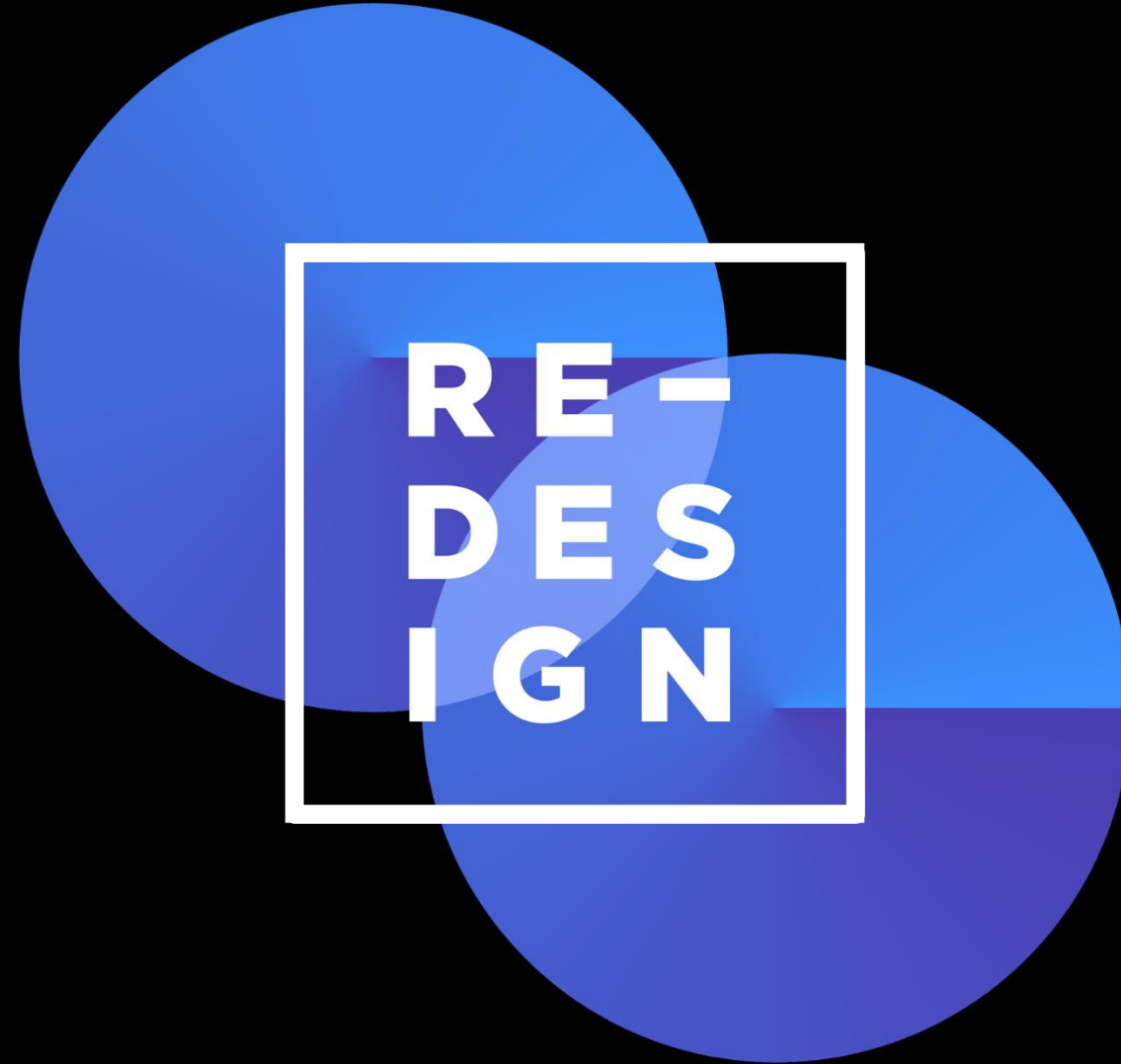


REDESIGN RESPONSE REPORT

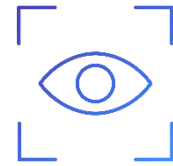


Blue Bunny
Frozen Novelties (Cream)
October 2022



Design Performance Model For Growth

Our metrics support design management decisions based on the following intuitive model for design-driven growth:



Capture & Convert

Design is the billboard that gets brands into consumers' consideration sets. Getting noticed, holding attention, and being easily found are fundamental milestones for successful design.

