



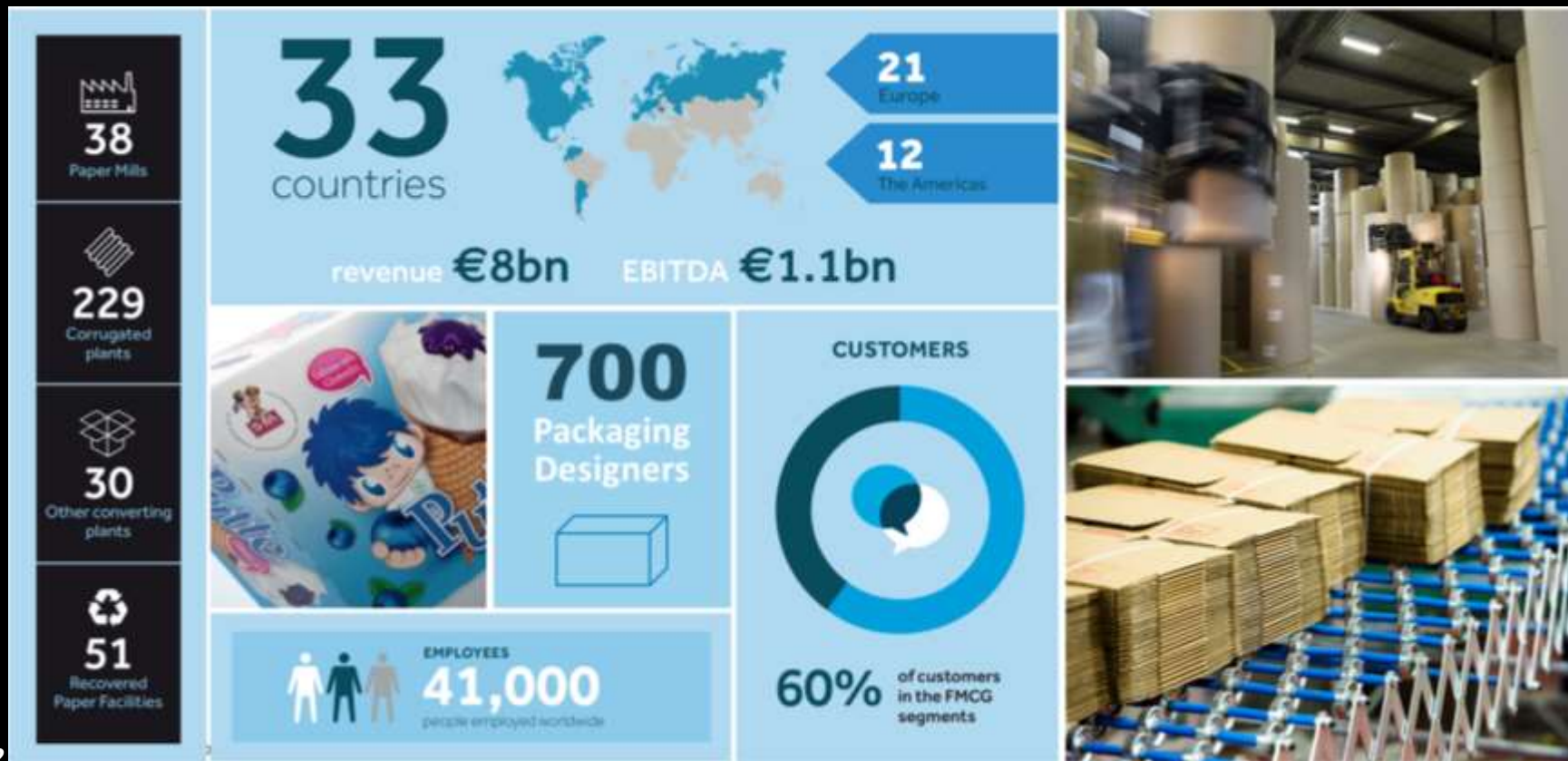
First Time Right

- Aktiv bruk av innsikt, simulering og verifikasjon for å akselerere designprosessen

Emballasjedagene 2015

Amund Aalstad – Product Development manager

Smurfit Kappa – group overview





...Both are essential for success



Speed to market – Why?



