

Principles of Packaging & Position of Product

Steven R. Van Hook, PhD

Snap Judgments in a Blink

Influences on Psyches & Society

Researcher, Author &
Columnist

- *Blink: The Power of Thinking Without Thinking*
- *The Tipping Point*
- *New Yorker Magazine*



Malcolm Gladwell

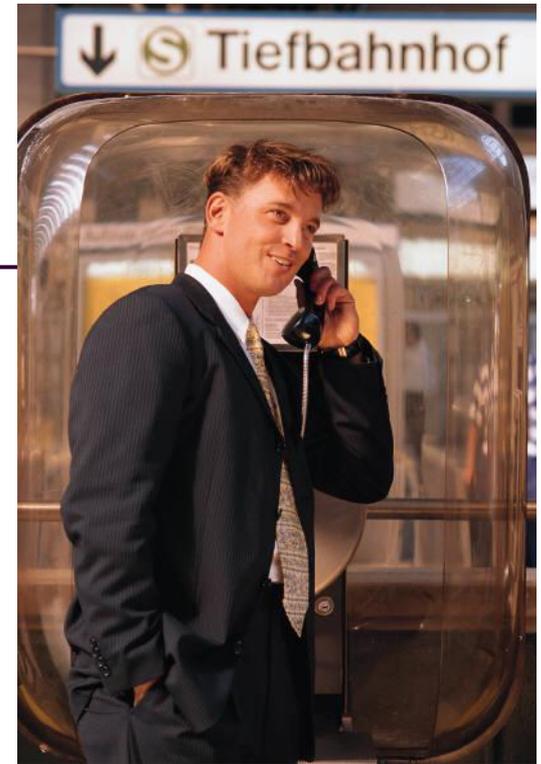
Snap *Blink* Judgments

- After just 15 minutes in a subject's room, strangers were as good or better as close friends at judging the subject's personal traits of agreeableness, conscientiousness, emotional stability, openness to new experiences.



Boost for Tall People

- Tallness = Capability
- Among male CEOs of US Fortune 500 companies, 58% are 6 feet or taller (only 14.5% of all men are taller than 6 feet)
- Persons 6' tall will earn \$5,525 more per year than identically skilled 5'5" tall person.



Students Snap Judge Instructors

Students evaluated an unknown instructor based on three silent ten-second clips; then three five-second clips; then three two-second clips.



In each case, the evaluations were “essentially the same” as by students who had take the instructor for a full semester.



Study by Nalini Ambady
Harvard University

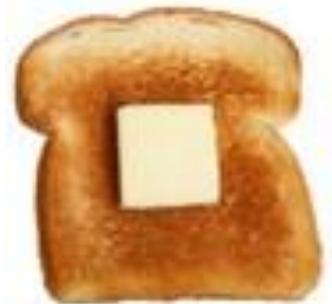
Imperial Margarine

- 1940s: Marketing innovator Louis Cheskin coined term, “sensation transference”



To successfully boost dead margarine sales:

- Colored white margarine yellow to look like butter
- Put a crown on the package
- Wrapped it in foil for quality image
- Sales soared and margarine caught on



Sensation Transference: Color of 7-Up Can

- After 15% plus-change of yellow color on the can, upset 7-Up customers complained of a change in flavor, perceived as more lemony over lime.

- Cheskin Company



Del Monte Peaches in a Glass Jar

- Customers say peaches taste better in a glass jar than a can, and are willing to pay more just on the strength of the package – “something like my grandmother used to make.” - Cheskin Company



Del Monte Promotional Copy:

“Del Monte Orchard Select Peaches are available in 24 oz glass jars at a price point of \$3.99 and sold in the chilled fruit section (near the fresh fruit). The jar has a vacuum-packed seal with the satisfying whoosh when you open it. The label is welcoming with green and red colors and a nostalgic graphic of the peaches and flowers. It looks like home.”



