

Ipsos Voice of the West Interactive Forum

Assessing Beverage Packaging Techniques

The Marketing Challenge

Beverage retailers face a unique challenge. Not only do consumers demand a high quality product, but they also insist on packaging that fits their needs. Meeting those needs is critical to market success. One BC beverage retailer wanted to assess the appeal of a new packaging technique for wine and compare it to others available in the market. The objective was to find out if consumer interest in the product would remain high and determine if potential sales would reach their targets.

The Ipsos Approach

Ipsos used the Voice of the West Interactive Forum to target consumers in BC who specifically drink wine.

Wine is a product steeped in history and tradition, and generally, high quality vintages are perceived to be packaged in glass bottles sealed with a cork. There are, however, other methods of packaging wine, including artificial corks, screw tops, wine in a box and a newcomer to the scene, tetra paks. While the tetra pak has found great acceptance in other beverage categories, it is a relatively new method of package for wine products.

Consumers were asked of their awareness of this new packaging technique relative to other "more traditional" packaging options available. In addition, visual images of the packages were shown over the one-week field period to drill down on specific interest and purchase intent levels of each package type. Motivators and barriers for use were also gathered to understand how to better market the packaging, based on how and when consumers were drinking the beverage.

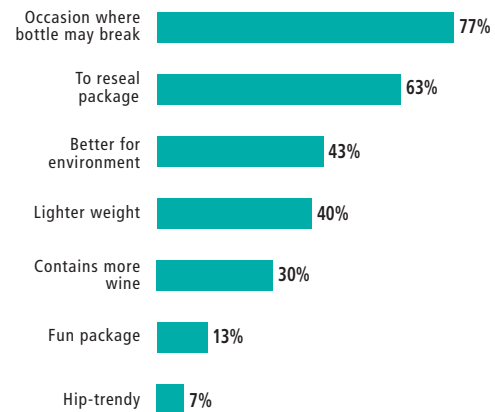
The Result

Although respondents showed only mild awareness and interest in wine packaged in tetra paks and generally felt that such packaging suggested lower quality and was not suitable for certain situations such as entertaining or fine dining, the retailer found there were situations where tetra pak packaging gained some interest. Its flexibility of outdoor use, such as for camping or picnics, and its break-proof and resealable properties aided consumer opinions toward its use as a packaging option. These uses helped the retailer target individuals likely to drink wine in this form.

Further, results were presented in a beverage packaging symposium where wine retailers from across Canada discussed the differences in acceptance of the tetra pak technique within each province. Since then, the retailer has been able to more prominently display the package with useful tidbits of information about possible occasions for use by consumers.

Aided Reasons to Purchase Tetra Paks Among Wine Drinkers Likely to Purchase Tetra Paks

Which of the following are reasons why you would specifically choose to purchase wine contained in tetra paks rather than in a bottle?



Other unaided mentions: depends on brand of wine, cheaper.
Base: Wine drinkers likely to purchase tetra paks (n=168)

© Ipsos Reid, 2007



Ipsos Reid

Canada's Market Intelligence Leader

About Voice of the West

The Voice of the West InterActive Forum is an online community, where an organization can virtually have 24/7 access to obtain feedback from a representative group of British Columbia residents. Forum members have been recruited by Ipsos Reid and have agreed to participate in ongoing research on a wide variety of topics. The Voice of the West Forum is ideal for clients who desire instant feedback on urgent information needs, especially if requiring a visual assessment. It can be used for both qualitative research and quantitative research.

About Ipsos Reid

Ipsos Reid is Canada's market intelligence leader, the country's leading provider of public opinion research, and research partner for loyalty and forecasting and modelling insights. With operations in eight cities, Ipsos Reid employs more than 600 research professionals and support staff in Canada. The company has the biggest network of telephone call centres in the country, as well as the largest pre-recruited household and online panels. Ipsos Reid's marketing research and public affairs practices offer the premier suite of research vehicles in Canada, all of which provide clients with actionable and relevant information. Staffed with seasoned research consultants with extensive industry-specific backgrounds, Ipsos Reid offers syndicated information or custom solutions across key sectors of the Canadian economy, including consumer packaged goods, financial services, automotive, retail, health and technology & telecommunications. Ipsos Reid is an Ipsos company, a leading global survey-based market research group. To learn more, visit www.ipsos.ca.

To conduct a study or for more information about the Voice of the West InterActive Forum, please contact **Daphne Hume** Research Manager Ipsos Reid Corporation by phone at 778.373.5005 or email at daphne.hume@ipsos-reid.com.



Ipsos Reid

Canada's Market Intelligence Leader