

## **Executive Summary**

Design for Business: Research  
International Conference and Publications

**Packing a punch.  
Does your customer  
remember you?**

**Issue #4 May-Jun 2015**

Presented by Ideas on Design with the State Government of Victoria

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

“Marketers are increasingly recognizing the influence of packaging in purchase decisions made at the point-of-sale. Consequently, many are now attempting to numerically measure the performance of packaging— and ultimately to gauge the return on investment (ROI) from their packaging initiatives.”

Scott Young  
prsresearch.com

“Aesthetic design, through graphics has the ability to produce emotions and related physiological responses, which are universal and involuntary.”

Hine, 1995

This is the fourth 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 fourth issue presents

**A new behavioral methodology:  
Measuring the effect of packaging design  
on shopper's memory**

by Maria Alejandra Pinero de Plaza, Larry Lockshin, Rachel Kennedy and Armando Maria Corsi, Ehrenberg-Bass Institute for Marketing Science, University of South Australia

# A new behavioural methodology: Measuring the effect of packaging design on shopper's memory

Maria Alejandra Pinero de Plaza, Larry Lockshin, Rachel Kennedy and Armando Maria Corsi,  
Ehrenberg-Bass Institute for Marketing Science, University of South Australia

An important challenge in packaging is to determine how influential the visual elements are in making preferred packaged goods quick and easy for a shopper to find in competitive retail environments.

Observational studies show the average time taken by shoppers between arriving and leaving a product category display is 12 seconds, with 42 per cent of buyers spending five seconds or less choosing an item.

Research suggests that most shoppers use visual heuristics, or mental shortcuts, to ignore most elements of packaging design and consider only a few of them in making choices faster and more accurately. A shopper making a buying decision 'on autopilot' uses fluent memory recognition of certain packaging characteristics, but it is still not known which of these are strong enough to be relevant under highly competitive environments, where every manufacturer is using design elements to maximise the chances of their product being bought.

Recognised non-verbal graphical packaging cues are colours, typefaces and logos; shoppers remember them through advertising, consumption and usage, with ongoing exposure increasing their fluency of recognition. Brain research has revealed that visual elements are processed with different sensitivities in the domains of shape, colour and pattern. Therefore, with packaging design, the challenge is testing which elements – colour, typefaces, imagery, or combinations of these – work faster at getting a shopper to accurately recognise the brand or packaged good.

The authors have developed a new method to determine the importance of packaging elements and their combinations, using online games that measure visual memory. In a study with shoppers, goods with mock packaging were used in order to avoid the already developed familiarity and fluency effects of real brands. Working with a professional designer, fictitious brands and packaging

Visual element having  
the biggest effect on  
accurate recognition  
was colour, followed by  
imagery, then typeface.



Original



Neutralising Colour



Neutralising Pictorials



Neutralising Typeface

**The average time taken by shoppers between arriving and leaving a product category display is 12 seconds, with 42% of buyers spending 5 seconds or less choosing an item.**

were developed for chocolate, pasta sauce and pet food, with the intention of representing typical competitors in each category. The online games involved a panel of shoppers being presented with images of these seemingly genuine branded packaged products. A series of tests was then conducted in which the visual elements were manipulated. These experiments tested the shoppers' memories of the visual elements and measured the time and accuracy of their responses, with the data being collected on computer.

The method of presenting packaging where the design elements are manipulated across a range of competing products seems to provide a convenient way of testing the effect of individual visual elements on recognition, within a competitive situation. The memory games appear to be also effective for testing new brands and packaging designs. Results across the three product categories indicated that the visual element having the biggest effect on accurate recognition was colour, followed by imagery, then typeface.

Previous testing methods have relied on self-report measures and verbalisation by shoppers, which are known to be unrepresentative of how consumers react in a real shopping environment. The authors' method introduces controls for memory behaviour and reflects the everyday retail situation where a variety of competing packs are seen. Importantly, it omits verbalisations of behaviour, which has been long distrusted as a flawed measure, and offers a more reliable alternative.

This new method can assist manufacturers and marketers in reviewing current and new packaging designs, and guide decisions about appropriate promotional design, taking into account the visual elements of competitors' branding and packaging. Applicable in real world situations, it can be used to help shoppers make accurate buying choices, saving them time and effort while minimising the effect of copycats.





Image source: [www.lovepackage.com/famoso-campania/](http://www.lovepackage.com/famoso-campania/)  
Designed by: Saint Bernadine Mission Communications Inc.