Metrics: standout, findability, navigation

Once in consumers' consideration sets, brands must close the sale by communicating their value better than competitors.

Metrics: purchase preference, communication of decision drivers, associations and sentiment

supporting factors

Mental availability helps brands establish a durable advantage through the use of distinctive assets to develop memory structures. However, challenger brand success demonstrates that this is not a prerequisite for growth.

Metrics: distance recognition, distinctive assets, memory structures

diagnostics

Understanding in consumer's own words why design elements are working or not for them helps spot opportunities for refinement while helping to understand conversion performance.

Metrics: Design element resonance

OLD

About this report

When a brand that we track launches a new package redesign, we assess how consumers perceive the new packaging relative to its predecessor. These redesign response studies are intended to provide a quick, reliable read on the new design's early performance—information which is helpful in identifying successful design strategies and competitive positioning threats, and in confirming whether design intentions have been realized successfully in the marketplace. Over time, consumers' reactions to the redesign may evolve as they become acclimated to the new packaging.



NEW





CONVERT



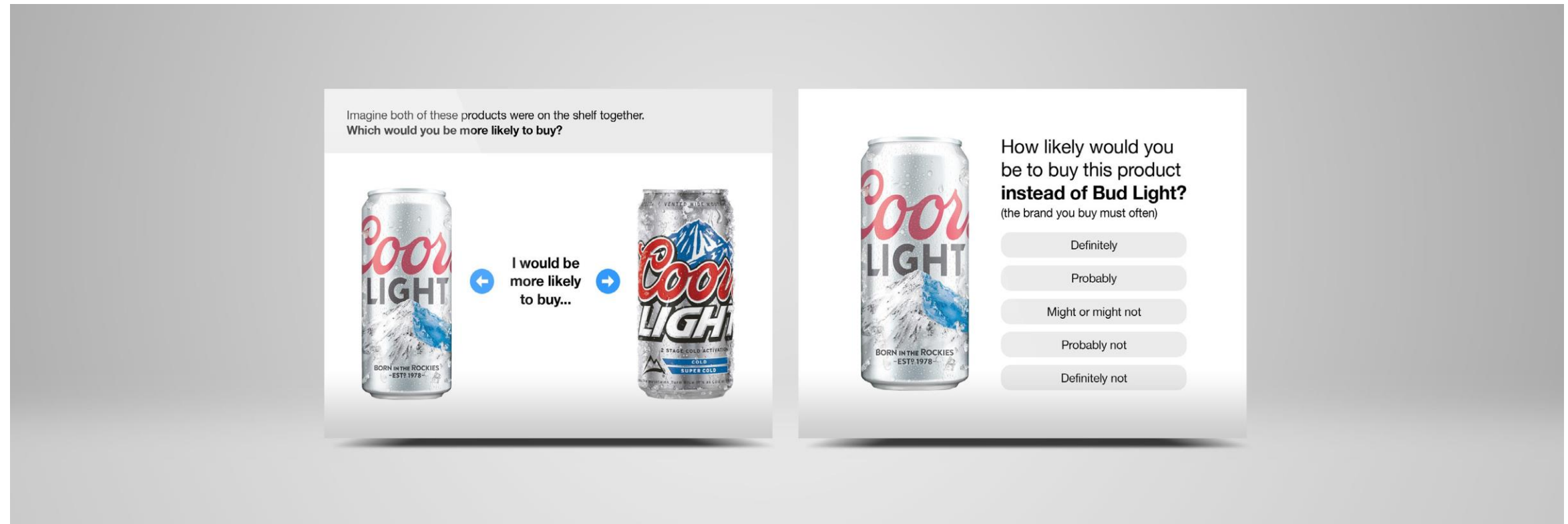
PURCHASE PREFERENCE

Which design are consumers most likely to purchase?

METHODOLOGY

How we measure

Consumers are asked which of two products they'd be most likely to purchase if both were available on the shelf at the same time. Upon making a selection, their response times are captured. Next, they're asked to indicate how likely they would be to purchase the product they chose instead of the brand they currently buy most often.



