

## Executive Summary

Design for Business: Research  
International Conference and Publications

**Innovation starts with  
the customers. How  
much do you really  
know about them?**

**Issue #2 Jan-Feb 2015**

Presented by Ideas on Design with the State Government of Victoria

Presenting the  
latest thinking on  
design as a strategic  
resource for business

‘Whilst market data is essential in revealing sociocultural trends, a deeper understanding of ‘why’ consumers behave in certain ways is also necessary. An approach to reveal the ‘why’ behind customer behaviour stems from developing a greater understanding of the emotional elements inherent within a customer’s experience’

Sam Bucolo  
Professor of Design, University of Technology Sydney

‘Using design to gather emotional customer insights allows for the evaluation of radical new propositions from multiple perspectives.’

Cara Wrigley  
Senior Lecturer, Queensland University of Technology

This is the second issue of a bi-monthly bulletin sharing executive summaries of international research papers about design driven business strategy.

Researchers profiled in these Executive Summaries come from esteemed universities, research centres and businesses.

Their expertise in design and business-led innovation has been sought by leading businesses such as Coca-Cola, P&G, Turner Broadcasting, Unilever, General Motors, Kraft, Nielsen, Rio Tinto, BHP Billiton, Melbourne Airport, ANZ, Deloitte, Fuji Xerox, Vodafone, Bentley, Cadbury, Sydney and London Olympics, Nespresso, NFL, General Electric, IBM, Harley-Davidson, Nike, Converse, GAP, Caterpillar, British Airways, MasterCard, and many others.

This second issue presents  
**Allocating the consumer research budget:  
Trying out the new or the tried and true?**  
by Emily J. Wright, Swinburne University  
of Technology.

# Allocating the consumer research budget: Trying out the new or the tried and true?

Emily J Wright, Swinburne University of Technology

Trying to gauge consumer impressions of packaging is vital to achieving sales success, particularly in the area of packaged products. Given the context of consumption, a purchase choice is typically made very quickly, often in less than a second. This split-second decision relies on the visual appearance of the package.

With the advent of new types of testing methods, such as those involving neuroscience, choosing how to allocate the consumer research budget requires some thought.

## The challenge of design research

The last decade has seen many companies commit to utilising the power of design and its ability to offer competitive advantage in the consumer packaged goods market. Companies such as Nestle, PepsiCo and Procter & Gamble have realised that investing in design research is vital to business success. However, effectively applying consumer research to the design process remains a challenge.

## Types of testing

Consumer responses to packaging appearance can be measured in order to support design decision-making. There are a variety of aspects on which packaging design can be tested, which can vary depending on

the research goal. These aspects include visibility, memorability, novelty, image/message and engagement.

## Visibility

Visibility can be defined as how noticeable and identifiable on the supermarket shelf a package is to a consumer. The term is often interchanged with 'shelf impact'.

## Memorability

Memorability or 'saliency', which are also linked with shelf impact, can be tested with a tachistoscope (T-scope) as well as through eye tracking. T-scope testing involves showing the consumer quick exposures of a series of images, in this context including a conceptual package design, and then testing how accurately the consumer can 'recall' the package.

## Image/message

There are tests to capture consumer impressions of how effectively packaging communicates. It needs to be remembered.

There that messages about the product and company are conveyed not only by the written word but also by visual elements such as imagery, pack shape, the packaging material, typography and use of colour.

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## Emotional engagement with packaging, or affective consumer response to the package design, can be positive, negative or indifferent, as well as weak or strong.

### Engagement

Emotional engagement with packaging, or affective consumer response to the package design, can be positive, negative or indifferent, as well as weak or strong. The sentiment and level of engagement depends on the arousal factor: how much emotion does the consumer feel towards the package? The response can be influenced by its design.

### The broader context and complexity

When planning the design of packaging, a primary consideration should be the shopping context, i.e., the realisation that the package will be sitting on the shelf next to the competition. To assist the planning process, testing in store or in a simulated environment of some kind can be utilised.

To add to the complexity around testing, consumer response to both the product brand and the packaging must also be considered. The brand and the packaging are often tested as separate entities, as each comprises a complex set of elements. Yet the brand and the packaging are so closely intertwined that within a consumer's mind it can be difficult to separate the two.