THE SHOPPER DECIDES FAST (& change behavior...)



To fight competition: Brands are innovating and upgrading their products.



How about their SRP?

A typical customer request...

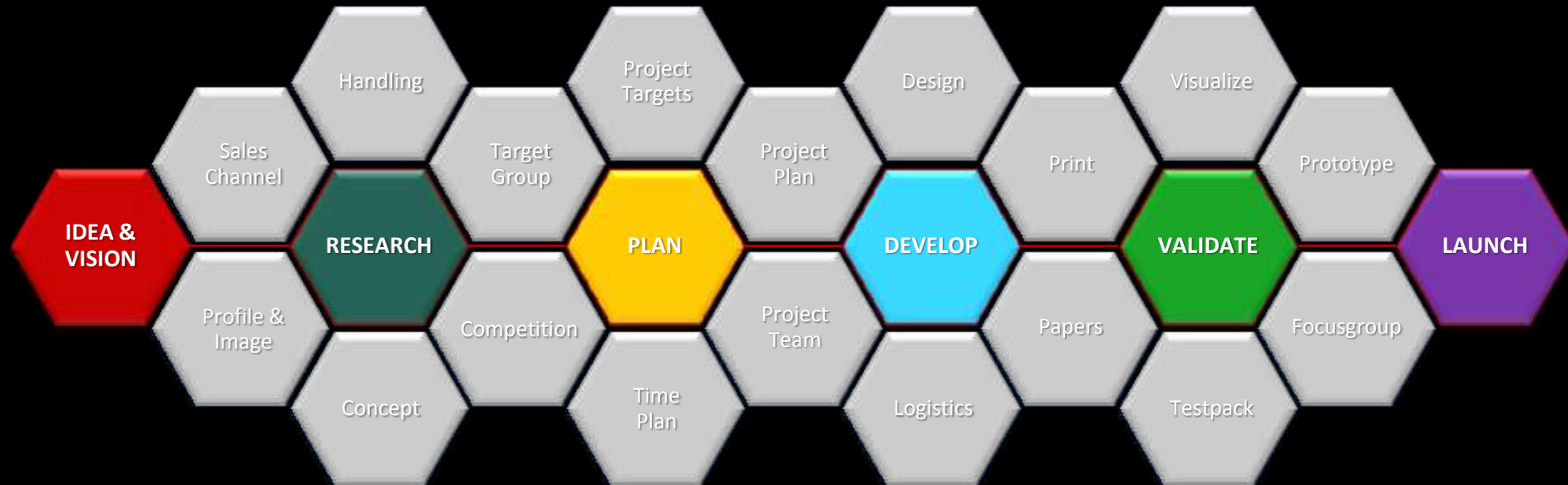


“We must optimize our **packing lines**, improve our **warehouse efficiency** and reduce our **logistical costs...**”

