

WARMING UP TO CONSUMERS THROUGH PACKAGE REDESIGN

Engaging Consumers and Improving Brand Affinity In-Store

THE CHALLENGE

Campbell's faced declining sales and needed to inspire change at the retail level in order to connect emotionally with budget-conscious consumers. Campbell's had extensive quantitative and ethnographic research on the emotional strength of its soup products. But in spite of warm, comforting associations in-home, consumers were beginning to cool off to purchasing soup in stores.

THE SOLUTION

Through virtual and in-store testing using biometrics, Nielsen Consumer Neuroscience* learned how shoppers engaged with products, and how shelf layouts, product groupings, and on-shelf communications influence the buying process. Nielsen was able to identify strengths and weaknesses of the soup aisle's traditional organization and provide insight on how shelf configurations, display signage, and labels resonate with consumers.

THE RESULTS

Nielsen provided guidance and insights on how to improve shelf configurations, display signage, and product labels, allowing Campbell's to transform their iconic label and in-store displays.

Results guided the commercially successful transformation and improved both merchandising effectiveness and shopper satisfaction by making it easier for consumers to find their soup of choice.

* Study conducted by Innerscope Research, now Nielsen Consumer Neuroscience.

SHOPPER CASE STUDY



ORIGINAL DESIGN



OPTIMIZED DESIGN

For more information contact your Nielsen representative or visit
www.nielsen.com/consumerneuroscience