## 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.

### Advisory Board Co-Chairmen

Professor Gerda Gemser  
College of Business, School of Economics,  
Finance and Marketing  
Design Research Institute  
RMIT University

Professor Scott Thompson-Whiteside  
Dean: School of Design  
Swinburne University of Technology

### Advisory Board

Professor Mark Armstrong  
Practice Professor: Industrial Design  
International Research Chair: Design  
Monash Art Design Architecture  
Monash University

Professor Clive Barstow  
Head: School of Communications and Arts  
Edith Cowan University

Professor Mark Burry  
Director: Design Research Institute  
RMIT University

Associate Professor Arthur De Bono  
Head: Department of Design  
Associate Dean: Research  
Monash University

Professor Cees de Bont  
Dean: School of Design and  
Chair Professor: Industrial Design  
The Hong Kong Polytechnic University

Professor George Cairns  
International Research Fellow  
Center for Postnormal Policy  
and Futures Studies  
East-West University, Chicago

University Distinguished  
Professor Ken Friedman  
Faculty of Design  
Swinburne University of Technology

Professor Mads Gaardboe  
Head: School of Art,  
Architecture and Design  
University of South Australia

Professor Anne Gombault  
Professor of Management  
Head of Research: Creative Industries Cluster  
Kedge Business School

Professor Ross Harley  
Dean: Art and Design  
University of New South Wales

Professor Barbara de la Harpe  
Executive Dean: Faculty of Business,  
Education, Law and Arts  
University of Southern Queensland

Assoc Prof Kwanghui Lim  
Melbourne Business School  
University of Melbourne

Dr Swee Mak  
Director: Design Research Institute  
Research+Innovation  
RMIT

Dr Jochen Schweitzer  
Senior Lecturer: Strategy and Innovation  
Co-founder: U.lab Business School  
University of Technology Sydney

## Executive Group

### Conference Chairman

Dr Gjoko Muratovski  
Senior Manager: School of Art & Design  
Head of Department: Communication Design  
Director: DESIS Lab  
Auckland University of Technology

### Conference Deputy Chairman

Dr Cara Wrigley  
Senior Lecturer: School of Design  
Queensland University of Technology

### Director and Manager

Kristin McCourtie  
Design Foundation

### Program Manager

Luke Farrugia  
Design Foundation

## Future bulletins

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

- Design thinking and futures thinking, strategic business partners or competitors? Exploring commonalities, differences and opportunities
- Colloboarting with design consultancy firms for effective strategic decision-making in new product development
- Transforming consumerism by design: A positive response to 'ethicalisation' and 'greenwashing' in business
- Ambush Marketing: Learning for Nike

## Next Live Event

### Design for Business: Research Conference 12 – 13 May 2015

Over two days, this trans-disciplinary conference brings together over 30 leading scholars, academics and professionals from around the world to present research examining the role of design in building competitive business advantage for large corporate and government organizations, small and medium-sized enterprise (SME) business development, creative thinking, corporate and business innovation from fields such as design, business, management, marketing, the public sector and entrepreneurship.

[View the program](#) for this world-class program or visit the conference [website](#).

*Professional \$290 / Student \$175*

### Business Advantage: Breakfast Seminar 13 May 2015

Hear the latest in global thinking about design's role as a strategic resource for building business advantage from past editor at Business Week and world-renowned author Jay Greene. His latest book *Design is How It Works* presents in-depth discussions with CEO's from design driven corporations and SME's across the world. Jay will be joined by Twitter's Senior Product Designer, Miki Setlur, to look at how one of the world's largest and most successful social media platforms has integrated design into their DNA. Local business leaders will form a panel to explore how these global examples relate to the Australian context.

*Professional \$120 / Student \$95*

### Multi-Event Tickets

Design for Business: Research Conference  
and Business Advantage: Breakfast Seminar

*Professional \$370 / Student \$245*

For further information visit [ideasondesign.net](http://ideasondesign.net).

## 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.

### Chairman

Ken Cato AO  
Cato Brand Partners  
Manager and Director

### Contact

Design Foundation  
T 03 9419 2966  
E [contact@ideasondesign.net](mailto:contact@ideasondesign.net)  
[designmattersvictoria.com](http://designmattersvictoria.com)  
[ideasondesign.net](http://ideasondesign.net)

## Acknowledgements

The Design for Business: Research Conference is a landmark event at the annual **Melbourne International Design Week**. The program is presented by Ideas on Design in partnership with the State Government of Victoria and Swinburne University of Technology, with support from Auckland University of Technology and RMIT University - College of Business.

### Presented by

**ideasondesign**

### In association with

**CREATIVE  
VICTORIA**



### A landmark event at

Melbourne • **Design Matters**  
International  
Design Week  
2015

### Major Partners

**AUT** ART+  
DESIGN



**THE WESTIN**  
MELBOURNE

### Media Partners

**intellect**

*desktop*

### Supporting Partners

cato brand partners



GUNN  
TAYLOR  
PRINTERS

**acmi**  
AUSTRALIAN  
CENTRE FOR  
THE MOVING  
IMAGE

**DavidSIMMONDS**  
Photographer

**agideas**  
design is difference

**Spicers**  
ideas to life

**ingv**  
National  
Gallery of  
Victoria

**XYZSTUDIOS.COM**

**ELLIKON**  
PRINT • PEOPLE • PLANET