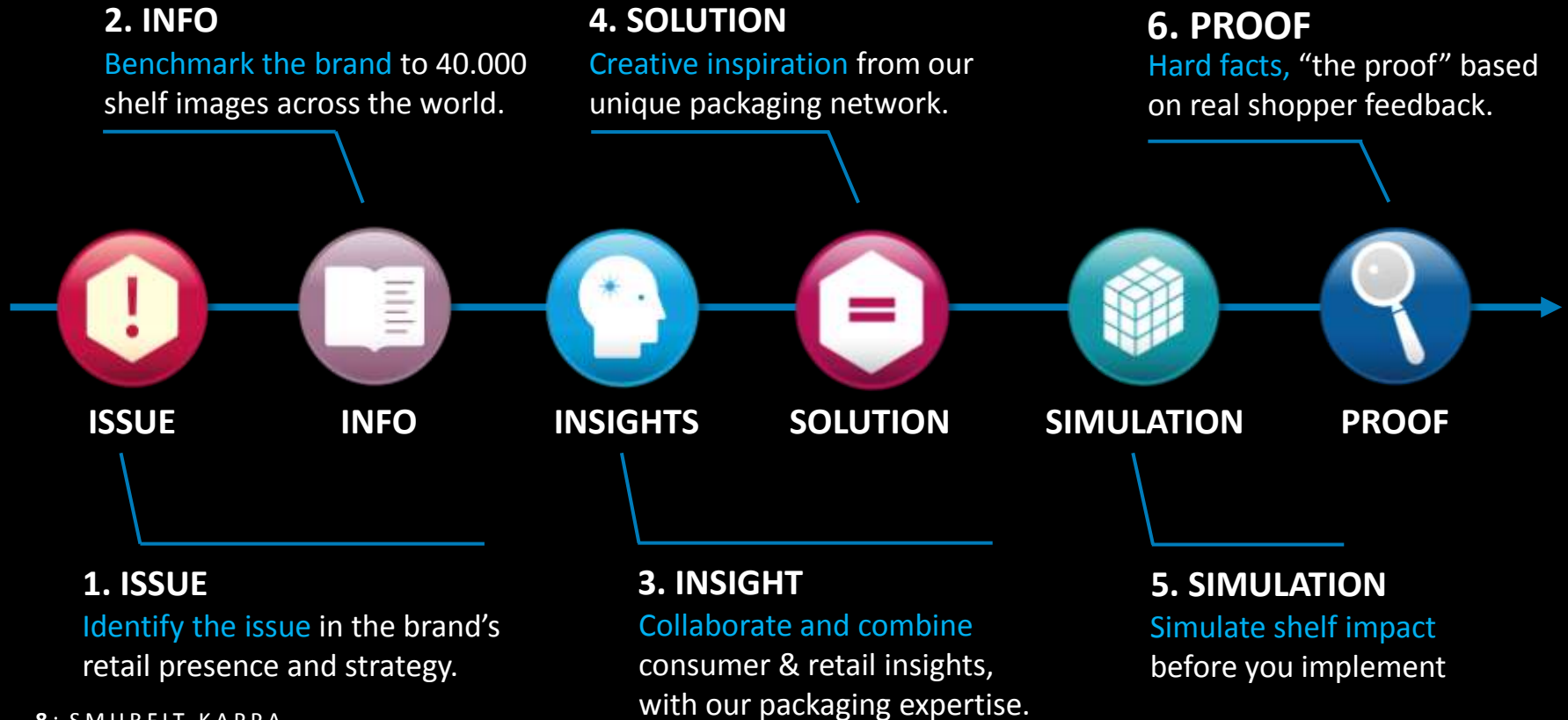
we must **ALSO differentiate** our brand on shelf, maximize the **shopper experience** and **drive our sales...**”



Packaging development process



SHELF SMART® Design process





Monster Snacks:

- Our guide through the SHELF SMART Design process



1. ISSUE



! Spend time with your customer to identify the **REAL ISSUE**

Monster Snacks – Issues



Reduced sales...

High competition...

limited marketing outside store...

No investment in packaging process...

Risk of being kicked out from the retailer...

...& Most important...

Monster Snacks – Issue in Shelf



Monster Snacks – The REAL ISSUE



Brand emotion is lost at the first moment of truth as the outer pack fails to disrupt and support the brand value.

Effective use of color, shape and image can achieve high levels of disruption even when challenged with poor shelf placement



- HOW is Monster Snacks typically exposed in store...
- HOW do other Brand-owners expose their products...
- HOW is this Market Segment exposed in other countries...



