



A leading natural skincare company quickly 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.



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

THE SOLUTION

- 1 **BrandLens 360™** identified key elements driving consumer choices.
- 2 **Accelerated Sort** evaluated the breakthrough of new prototypes using an intuitive swiping exercise that captures implicit emotional reactions to key elements.
- 3 The prototypes with the strongest breakthrough or Instant Connections were refined and evaluated with our **Accelerated Concept Screen** test.

THE RESULT

Through an iterative approach the client was able to build and adjust packaging options throughout the process. This agile approach clearly identified the option 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.

