

Improve the odds for packaging initiatives

Over half of packaging initiatives fail. How do you improve the odds? **Dassault Systèmes** allows brands to virtually view their design in the context of the store to improve the chance of success through their Perfect Shelf industry solution experience.

The role of packaging in driving awareness, communication and closing the sale at the shelf cannot be understated. Nearly 75% of all purchase decisions are made at the store, with most decisions happening within five to eight seconds. Every element of the package, brand, including colour, graphics, ingredients and even usage instructions, can drive which product goes in the basket versus those left on the shelf.

Companies need to proceed carefully to ensure that new packaging initiatives deliver the results they want. But, unfortunately, most packaging initiatives fail. According to 2011 Design Management Institute research, 50% of new packaging initiatives are worse than the existing packaging. Only 10–15% of new package designs drive incremental sales. The cost of failure is exceedingly high, while the slim chance of success makes any redesign effort a risky proposition.

Stuck in the physical world

Unfortunately, testing packaging today can be expensive, because you need to physically prototype the packages, the shelves and even the store. This testing process can take weeks or months of effort, and cost thousands to create a single shelf set. Researching merchandising strategies may even require mocking-up an entire store – costing millions or using expensive specialised market research firms.

Multiply this effort for additional store formats, geographies and customers, and the cost and time required to validate new designs is virtually impossible – except for the biggest brands with the deepest pockets.

Validating packaging using virtual stores

Now, Dassault Systèmes' Perfect Shelf industry solution experience enables consumer and packaged goods (CPG) brand manufacturers and retailers to perform virtual in-store testing of new packages and merchandising strategies in half the time and at a third of the cost of traditional in-context testing.

Instead of creating costly physical prototypes, companies can easily create 3D packages in seconds using a combination of 2D pictures and package dimensions. Manufacturers can rapidly create hundreds or even thousands of products to populate virtual stores at a fraction of the time and cost of procuring physical products or generating 3D representations with CAD or 3D rendering tools.

Shelves and stores can be rapidly created using gondola and fixture libraries, and then configured to model key retailers and channels. Designers can view their new



Review new package designs in-context with Perfect Shelf.

packaging in different environments to optimise the design, and judge effectiveness in the context of a single shelf, as part of a category or department, or even for various shopping trips to measure their ability to drive incremental sales.

These efforts ensure that new package designs will deliver the proper return on investment before you commit to an expensive packaging change that could negatively impact your brand.

Create once and reuse rapidly

Once virtual products, shelves, categories and stores have been created, manufacturers and retailers can reuse the same virtual environments to expand in-context research from their top-tier brands to all the brands in their portfolio. Attempting this in a physical world would be cost-prohibitive and logically impossible.

Unlike other solution providers or research agencies that charge by research session, Perfect Shelf enables companies to build assets once and then reuse them for all their research needs. This drives down annual costs for package validation and allows multiple packaging initiatives to take advantage of the same virtual environment.

Improve your designs with Perfect Shelf

Dassault Systèmes' Perfect Shelf solution can slash the time and cost to validate new package designs while keeping the consumer experience at the heart of your innovation efforts. This allows companies to improve the chance of success of packaging initiatives while reducing the risk. ■

Further information

Dassault Systèmes
www.3ds.com/perfectshelf