Why preference matters

- Effective redesigns typically result in a preference improvement over the old design.
- Designalytics' preference metric is highly correlated with in-market sales performance.

PURCHASE PREFERENCE

Which design are consumers most likely to purchase?



Old design



New design

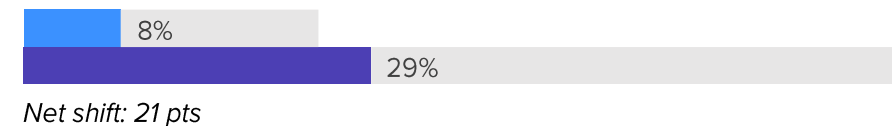
Overall preference

The percentage of consumers who select one design over the other in a forced-choice exercise.



Committed preference

Weighted purchase intent based on consumers' willingness to purchase the product over the brand they buy most often.

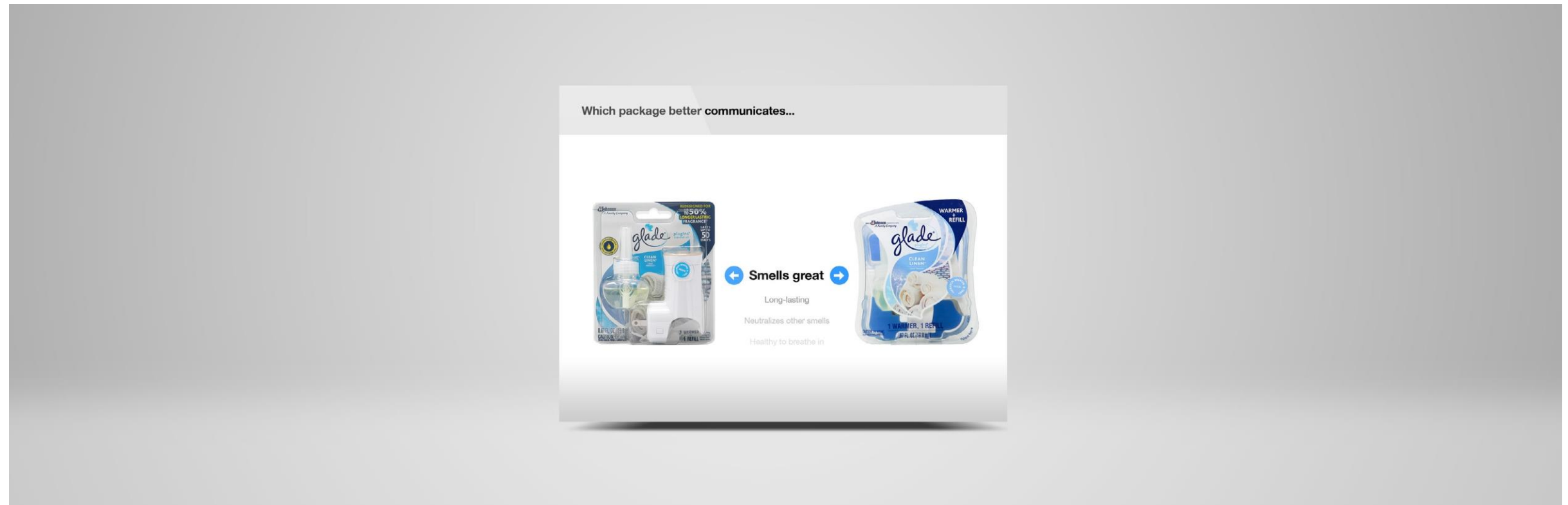


*The gray bar represents consumers who didn't strongly favor one design over another.

How well does each design communicate attributes that drive purchase in the category?

How we measure

Consumers are presented with two designs and asked to determine which best conveys certain attributes. (Attributes are determined objectively through independent consumer research.) If consumers fail to respond within five seconds, the system skips to the next attribute. Consumers' selections and elapsed response times are captured.

