

LOGOS & LABELS



ARE CONSUMER PURCHASE DECISIONS INFLUENCED BY SUSTAINABILITY LOGOS AND LABELS?

THE STATE OF RETAIL

In the retail environment, shoppers are confronted by an ever-increasing amount of logos and labels that stress various product features.

THE QUESTION

At what point does all that information cease to inform and create confusion?

THE TEST

In an effort to provide some clarity to this question, a study was conducted to study how consumers react to these logos and labels.

Using a revolutionary eye-tracking system in a retail laboratory environment, consumers were studied on how they viewed these

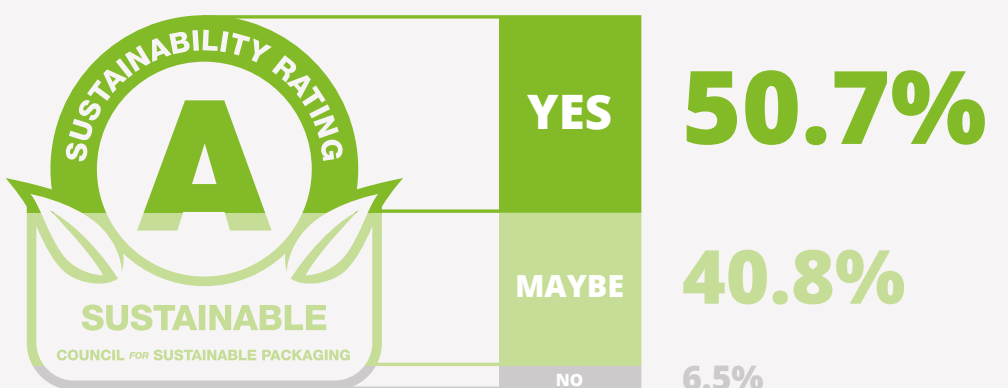
logos and labels. Retail packaging was created for items across a variety of markets — pasta, beverage, snack, health, and frozen foods — that showed logos regarding sustainability. Some test subjects saw packaging with logos, while others saw the same package with the logos omitted, creating a baseline to judge how they perceived packaging information.

WHAT CONSUMERS SAY:

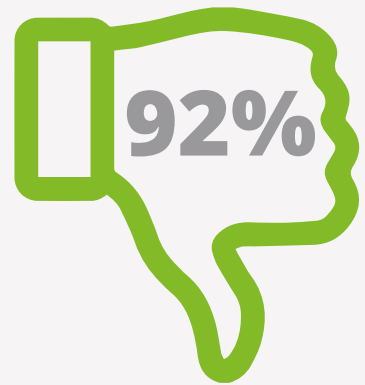
▶ **60%**

Over 60% of the participants claimed sustainability **sometimes to often** influences their decision-making when purchasing products.

IF THERE WAS A CLEAR, SIMPLE RATING SYSTEM TO IDENTIFY MORE SUSTAINABLE PACKAGING, DO YOU THINK IT WOULD AFFECT YOUR PURCHASE DECISIONS?



WHAT CONSUMERS DID:



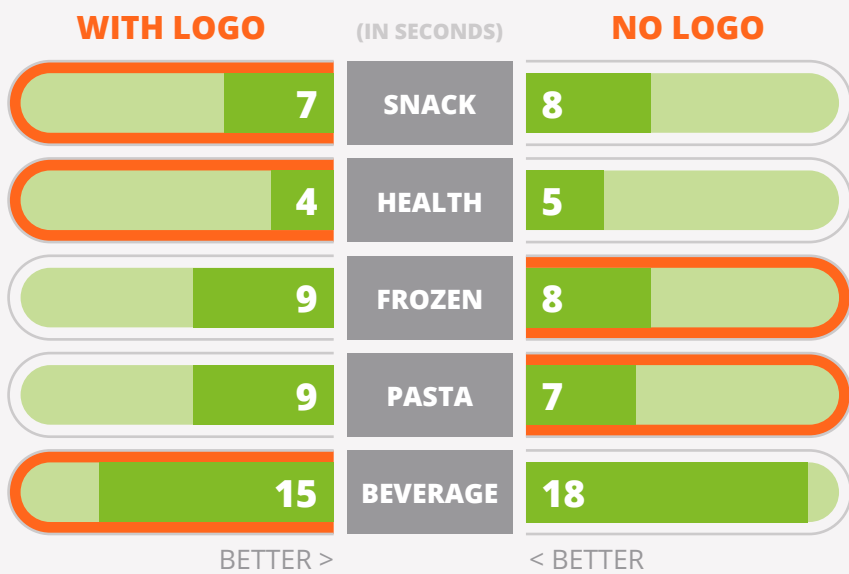
NINETY-TWO PERCENT OF THE SHOPPERS DID NOT NOTICE THE LOGOS, WHEN PRESENTED WITH PACKAGING SHOWING SUSTAINABILITY LOGOS.

