

# EyeScan™

A proprietary tool for package testing with eye scanning.



## Why EyeScan™?

Radius EyeScan™ will provide an in-depth assessment of consumer reaction to your packaging. Package tests utilising EyeScan™ address critical business issues:

- Identify the most viable package option for your brand
- Highlight strengths and weaknesses of your package
- Assess the need for a package update
- Help your package stand out from the competition

Radius EyeScan™ combines both package saliency in a store environment and evaluative/diagnostic feedback on your packaging. Perspective is given on holistic performance in a competitive context to guide overall launch decisions. Granular insights are gleaned on each packaging element as well to assist fine tuning and development.

## How is EyeScan™ different?

Reassuringly, Radius EyeScan™ still includes the traditional perceptual assessments that you are familiar with. What makes EyeScan™ different from more traditional approaches is that it incorporates package saliency with these conventional measures. By incorporating both perspectives we build a powerful paradigm for assessing your package. Radius EyeScan™ differs from other eye scan approaches by combining both perspectives on a respondent level, allowing for a closer examination of the relationship between shelf performance and perceptual diagnostics. EyeScan™ tracks pupil movement to illustrate what is breaking through shelf clutter and what package elements are visually resonating with consumers.

EyeScan™ is much more versatile than what was possible in the past. The type of approach is chosen to best fit the needs of the study.

Issue	Approach	Reason
How well does each packaging element work?	Flat Screen Monitor	Granular feedback on image
Does my package break through shelf clutter? Is my in-store display making an impact?	Standalone Eye Tracker/ EyeTracking Glasses	Allows for Full Size Projection onto a Wall or Screen/ Allows for Shopping in a Real Store with the Most Freedom of Movement
Is my website captivating and easy to navigate? What are the strengths and weaknesses of my advertisement?	Flat Screen Monitor	Realistic and Precise

We commonly address more than one issue in the same study—e.g. evaluating a concept on shelf to gauge overall stopping power, and then assessing the concept in isolation to closely examine each packaging element. »

### What does EyeScan™ deliver?

To make EyeScan™ useful we combine visual data from pupil tracking with traditional evaluative and diagnostic measures to illustrate a package's full potential.

We first consider the competitive environment by:

- Combining attitudes towards the test package, current package and key competitors into a comprehensive Package Index Score
- Then assessing how this Score relates to the package's ability to break through clutter based on EyeScan™

We then assess the test package in detail:

- Assess what specific elements of the test package are being viewed, when they are viewed, and for how long
- Examine the relationship between time viewing package elements and ratings for those elements

### When should you conduct an EyeScan™ study?

The best time to use Radius EyeScan™ is after initial concepts have been generated but before ideas have solidified into a final package design. It is often helpful to test two or three versions. This allows for a realistic assessment of competitive potential and provides some flexibility in refining specific elements. Radius EyeScan™ is appropriate for non-packaging studies as well, including how to present pricing information, shelf/POG arrangement, merchandising, and website and advertising tests.

#### Case study

#### **A pharmaceutical company is considering a new product launch on the first aid shelf with little additional marketing support.**

A successful launch requires the package design to have stopping power on the first-aid shelf, quickly convey its function, and clearly communicate its benefits and how it works. After testing three versions we identified a winning concept and provided guidance to refine label architecture. Our data pointed to a strategy to enable conversion of interest to purchase and to turn initial rejection into consideration. ●