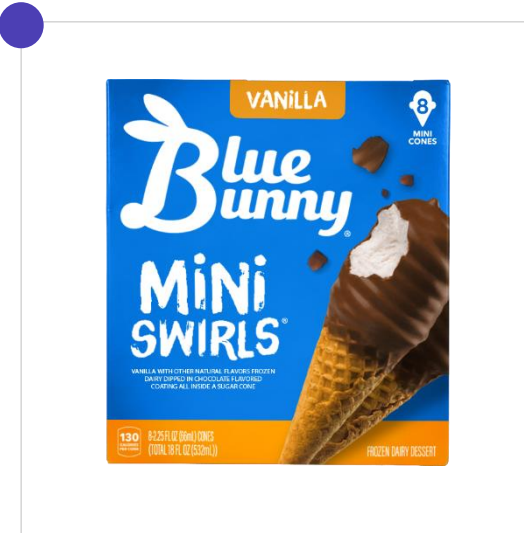
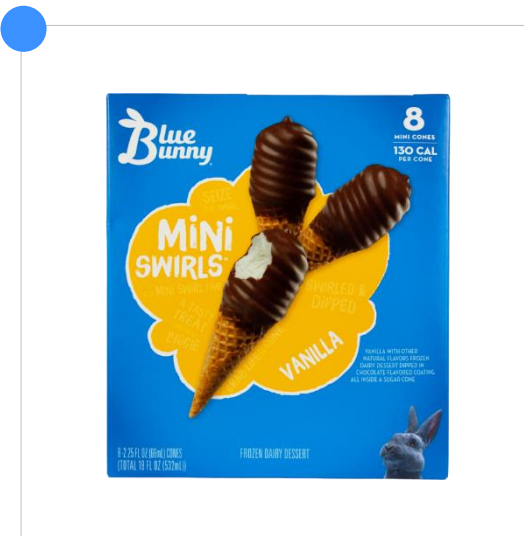


Why communication matters

- Improvements in communication tend to correlate with increased purchase preference and stronger sales performance.
- Effectively communicating the attributes that consumers care about can establish long-term distinction.
- Achieving distinction on multiple attributes broadens consumer appeal.

COMMUNICATION

Does the new design tell a different story than the old design?



Category driver	● Old design	● New design	Net shift	Driver rank
Ice cream shop quality	22%	74%	53 pts	10
High quality	23%	73%	50 pts	4
Premium	25%	72%	47 pts	12
Tastes great	25%	72%	47 pts	1
Authentic taste	26%	72%	46 pts	6
Fresh	25%	71%	45 pts	9
Made with real ingredients	24%	69%	45 pts	2
Satisfies a sweet craving	33%	65%	32 pts	3
Treat myself/others	34%	63%	29 pts	5
Good for everyday	36%	60%	25 pts	11
Good for the whole family	39%	58%	19 pts	7
Good value	39%	57%	18 pts	8

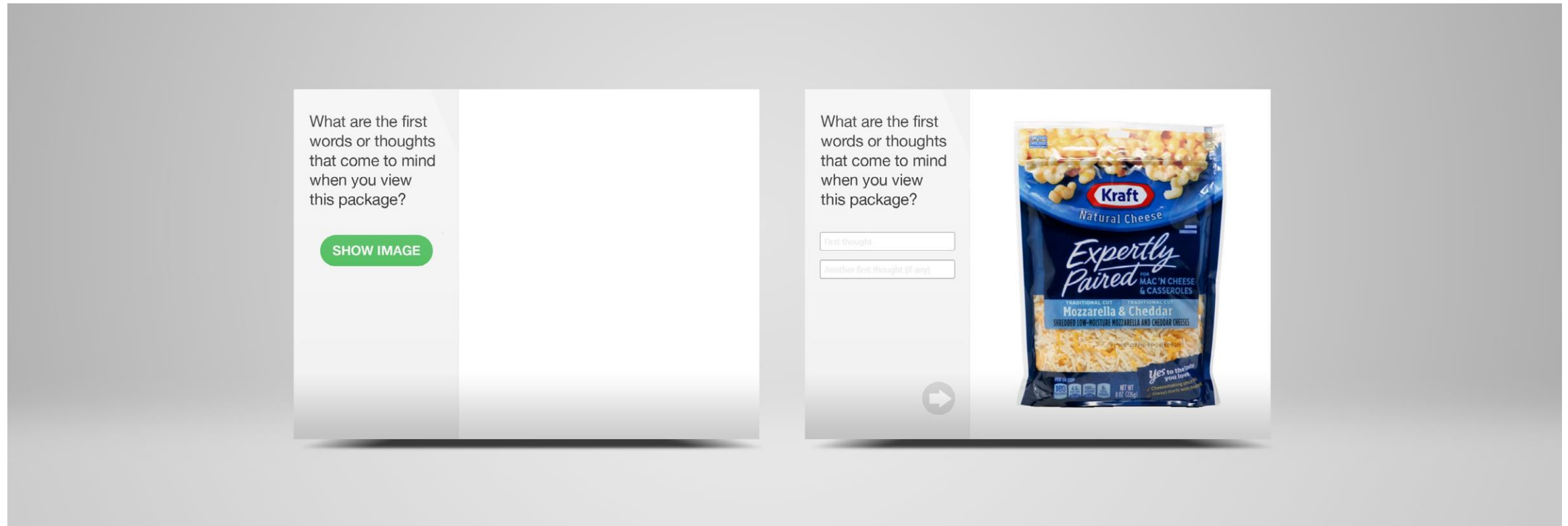
*Attribute rank is based on discrete choice utility scores derived from independent category driver research.
 *Consumers who expressed indifference are not represented here, so data for each attribute may not total 100%.

