Executive Summary
Design for Business: Research International Conference and Publications

Packing a punch. Does your customer remember you?

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

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Presented by Ideas on Design with the State Government of Victoria
“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

Neurtalising Colour

Neurtalising Pictorials

Neurtalising Typeface
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.
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 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
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:

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

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

**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.

**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.

**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).
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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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CREATIVE VICTORIA

A landmark event at

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