Focus group tests showed the sprig of parsley in Hormel logo implied 'fresh' to customers for the company's canned food of Spam, chunk meats, kid's meals, etc.

- Cheskin Company



Ice Cream Rounds

- Round cartons perceived as higher-quality than square cartons.
- Customers pay five to ten cents more for same ice cream in round container over square.

- Cheskin Company



OJ Goof-Up

- After several weeks of trial, Tropicana reverts back to original carton design after customer & media criticisms.
- “It looks like a generic OJ carton.”
- “It looks Soviet.”
- “It looks like a milk carton with all that white.”
- “We have to remember the *customers* own the brand, not the company.”



Old

New

Faces on the Package

- Faces need to look literal, not cartoonish; close-ups of faces are better than full-body shots; abstract characters are less effective. - Cheskin Company



Betty Crocker 1986 / 1936



Orville Redenbacher



Gerber Baby 1927
Ann Turner Cook



Chef Boyardee was indeed a real person, born Hector Boiardi in northern Italy in 1898, worked in restaurant kitchens at the young age of 11 before immigrating to America at 17.

Waiting Out First Impressions: Aeron: The “Chair of Death”

- Initial focus group scores of 2 for ‘ugly’; 8+ for comfort.
- Overcame snap judgments as a chair looking like “the exoskeleton of an insect” to become a top-seller among ergonomic chairs.
- Slowly won design awards, appeared in movies, sales grew by 70 percent. Beauty score by consumers now an 8.



“Old” Priming Words

Make short sentences
from scrambled terms:

- *shoes give replace old the*
- *sky the seamless gray is*
- *us bingo sing play let*
- *sunlight makes temperature
wrinkle raisins*
- *ball the throw toss silently*



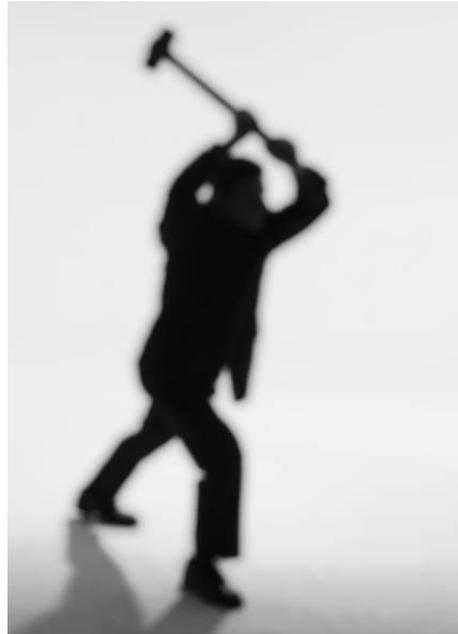
The subjects
internalized
'oldness' and
walked significantly
slower after test



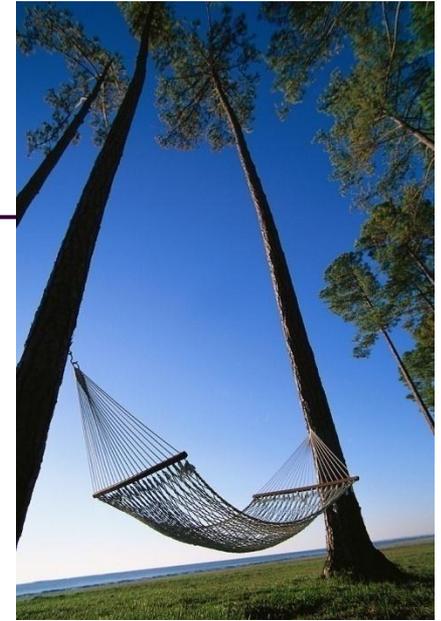
John Bargh
Psychologist
Yale University

Priming Words as Mental Contagions

Scrambled-sentence test
with priming words of
aggressive,
bold, rude,
bother,
disturb,
intrude,
infringe:
Subjects
interrupted
after 5
minutes.