ASSOCIATIONS & SENTIMENT

What do consumers think when they first view each design?

How we measure

Consumers are presented with an image of the package and prompted to share the first thoughts that come to mind.



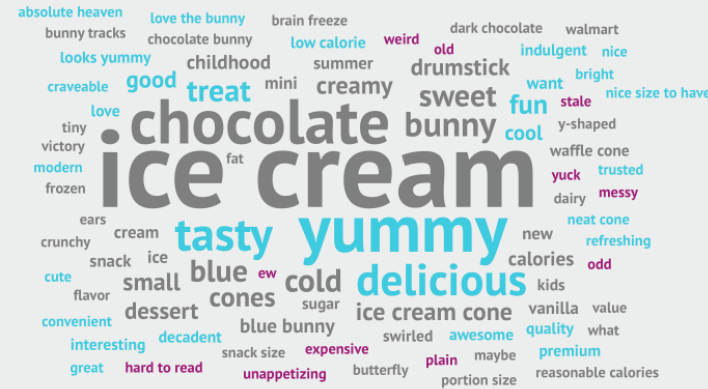
Why spontaneous associations matter

- Helps marketers understand design communication, triggered sentiment, and points of differentiation from other brands in the category.

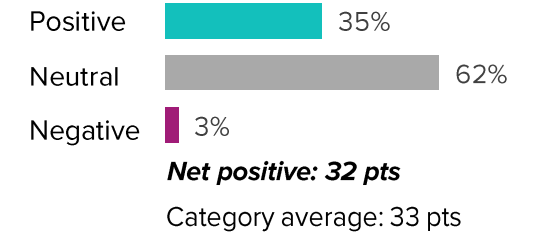
METHODOLOGY

ASSOCIATIONS & SENTIMENT

Which words come to mind when consumers view each package?



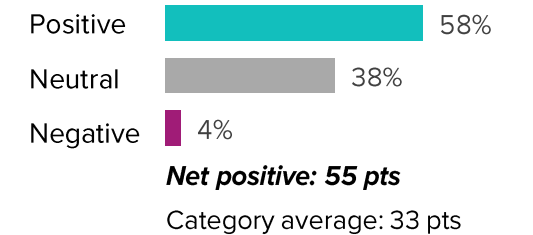
Old Design: Consumer Sentiment



The most frequently occurring word was mentioned by **25%** of consumers



New Design: Consumer Sentiment



The most frequently occurring word was mentioned by **21%** of consumers

ASSOCIATIONS & SENTIMENT

Which words are consumers more likely to associate with one design over the other?



These are the top ten responses that the **old design** is more likely than the new design to communicate.

Descriptor	Old (%)	New (%)	Difference
ice cream	25	8	+17
chocolate	13	6	+7
cold	5	1	+4
dessert	3	0	+3
drumstick	3	1	+2
cones	4	2	+2
creamy	3	1	+2
ice cream cone	3	1	+2
calories	2	0	+2
childhood	2	0	+2



These are the top ten responses that the **new design** is more likely than the old design to communicate.

