



CASE STUDY

A leading natural skincare company refreshed their packaging with M/A/R/C's Accelerated Solutions



THE CHALLENGE

Due to increasing competition in natural skincare, our client wanted to update their packaging to better capture attention and more quickly convey brand benefits. Several alternatives were evaluated to identify the option with the strongest on-shelf breakthrough.

The winning prototype needed to:

- *Create breakthrough*
- *Clearly communicate key benefits*
- *Address unmet needs in the category*
- *Drive increased interest in purchasing*

THE SOLUTION

M/A/R/C's Accelerated Solutions offered *speed* and *practical value* - which traditional options could not - delivering *clear direction* for packaging enhancements.

1

BrandLens 360™

identified key elements driving consumer choices.

2

Accelerated Sort

determined the breakthrough of prototypes by capturing implicit emotional reactions to key elements.

3

Accelerated Screen

revealed the appeal and refinement opportunities of the prototypes with the strongest breakthrough.



THE RESULT

Using our iterative approach, the client was able to build and adjust packaging options throughout the process. M/A/R/C identified the prototype that provided the best balance of purchase motivation, breakthrough, and ability to convey “natural”. These Accelerated Solutions allowed our client to move forward with a winning design in record time.

We'd love to share more!

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