Priming
words of
respect,
yield,
polite,
patiently,
considerate, courteous:
85% of subjects didn't
interrupt conversation at
all.



John Bargh
Psychologist
Yale University

Consumers Pick at Packaging



Amazon has been trying to get manufacturers to adopt “frustration-free packaging” that gets rid of plastic cases and air-bubble wrap — one of Amazon’s biggest sources of customer complaints.



Frustration-free products have earned on average a 73 percent reduction in negative feedback on the Amazon site.

New York Times



Environmentally friendly, using recycled and recyclable cardboard rather than plastic and wire ties, quicker to produce than the retail packaging and costs less.

Frozen Foods: Packaging vrs. Reality

What You See Is ...

The package looks so appealing, but is it really an accurate representation of the entree that awaits you?

Ratings for both “look” and “taste” of 19 products.

Rating Scale:

- 1 star = lost appetite
- 2 stars = bland
- 3 stars = okay
- 4 stars = good
- 5 stars = great



Frozen Foods: Packaging vrs. Reality

- **Corn Dog Meal**
- **Brand:** Banquet
- Look:** ****
- Taste:** ****

What you get: Batter-dipped frank made with chicken on a stick with a fudge brownie, french-fried potatoes and corn

Comments: “The fries were crispy, the corn dog was flavorful, and the rich brownie melted in my mouth.”



Frozen Foods: Packaging vrs. Reality

- **Honey Roasted Chicken with Au Gratin Potatoes**
- **Brand:** Boston Market Home Style Meals
- Look:** **
- Taste:** ***

What you get: Honey roasted chicken with au gratin potatoes

Comments: “Right off the bat the smell wasn’t pleasant to me, however the food tasted okay.”



Frozen Foods: Packaging vrs. Reality

- **Four Cheese Manicotti**
- **Brand:** Healthy Choice
- Look:** ***
- Taste:** ****

What you get: Ricotta, mozzarella, parmesan and romano cheese-stuffed pasta in marinara sauce with carmel apple crisps, and broccoli florets

Comments: “The manicotti was great, although there was too much sauce and the dessert was just okay.”



Frozen Foods: Packaging vrs. Reality

- **Chicken Fried Steak**
- **Brand:** Michelina's
- Look:** *
- Taste:** *

What you get: Michelina's signature chicken fried steak

Comments: "I love fried steak, but this was by far the worst fried steak experience of my life. Once I found the small chicken fried steak under the gravy and began to eat, I couldn't finish. It was bad."



Frozen Foods: Packaging vrs. Reality

- **Cheese Pizza Strips**
- **Brand:** Dip & Dunk Kid Cuisine
Look: *****
Taste: *****

What you get: Cheese pizza strips with dipping sauce, corn and fruit flavored snacks

Comments: “This meal was fun, satisfying and delightfully delicious.”



Frozen Foods: Packaging vrs. Reality

- **Pineapple Beef Teriyaki**
- **Brand:** Smart Ones, Weight Watchers
- Look:** ****
- Taste:** *

What you get: Pineapple beef teriyaki with vegetables and rice

Comments: “This meal looked great, but flavored it was not. The beef was spongy and the rice had no taste.”



Frozen Foods: Packaging vrs. Reality

- **Marie Callender's Herb Roasted Chicken**
- **Brand:** Marie Callender's
- **Look:** ***
- **Taste:** ***

What you get: Two pieces of herb roasted chicken, mashed potatoes and a mixture of carrots and broccoli