Descriptor	Old (%)	New (%)	Difference
tasty	9	21	+12
fun	4	13	+9
delicious	8	17	+9
mini	1	5	+3
good	3	6	+3
cute	0	3	+2
blue	5	7	+2
right size	0	2	+2
small	3	5	+2
yummy	14	16	+2

ASSOCIATIONS & SENTIMENT

Which words are consumers more likely to associate with each design over the category in general?



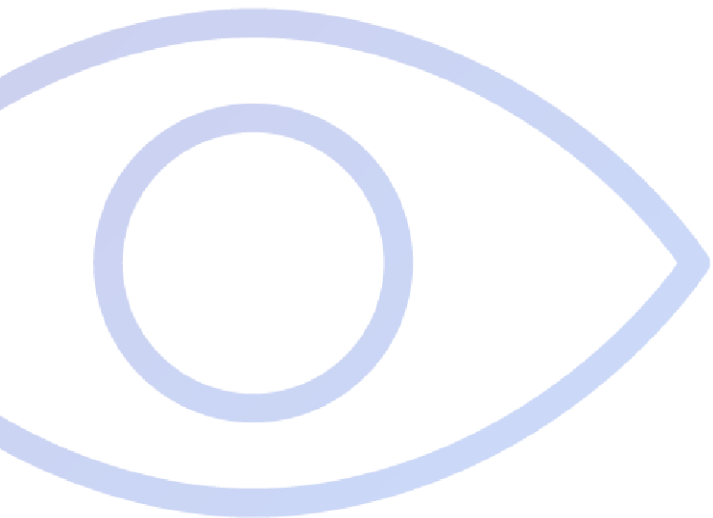
These are the top ten responses that the **old design** is more likely than competitors to communicate.

Descriptor	Old (%)	Cat. Avg. (%)	Difference
bunny	6	0	+6
ice cream	25	20	+4
blue	5	1	+4
tasty	9	5	+4
cones	4	0	+3
small	3	0	+3
ice cream cone	3	0	+3
fun	4	1	+3
drumstick	3	0	+2
blue bunny	2	0	+2

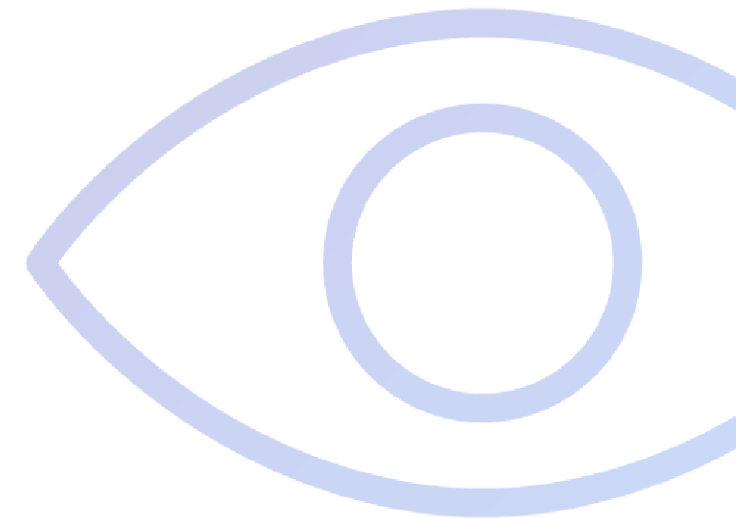
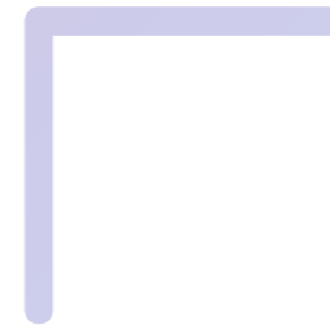


These are the top ten responses that the **new design** is more likely than competitors to communicate.