UK



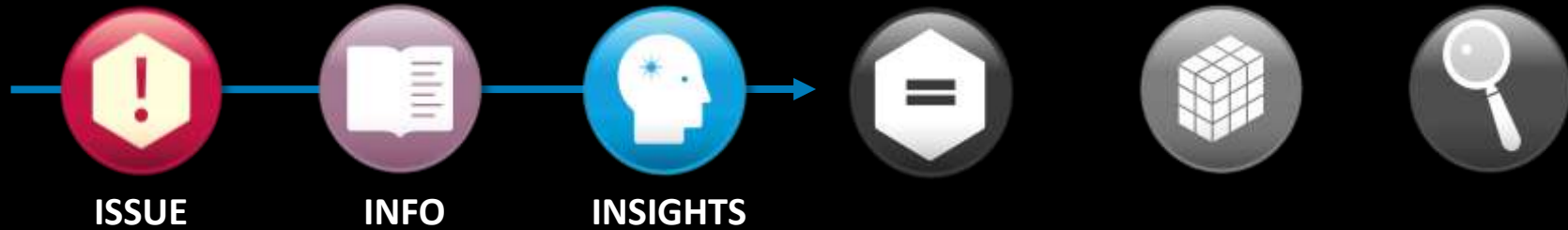
Poland



Spain



Sweden



How to disrupt the autopilot shopper

Shopper insights: every second counts



Sales Ready Packaging
can balance demands of
Brand, Retail & Logistics



86%
OF PURCHASE DECISIONS ARE
TAKEN IN STORE



How to “win” the shopper



1. ATTRACT (find it)



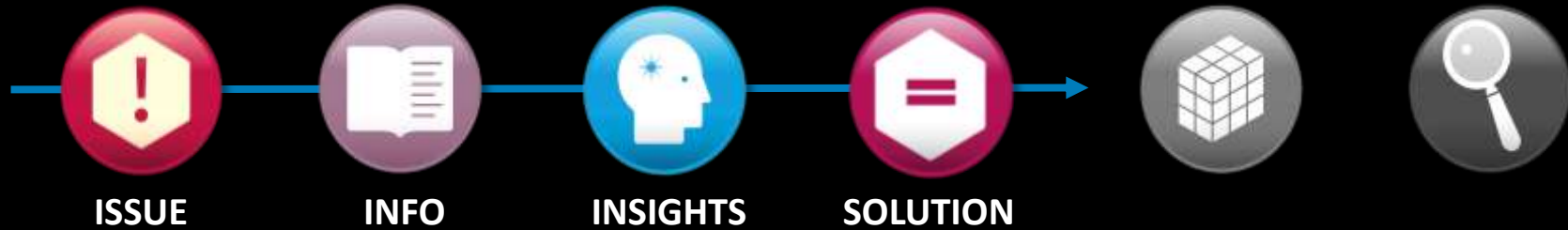
2. ENGAGE (understand it)



3. CONVINCING (buy it)



In each of these steps there may be “issues” that may be solved with SRP



- Key issue: **INSPIRATION**



7231 Walker's "School



7284 Knicknix



7379 Design Challenge



7425 Design Challenge



7479 SRP Chocolate



7508 Retail helper



7519 GrandStand RRP



7528 Chocolate



7532 Pole Position



7559 Design Challenge



7560 Design Challenge



7565 Design Challenge



7566 Design Challenge



7583 Design Challenge



7585 Chocolate



7595 Design Challenge

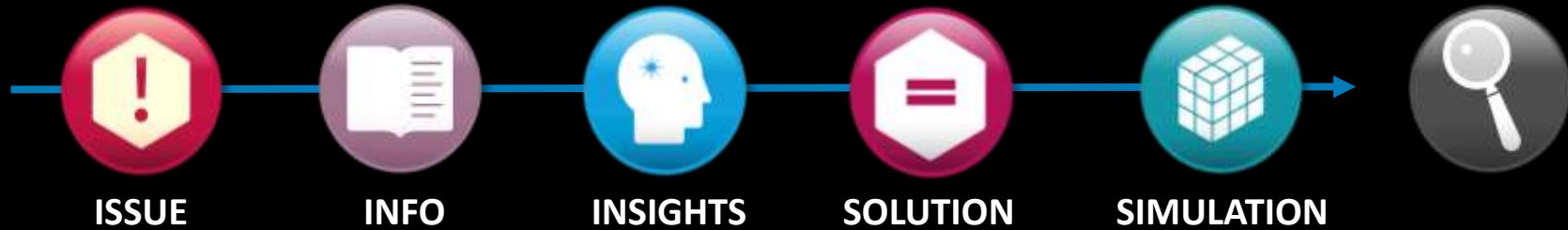


7596 Chocolate



7601 Design Challenge





In an early stage **PRE-view & interact** with brands, products & packaging in a controlled **virtual** retail environment!

