



SAM Sensory and Marketing
International

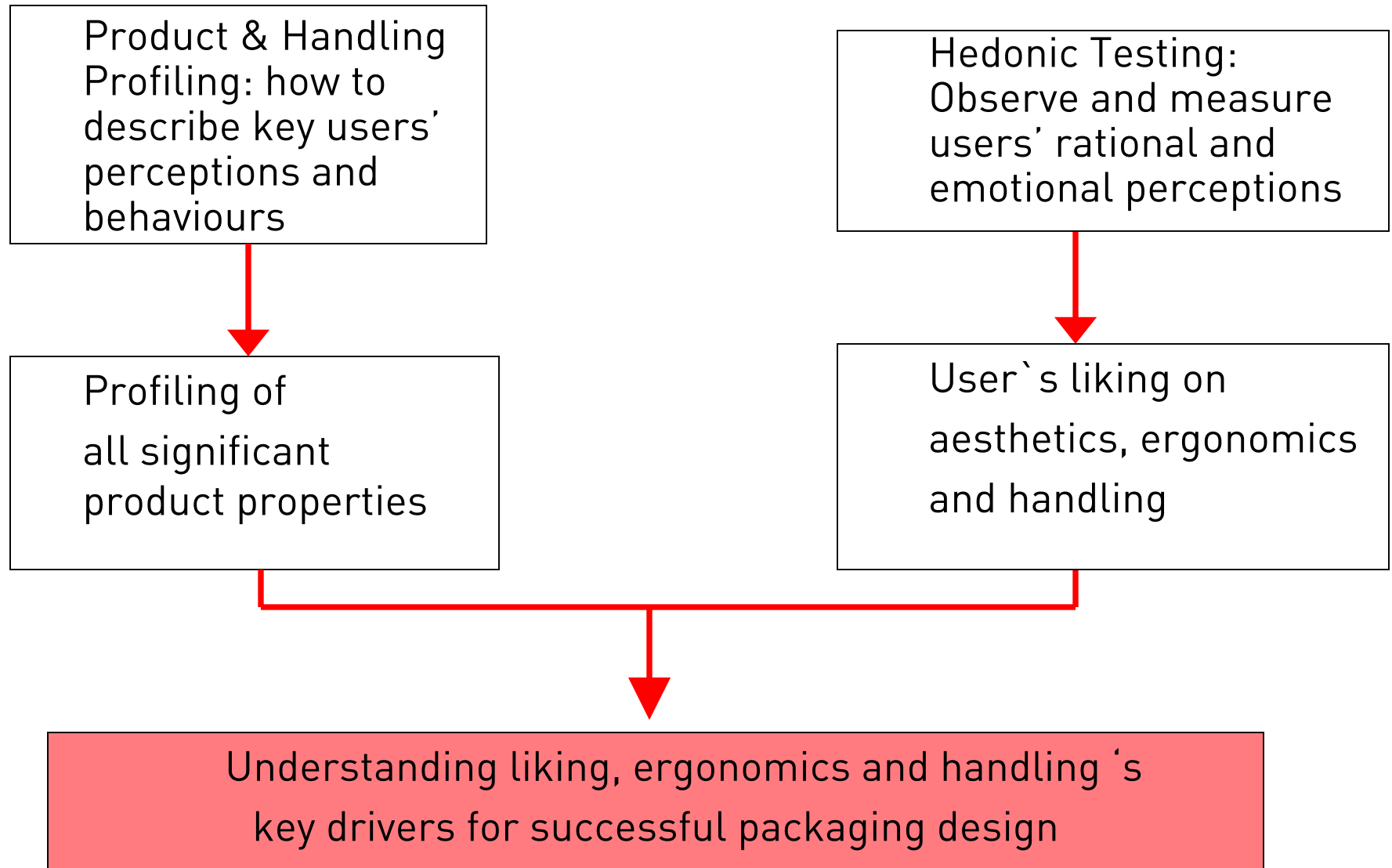
SAM Study | 652

**Packaging Design:
Aesthetics, ergonomics and handlings**

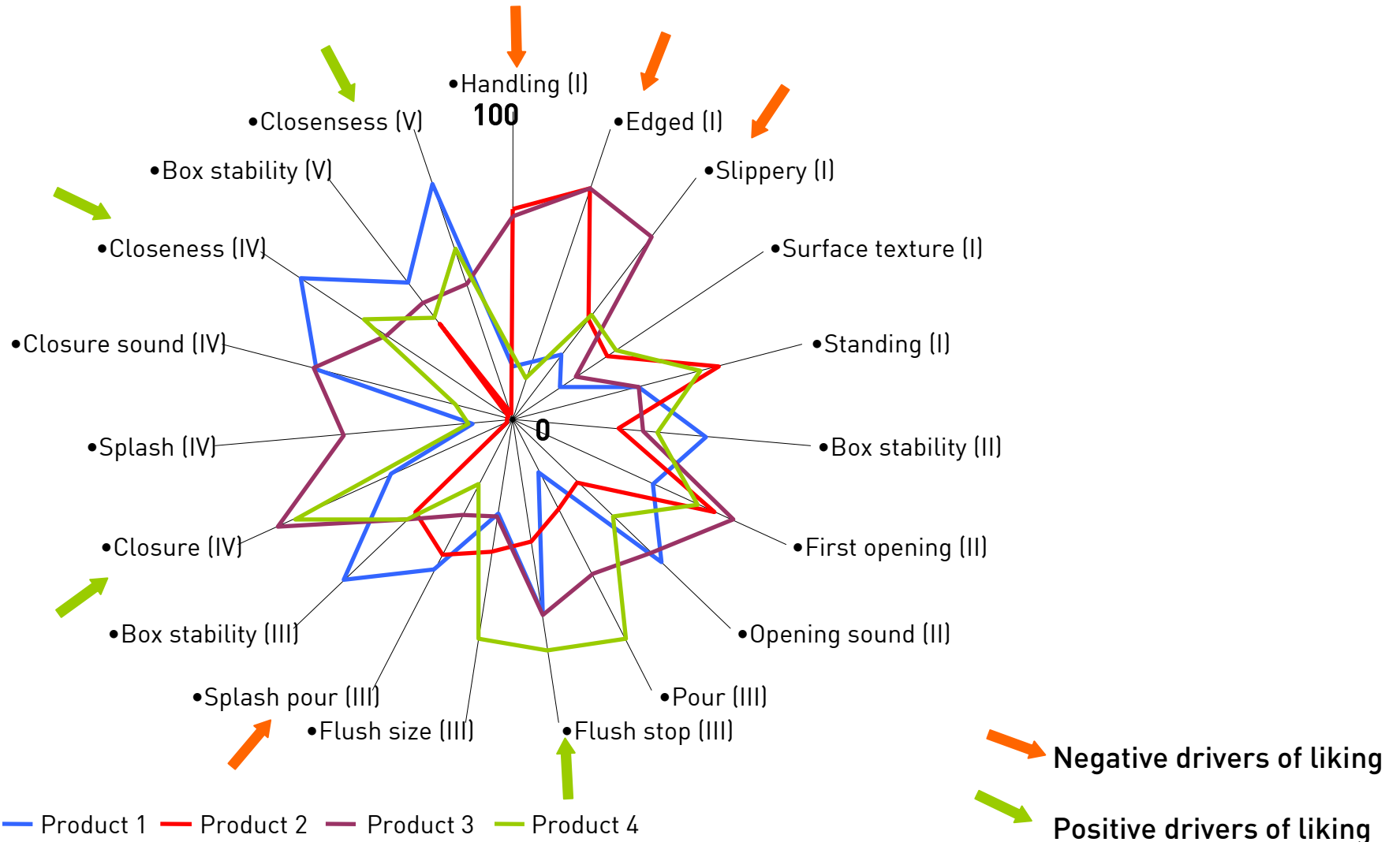
This study replied to the following questions:

- Is “Tetra Top” consumers’ favourite milk packaging?...and why?
- How to investigate packaging ergonomics and handling?
- Which are the drivers of users’ liking? Are these drivers the same as for ergonomics and handling?
- How to design a user’s tailor-made and successful milk packaging?
- How does sensory support effectively the design of new products: sport articles, toys, home care and personal care products, car devices... ?

Aesthetics, ergonomics and handling's insights



Profiling of the significant packaging sensory properties and definition of the overall liking key drivers...





The entire study contains detailed information about:

- How to understand users rational and emotional perceptions of MILK PACKAGING
- How to measure users' overall liking key drivers for effective packaging design
- How to apply these insights to other product categories for design purposes

Please, contact us in case of interest for study presentation and more results:

SAM Sensory and Marketing
Switzerland AG
Albulastrasse 57
CH - 8048 Zürich
Phone: + 41 44 439 70 40
Fax: + 41 44 439 70 41
info@samresearch.com

SAM ASAP Sensory and Marketing
Germany GmbH
Drachenseestrasse 1
D - 81373 München
Phone: + 49 89 743 767 0
Fax: + 49 89 769 696 3
samger@samresearch.com

SAM Sensory and Marketing
Italy s.r.l.
Viale Monza, 270
I - 20128 Milano
Phone: + 39 02 27 00 70 19
Fax: + 39 02 27 00 10 97
infoit@samresearch.com

SAM Sensory and Marketing
France S.A.R.L.
16, rue Martel
75010 Paris - France
Phone: + 33 1 48 24 61 00
Fax: + 33 1 48 24 61 10
infofra@samresearch.com

SAM Sensory and Marketing
Spain S.L.
Aragón, 270, 03-01
E - 08007 Barcelona
Phone: + 34 93 467 64 60
