



# TSVC

The SMART VISION Company

All other  
Questions

Decision  
Supporter

## Case Study 10

Can a new handy packaging cost € 0.30 more at retailer X?

# Can a new handy packaging cost € 0.30 more at retailer X? (1)



## Problem formulation:

Our customer, a world player and leader in its product category, has developed a new package that enables the same intrinsic product to be offered at different retail prices in Europe, at different prices and in several pack forms. Possibly even in different content formats to ensure the exclusivity of the offer and prices at Retailer X. Our customer wants to make it possible to have a more attractive and varied product-retailer offering delivering both partners a greater profitability and higher customer satisfaction.

Through the use of our validated AIDA-S penetration and volume-potential tool, we have given our customer insight into:

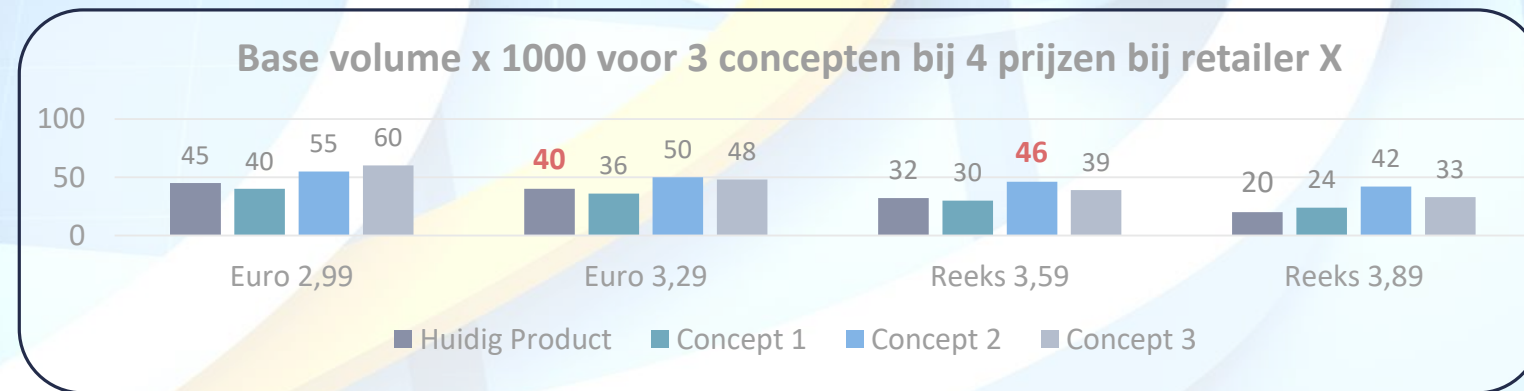
- ✓ The Concept Power of the new product
- ✓ The base penetration at 4 different prices with Retailer X consumers
- ✓ The expected volumes per concept at these 4 prices

## Can a new handy packaging cost € 0.30 more at retailer X? (2)

### Our approach:

Simultaneously an online consumer survey was conducted  
In 4 cells with a N = 150 'Retailer X' buyers per cell.

In cell 1, the current product is tested. In cells 2, 3 and 4 alternative packages and content formats.  
The price for the current product is Euro 3.29. Our unique AIDA-S method calculates per purchase for 4 sales prices the number of baseline buyers per specific price and the corresponding volume.

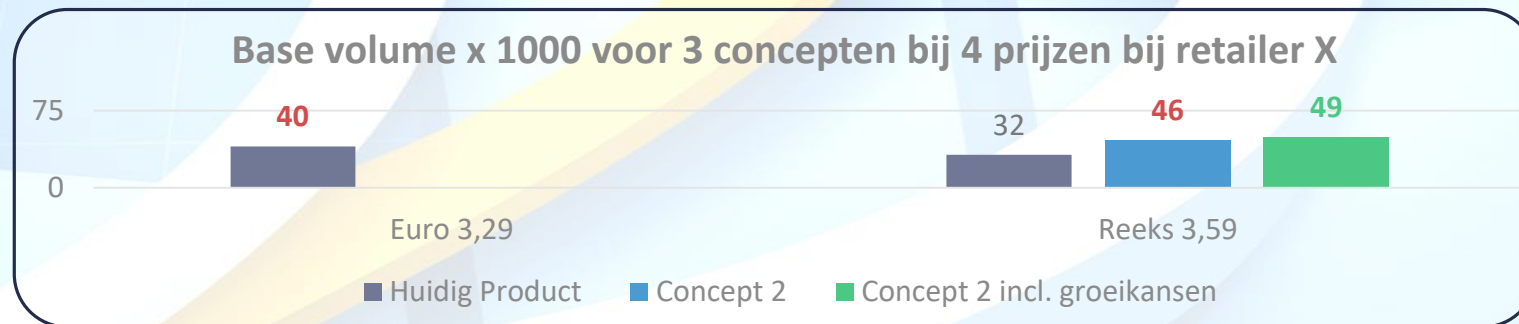


Concept 2 at Euro 3.59 has a significantly higher volume than the current product at Euro 3.29