What can SIMULATION do for the design process?



What can SIMULATION do for the design process?



Create & present a **complete market launch in 3D** in a controlled retail environment (incl. packaging, displays, signage & other branded items).

Benchmark the visual impact of your latest ideas, compare within your own concepts or vs. your competition.

Simulate different shopper conditions throughout the day, e.g. full vs empty shelves.





Shelf Smart: example of PROOF



PROOF

Real shoppers studied to quantify impact before launch



→ Consumer validated R&D

...Disrupts shopper's searching behavior

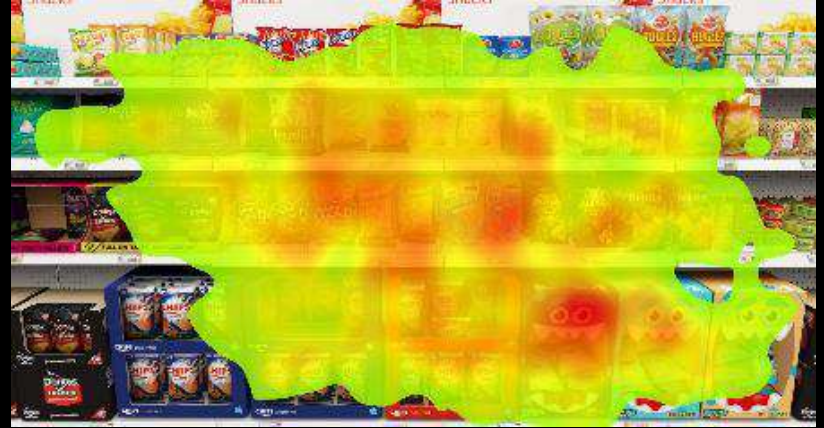


Monster Chips on the shelf in basic SRP



Monster Chips on the shelf in disruptive SRP

Monster Snacks - PROOF



Online eye tracking studies of 440 UK shoppers prove that disruptive SRP draws the eyes of the shoppers (hotspot)

- ▶ Noticed by 50% more shoppers (in the first 5 seconds)
- ▶ Noticed 25% faster

 Smurfit Kappa

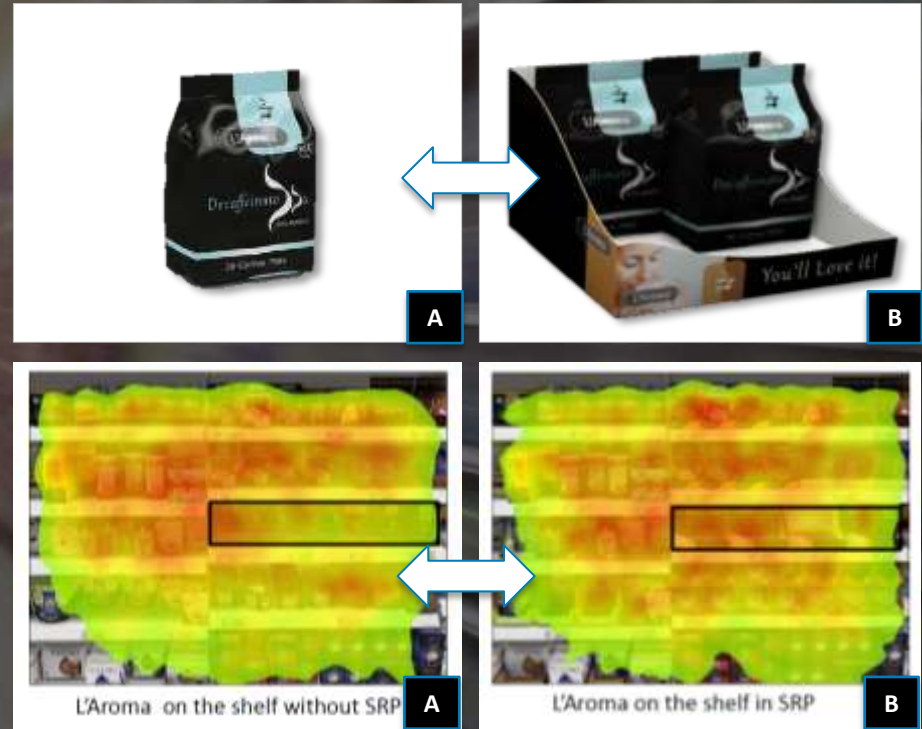
More Proofs...