Fax: + 34 93 467 64 61
infospain@samresearch.com

Other SAM studies available

| Study no. | Purpose / object | Title |
|---------------|------------------------------------|---|
| SAM Study 624 | Product design orange juice | A category review on orange juice. What's the best Marketing Mix? |
| SAM Study 633 | Potatoe chips case study | International category review on potatoe chips. Consumers' acceptance and chips optimization opportunities. |
| SAM Study 634 | Branding and Innovation on ice tea | Innovation mapping for ice tea. Preferences and product developement opportunities for brands of peach ice tea. |
| SAM Study 641 | European Product Profiles: Beer | Sensory profiling and mapping of the 60 most important European beer brands. |
| SAM Study 644 | Vanilla ice cream case study | Category review. Brand impact measurement and cluster identification to reveal market potential. |
| SAM Study 645 | Jeans case study | Understanding consumers' rational and emotional perceptions for product design and marketing. |
| SAM Study 646 | Marketing Mix Assessment | A category review on yoghurt drink. What's the best Marketing Mix? |
| SAM Study 647 | Skin care case study | Understanding users' liking and product effectiveness for successful market positioning. |
| SAM Study 648 | European Product Profile: Red wine | Sensory profiling and mapping of the 60 most important European red wine brands. |
| SAM Study 649 | Computer mouse design | Importance of ergonomics for consumer satisfaction. |
| SAM Study 650 | German beers: "Pils" and "Mild" | Category review. Sensorial positioning, consumers' acceptance blind and branded in Nielsen regions. |
| SAM Study 651 | Marketing Mix Assessment | Estimate new sweetening systems potentialities and benefit claims' opportunities in orange lemonade. |
| SAM Study 652 | Packaging design | Aesthetics, ergonomics and handlings of milk packaging |