



Study Shows that Shine Sells

PACKAGING ENHANCEMENTS THAT SELL

The following article is a compilation of excerpts from various periodicals and is based on a research study conducted by Partners in Marketing, Inc. on behalf of Rexam Metallising. As reported in the publications *Food Engineering*, *Official Board Markets*, and *Packaging Technology & Engineering* – shine sells!

In fact, consumers chose products with a metallized label over similar products with a plain paper label as much as 26.7 percent more often over similar products. "Our research shows that consumers like packages that shine or gleam," said Kym Lee, business development manager, Rexam Metallising. "With food products, there is a lot of shelf competition. A metallized label can increase the perception of value."

The study, conducted by Partners in Marketing, Inc., Worthington, Ohio, was a double blind, simulated store study where participants chose one product from a selection of similar products.



Choices were made in five categories (peach jams, pasta sauces, olives, raspberry flavored waters, an cooking oils). All products chosen were obscure brands that were unfamiliar to the test consumers. Prices of each product category were held constant and ingredients and calorie content were closely matched.

After the 'shopping' was completed, participants answered questions regarding their choices and the impact of various factors upon their selections. Interestingly, the consumers were not always able to identify the reason for preferring the product with the foiled label, but in each of the five categories, consumers chose products with metalized or 'shiny' labels by the following margins: peach jam 26.7 percent; pasta sauce 18.5 percent; olives 13.4 percent; raspberry flavored water 12.4 percent; and cooking oil over 10 percent.

"This study confirms that shoppers are attracted to items that catch their eye," said Harry Leibowitz, Ph.D., president of the research firm. "With all things being equal, a label or package that has a metallic look stands out, giving those products a clear advantage in the marketplace."

When asked to 'grade' various attributes of the products they had selected, using A,B,C,D (as commonly used in schools), there was a statistically significant preference based on the 'information on the label' yet as



pointed out above, the information on the label was exactly the same in both the test and control groups. Similarly, when asked about how the product looked on the shelf, the foiled label beat the control label in four out of five cases; and in three of the four cases, the results were statistically significant. Of those who responded to the open question, "Did you notice anything about the products you saw that was unique or out of the ordinary," - 37 percent mentioned the label.

Despite the consumers' clear preference for products with metallic labels, they were unable to pinpoint what influenced their decision. When asked about the price, quality, value, brand awareness, whether they considered their choice a bargain, and if the product promised new and improved, the differences in responses from the test and control groups were not statistically significant. "In the real world of hurried, time-pressed shoppers who have more product choices than ever, the aesthetics of labeling can make a difference," said Lee. "The blink of an eye is all it takes to attract the buyer."