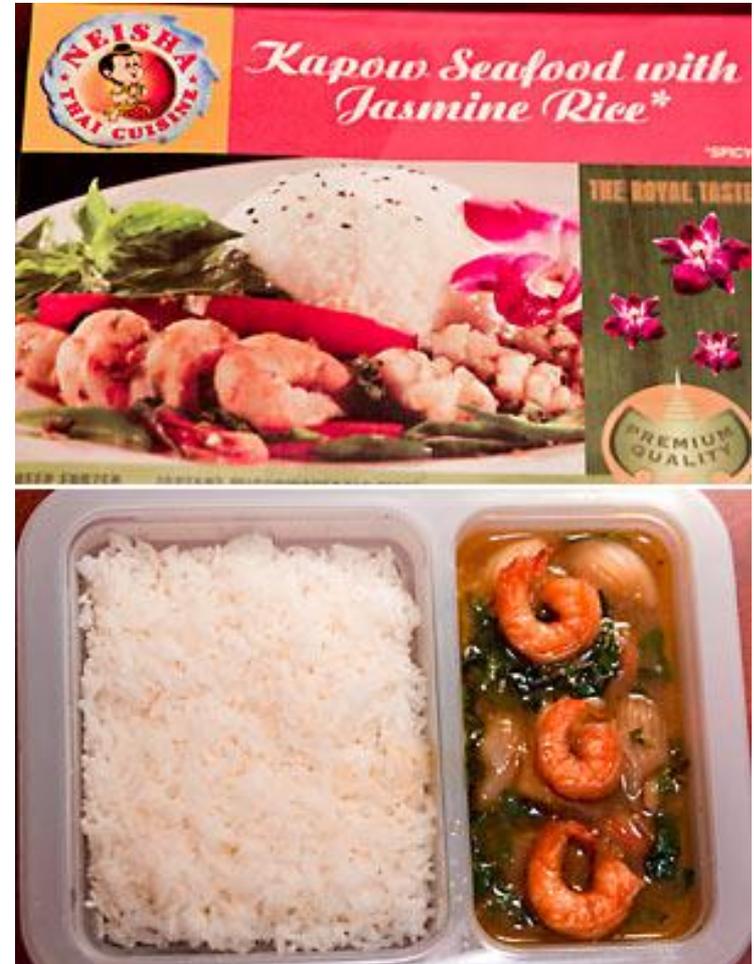


Frozen Foods: Packaging vrs. Reality

- **Kapow Seafood with Jasmine Rice**
- **Brand:** Neisha Thai Cuisine
- Look:** *****
- Taste:** *****

What you get: Seafood sauteed with fresh basil, chili and garlic sauce, with steamed jasmine rice

Comments: “The smell was delicious, the taste was even better. There was in total 6 tasty shrimp pieces that left me wanting more.”



Frozen Foods: Packaging vrs. Reality

- **Roasted White Meat Pot Pie**
- **Brand:** Premium Pot Pie, Pepperidge Farm
- **Look:** ***
- **Taste:** *****

What you get: Pot pie with roasted white meat, vegetables and a flaky crust

Comments: “It looked a little funny, but it tasted delicious. I felt full and was extremely pleased with this pie.”



Frozen Foods: Packaging vrs. Reality

- **Chicken Parmesan**
- **Brand:** Smart Ones, Weight Watchers
- Look:** *
- Taste:** *

What you get: Roasted chicken breast and spaghetti with marinara sauce topped with cheese

Comments: "It says it tastes better than ever on the box -- if that's true I'm afraid to know how it used to taste. This meal looked bad and tasted old and rubbery. I couldn't finish it."



Frozen Foods: Packaging vrs. Reality

- **Roasted Garlic Chicken Pizza**
- **Brand:** Michelina's
- Look:** *
- Taste:** ***

What you get: Roasted garlic chicken pizza with cheese, onions and bell peppers

Comments: “This 89-cent meal was easy on the wallet but hard on the eyes. It tasted OK, but I was hard pressed to see or taste any chicken that appeared on the box as chunky.”



