

CASE STUDY

KALEIDOSCOPE FOR E-Z ANCOR

DENVER, CO

PACKAGING OPTIMIZATION
COMPLETED IN ONLY

48
HOURS

PACKAGING OPTIMIZATION

Determining Which Packaging for E-Z Ancor Products Appeals Most to Consumers.

THE CHALLENGE

Kaleidoscope was designing new packaging for E-Z Ancor's line of drywall, stud, door, and ceiling anchor products and needed consumer insight. The goal of the research was to gain a greater understanding into how do-it-yourselfers buy home repair products. Kaleidoscope wanted to know which packaging communicated most effectively to these consumers and why. The testing needed to incorporate the value of visual instructions compared with text and the importance of product display and logo design. Ultimately, Kaleidoscope wanted packaging that made E-Z Ancor products appear most approachable, and the team turned to GutCheck for help.

COMPREHENSIVE REPORT
DELIVERED IN JUST

1 WEEK

WITH HIGH
INSIGHT QUALITY

THE SOLUTION

Using Gutcheck's database, Kaleidoscope gathered a group of home and apartment owners who had done some basic home repair within the last six months and showed them several packaging designs. Kaleidoscope asked participants what each packaging concept communicated to them and what details communicated those specific messages. The goal of the research was to determine which packaging appealed to this demographic and why. Kaleidoscope previewed three product displays to respondents with varying amounts of text and visual instructions and with and without object preview windows. The research showed that the do-it-yourselfers found text intimidating and product preview windows provided little value. The most successful packaging emphasized eas-of-use visuals and contained limited text.

THE RESULTS

Using GutCheck's Web-based research platform, Kaleidoscope was able to offer E-Z Ancor insights into what its target consumer wanted from packaging. The research Kaleidoscope did through GutCheck gave E-Z Ancor a firm understanding of which packaging would be most successful.

OBJECTIVES MET AT

80%

OF THE COST OF
TRADITIONAL METHODS

CLIENT TESTIMONIAL

"GutCheck provided a cost-effective and timely option for research. It was a step that provided key decision-making rationale that may have been easily skipped otherwise."

LOOKING TO ACHIEVE SIMILAR RESULTS? **CONTACT GUTCHECK TODAY**

 **720-420-8109**

 **ALISON@GUTCHECKIT.COM**