PROOF

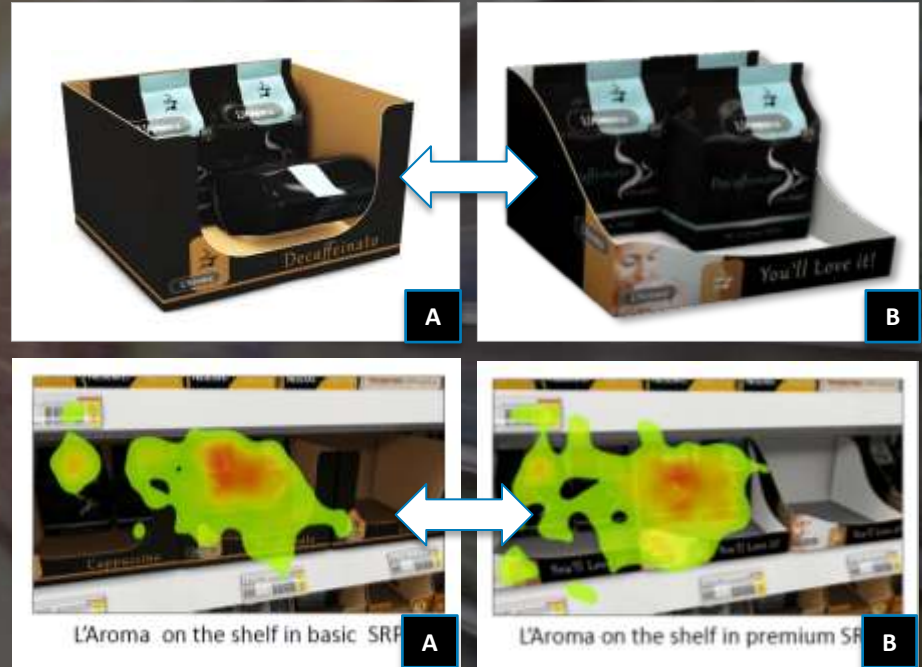
- ▶ Online eyetracking studies of 200 shoppers prove that in an optimized SRP this product is...
 - Found **22% faster** in the SRP
 - Noticed by **67% more shoppers** (during the first 3 sec)





PROOF

- ▶ Online eyetracking studies of 200 shoppers prove that that SRP influences your product perception...
 - **29% more** shoppers consider alt.B as a **premium product** when presented in the premium SRP (vs the basic SRP).



Smurfit Kappa's Shelf Smart drives 8 per cent sales increase for leading FMCG brands

Smurfit Kappa's Shelf Smart service is revolutionising the impact of Shelf Ready Packaging (SRP) as a shopper marketing tool driving sales increases of up to eight percent for leading Fast Moving Consumer Goods (FMCG) brands, according to latest customer feedback.

The results, reported by brand managers that have partnered with Smurfit Kappa and used the Shelf Smart process to transform how they market their products on the shelf, are further supported by the company's own research. Over 50 tests, conducted across 11 categories and six countries, analysing the path-to-purchase behaviours of more than 10,000 shoppers, showed that Shelf Smart can help to drive double digit growth in brand visibility and perception. Demonstrating Smurfit Kappa's expertise and ingenuity, the findings prove that, with the right SRP approach, increases in purchasing intent of more than 10 percent are achievable on the shelf.