## Can a new handy packaging cost € 0.30 more at retailer X? (3)

### Learnings

- ✓ Concept 2 delivers more volume than the current product at Euro 0.30 more
- ✓ Concept 2 scores even more volume if the price is Euro 0.60 higher
- ✓ Current product loses a lot of volume when the price would be 30 cents higher
- ✓ Based on these results, we advised our client to continue with Concept 2
- ✓ The research also provided a number of concept enhancements for Concept 2 that could make the penetration and volume even higher. It turned out that the place of the claim on the packaging can convince more buyers.





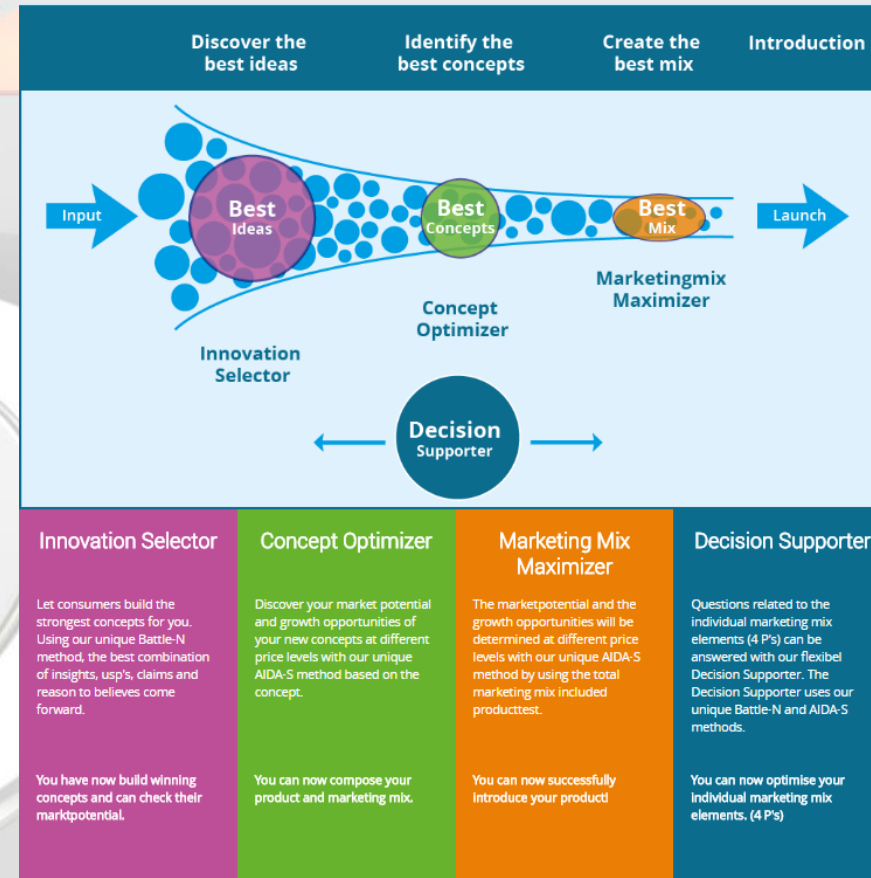
## Review your innovations in today's market?

With the unique TSVC Tools you can!

### U can trust us!

Nothing is as difficult as developing a successful product. There are many choices to make in the innovation proces. So how do you know these are the right choices that deliver the most succes?

TSVC provides unique and trustful insights which will help you make your innovations as successful as possible.



## Innovation Selector

Are we sure we have developed the best concept?  
Second opinion

What product characteristics are really important in the concept selection?

Which combination of facts does the best concept?

## Concept Optimizer

What new proposition has the biggest market potential and why?

How do I convince our internal organization with hard facts?

Who is my main competitor in this introduction?

## Marketing Mix Maximizer

Does the product meet the promise of the concept?

How much volume will we do and how do I convince the retailer?

Which buttons do I have to turn for more volume?

## Decision Supporter

Is the new nozzle € 0.30 or even € 0.50 worth more?

Do they find us in the shelter? Are we considered? or even chosen?

At what price do we achieve our sales goal?

So how can we help you?

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# T SVC

The SMART VISION Company

Best  
Ideas

Innovation  
Selector

Best  
Concepts

Concept  
Optimizer

Best  
Mix

Marketing  
Mix  
Maximizer

All other  
Questions

Decision  
Supporter

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