformed the current (at time of study) packaging by nearly a two-to-one ratio, giving the Suja team confidence to move forward with the redesign. The feedback from both consumer segments revealed several key findings:

The current packaging was too busy; a cleaner, less cluttered label was desired so the ingredients could stand out more.

Easily recognized certification labels helped create trust in the quality of the product.

Product claims were believed for both packaging sets due to natural ingredients and certification labels.

Regardless of the current or new packaging, consumers trusted the Suja brand.

Bright colors that matched the juice's colors were liked across the board.

The new packaging was perceived as high quality, sophisticated, modern, stylish, and clean—exactly what the team hoped for.

The Improvements & Final Products

After taking into account all consumer feedback, the Suja team made the following updates to the packaging, which led to the final product, now available in stores.

Most importantly, the research results proved to both the marketing team and the key stakeholders that the packaging redesign was not only worth the investment but that the new packaging would likely increase purchases. Having the results so fast allowed the team to launch the new product line packaging in time for their peak buying season.



More prominent Suja logo brand awareness

Removed "Essentials" to make room for brand & organic

More prominent "organic" call-out (top-5 category purchase driver)*

More transparency to champion the juice

Heavier emphasis on ingredients (#1 category purchase driver)*

More premium look & feel that better fits within Suja family & branding

* Source: Suja Essentials Attitude & Usage Study, 11/2014

About GutCheck

We provide global, online agile market research solutions that enable you to quickly address business questions whenever they come up, at any stage in the development process. The flexibility of our quantitative and qualitative platform allows us to instantly reach and engage with your target audience.

Our full-service team designs and executes the study and analysis to give you the insights you need to make informed, confident, consumer-driven business decisions. For more information: <http://gutcheckit.com>.