Frozen Foods: Packaging vrs. Reality

- **Sweet & Sour Chicken**
- **Brand:** Kashi Entrees
- Look:** *****
- Taste:** ****

What you get: Sliced chicken with roasted green beans and yellow pepper, red pepper, crimini mushrooms, onions and edamame (soybeans), served over pilaf, and topped with a tangy sweet and sour sauce

Comments: “This healthy dish tasted tangy and good. It was filling even though it wasn’t a lot.”



Frozen Foods: Packaging vrs. Reality

- **Chicken Tandoori**
- **Brand:** Tandoor Chef
- Look:** *
- Taste:** ***

What you get: Chicken tandoori with spinach

Comments: “I enjoy Indian food very much. This meal however was average tasting and I felt it didn't have enough meat.”



Frozen Foods: Packaging vrs. Reality

- **Mexican Style Fiesta**
- **Brand:** Hungry-Man
- Look:** **
- Taste:** **

What you get: Beef enchiladas in chili sauce with Mexican style rice, refried beans and a brownie



Frozen Foods: Packaging vrs. Reality

- **Vegan Moroccan Chicken**
- **Brand:** Mon Cuisine
- Look:** ****
- Taste:** ****

What you get: Vegetarian “chicken” and almonds with whole wheat couscous and vegetables

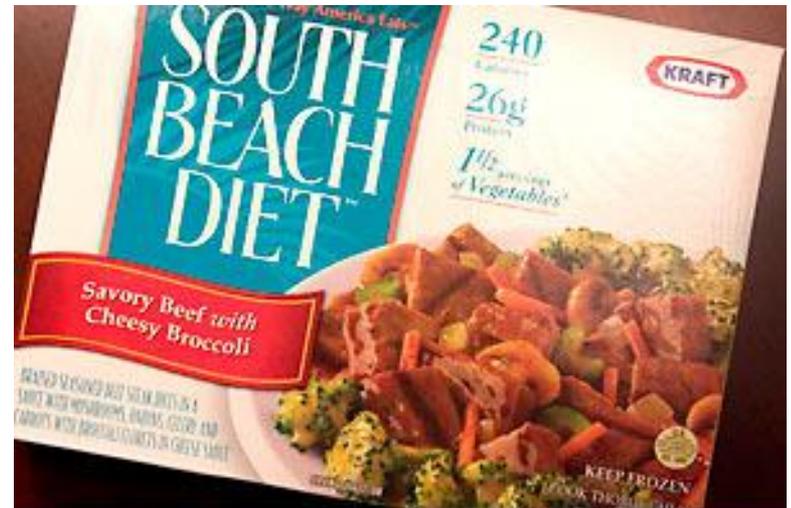
Comments: “It sparked my taste buds -- the couscous was very flavorful. However the vegetables were tiny and sparse.”



Frozen Foods: Packaging vrs. Reality

- **Savory Beef with Cheesy Broccoli**
- **Brand:** South Beach Diet by Kraft
- Look:** **
- Taste:** **

What you get: Chunks of beef with broccoli, mushrooms and grated carrot



Frozen Foods: Packaging vrs. Reality

- **Spaghetti**
- **Brand:** Stouffer's
- Look:** ****
- Taste:** ****

What you get: Spaghetti with meatballs in tomato sauce

Comments: “Looked great, tasted great. I'd buy this again for sure.”



Frozen Foods: Packaging vrs. Reality

- **Steak 'n Mac**
- **Brand:** Night Hawk
- Look:** *
- Taste:** ****

What you get: Macaroni and cheese and a charbroiled chopped beef pattie with steak sauce



Frozen Foods: Packaging vrs. Reality

- **Cheese Lasagna With Chicken Scaloppini**
- **Brand:** Stouffer's Lean Cuisine
- Look:** *
- Taste:** **

What you get: A serving of cheese lasagna and thin slices of lightly breaded chicken breast and rib meat scaloppini

Comments: “The chicken tasted very bland and low-quality. The lasagna was easier to eat but wasn't memorable.”



