

# CASE STUDY: Super-Premium Cookie Packaging



- **Business Need:** Increase sales by expanding globally into the U.S. super-premium imported cookie category
- **Research Objective:** Understand shoppers' self and gifting occasion needs, packaging influences, drivers, and barriers at shelf
- **Research approach:** Two methods were employed, allowing learning to cross-pollenate positioning and packaging development
  - **Product–concept–packaging fit:** Rotated first-exposure stimulus (product, concept, or packaging) in each set of focus groups to surface perceptual gaps and meaningful benefits
  - **Consumer perceptions and brand landscape:** Shopalong interviews delivered insights into packaging appeal, communication points, and merchandising
  - **Team Navigation:** Half-day convergence session to review the insights and prioritize action steps
- **Results:** Significant packaging changes were made according to research insights, and a new distribution plan was developed to avoid failing in conventional retail environments