### No one answer

While some testing such as simulated shopping may appear to tell the full story, gauging consumer reaction to packaged products is complex and getting the full story often requires multiple tests over time, utilising a variety of testing methods.

### Design and research must work together

Collaboration between the design team and the market researchers is paramount if the application of research to the design process is to be successful.

Sophisticated and expensive market research methods such as neuromarketing, biometric tests and eye tracking are regularly used in industry and can be usefully applied to packaging design testing. However, traditional design research methods, such as in-store testing and focus groups, can serve as cost-efficient options or alternatives that can help businesses create an effective brand story, product differentiation, visual appeal and increased consumer loyalty.





## Design for Business

The Design for Business program conducted in Melbourne is a key event at the annual Melbourne International Design Week. The program is presented by Ideas on Design in partnership with the State Government of Victoria. The program includes a Business Seminar and Research Program.

### Research Program

Initiated in 2011, this trans disciplinary conference invites researchers and professionals from Australia and around the world to present their latest studies on the intersection of design and business. All submissions are subjected to rigorous peer review. Reviewers are drawn from a panel of over 100 internationally acclaimed experts.

By encouraging discourse on design and its benefits to business, we help our stakeholders to further understand the role of design in creating value. Full papers presented at this conference are published globally via Intellect Books and their association with University of Chicago Press.

This research program is presented in partnership with Swinburne University of Technology with support from Auckland University of Technology and RMIT University School of Business.

### Business Seminar

Another key event for business presented annually by Ideas on Design during Melbourne International Design Week, Business Advantage, presents business case studies about how design can make a difference to awareness, performance and profits.

The selected speakers for Business Advantage are pivotal in applying the power of design to achieve highly effective solutions. Through their case studies, we show how design is essential for innovation.

## Design Matters

The Victorian Government Department of State Development, Business and Innovation has partnered with the Design Foundation to establish Design Matters. We exist to highlight, celebrate and nurture all forms of design in the state of Victoria from an international perspective and present the Melbourne International Design Week. Our goal is to help raise awareness about the role of design as a catalyst for innovation to raise standards of living and increase economic prosperity.

[designmattersvictoria.com](http://designmattersvictoria.com) should be your first port of call when you're looking for Design Matters events during the year. This online portal will promote design events across Victoria throughout the year for the Victorian public, and national and international visitors.

### Partnership Opportunities

The program offers a number of key opportunities and benefits for brand awareness across a range of diverse marketing channels, including event publications, current partnerships and event tickets.

Contact us for information about aligning your brand with a world class research program committed to sharing and developing design and design thinking for improved business outcomes.

### Additional Resources

For video content from the business seminar and research conference and details about the next live event or to find research experts for your business needs, go to [ideasondesign.net](http://ideasondesign.net)



## Design for Business: Research Program Advisory Board

This research conference is organised and presented by Ideas on Design under the guidance of an advisory board of eminent academics.

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## Future bulletins

Upcoming issues of the Design for Business bulletin will present abstracts from papers addressing the following topics:

- Transforming consumerism by design: Reconsidering sustainability and behaviour change
- A new behavioural methodology:
- Measuring the effect of packaging design on shoppers memory
- 'Ethicalization' and greenwashing: Business, sustainability and design
- Design thinking and futures thinking, strategic business partners or competitors? Exploring commonalities, differences and opportunities
- Ambush Marketing: Learning for Nike

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## Next Live Event

Design for Business: Research Conference  
12 – 13 May 2015, Melbourne, Australia

Business Advantage: Breakfast Seminar  
13 May 2015, Melbourne, Australia

## Subscribe to Design for Business

Design for Business is a free subscriber-only bulletin. To receive your bi-monthly issue, fill in your details at [ideasondesign.net](http://ideasondesign.net) and click the **join** button.

The Design for Business bulletin is published by the Design Foundation, a not-for-profit organisation that manages the online design resource platform Ideas on Design, agIdeas events, Design Matters and Melbourne International Design Week.

We seek to encourage excellence in design and promote design-driven innovation.

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