



SITUATION

A cross-functional team sought a qualitative evaluation of consumer response to new package designs for an existing brand in the United States.



ADM Insights & Strategy METHODOLOGY

Digital Interactive Highlighter, Online 1:1 Interviews, Application of Anthropological Frameworks



RESULT

Findings led to optimized designs prior to in market launch of packaging restage with stronger branding, optimized claims language, and improved semiotics cues that reinforced brand trust in market.

Pet Care