WHEN CONSUMERS THINK SUSTAINABILITY, THESE PACKAGING MARKETS COME TO MIND...



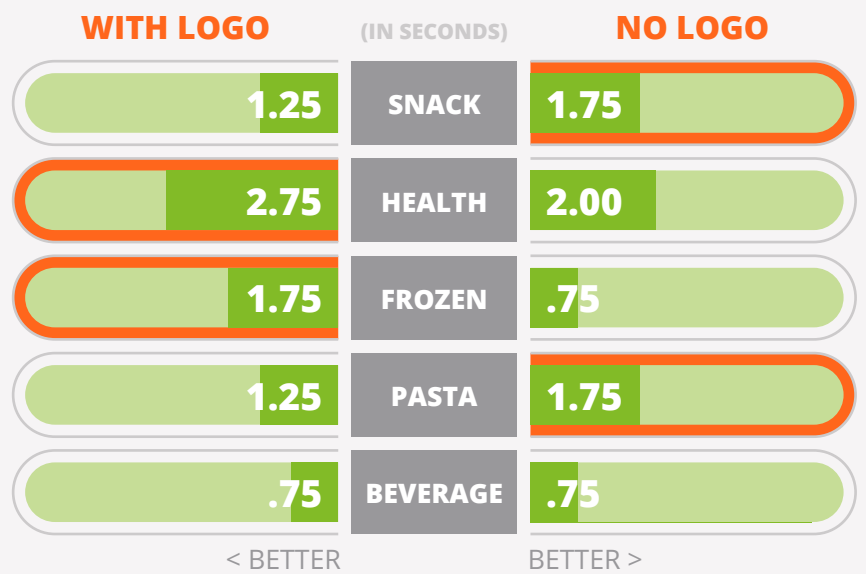
HOW QUICKLY?

WHEN WALKING INTO A RETAIL SPACE, HOW QUICKLY DID THE AVERAGE SHOPPER NOTICE OUR TEST PACKAGING?



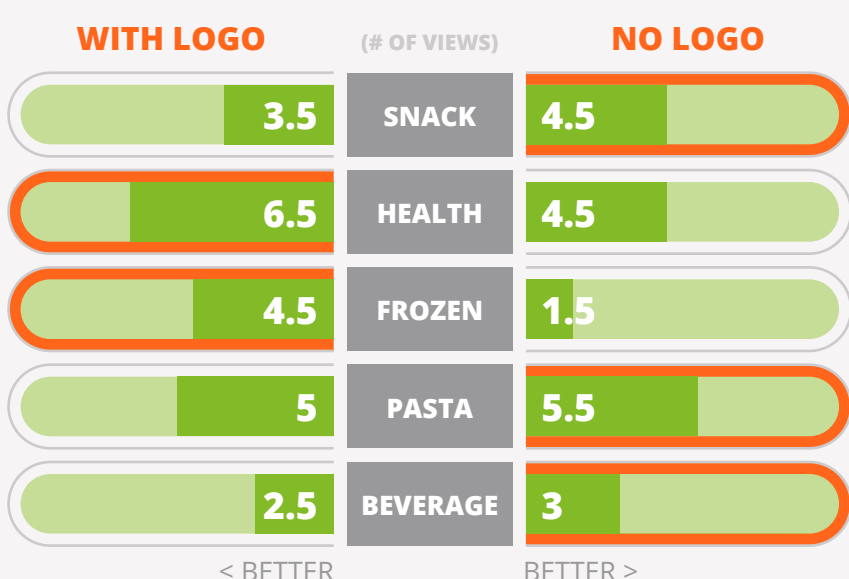
HOW LONG?

ONCE THE PACKAGE WAS NOTICED, HOW LONG DID THE SUBJECT LOOK AT THE ITEM?



HOW MANY?

IN THE RETAIL SPACE, HOW MANY TIMES DID THE CONSUMER LOOK BACK AT THE TEST PACKAGE?



RESEARCH

Research was conducted by Package InSight, a Clemson University partner that studies package performance, consumer attention and shelf impact. All studies are reviewed by university faculty and tested with strict accordance to the established test methods and protocols. They also incorporate the latest technology in biometric devices, such as mobile eye-tracking.

RECOMMENDATION

For sustainable packaging logo solutions call us at (414) 855-9100.