Descriptor	New (%)	Cat. Avg. (%)	Difference
tasty	21	5	+16
fun	13	1	+12
delicious	17	8	+9
blue	7	1	+6
bunny	5	0	+5
small	5	0	+5
mini	5	0	+5
cute	3	0	+3
sweet	6	3	+2
good	6	3	+2



CAPTURE



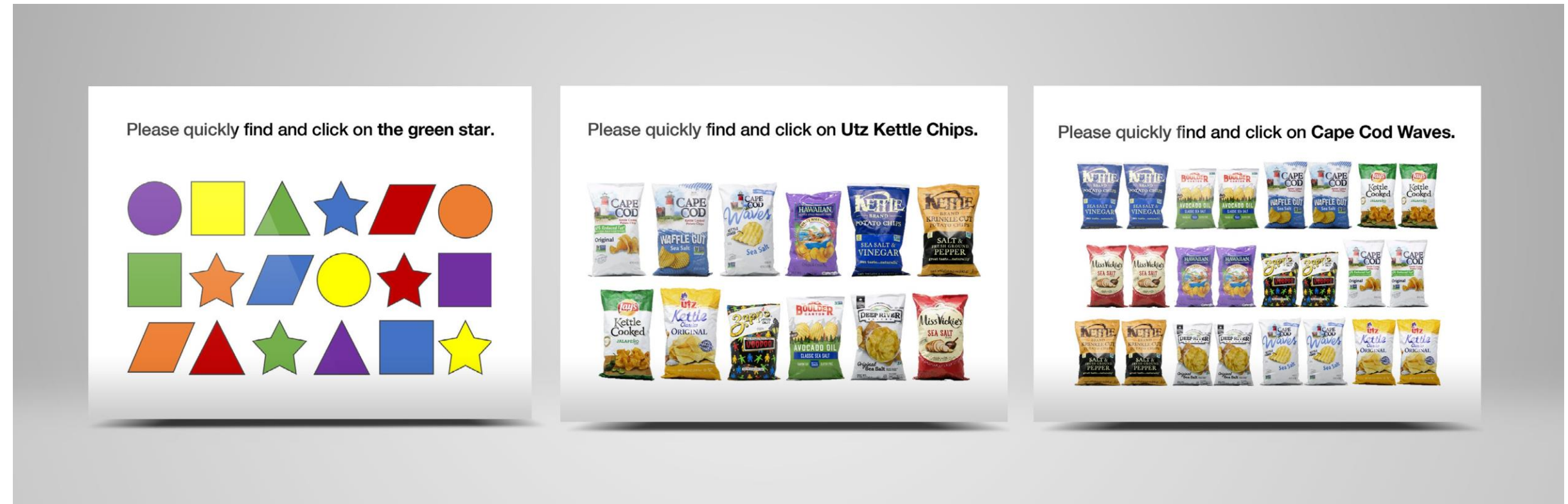
FINDABILITY

How quickly can consumers locate the brand when actively searching for it?

METHODOLOGY

How we measure

After completing a test exercise, consumers are tasked with locating a specific sub-brand from a set of 12 packages.

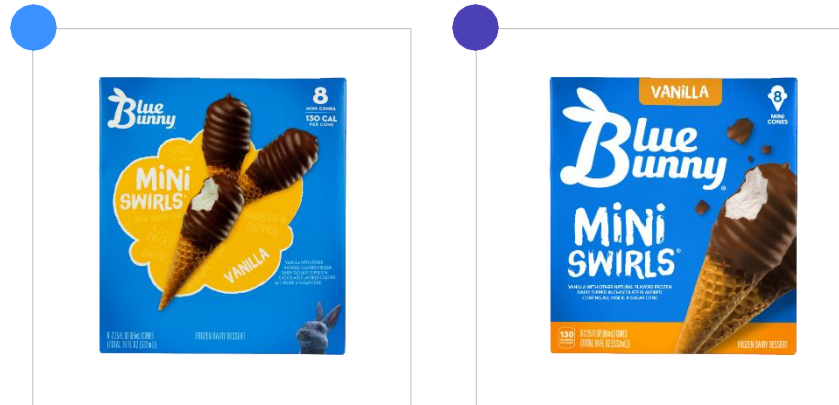


Why findability matters

- Ensures that the product awareness and interest generated by marketing efforts result in a sale.
- Brands that take longer for consumers to find are more vulnerable to substitution.

FINDABILITY

How quickly can consumers locate the brand when actively searching for it?



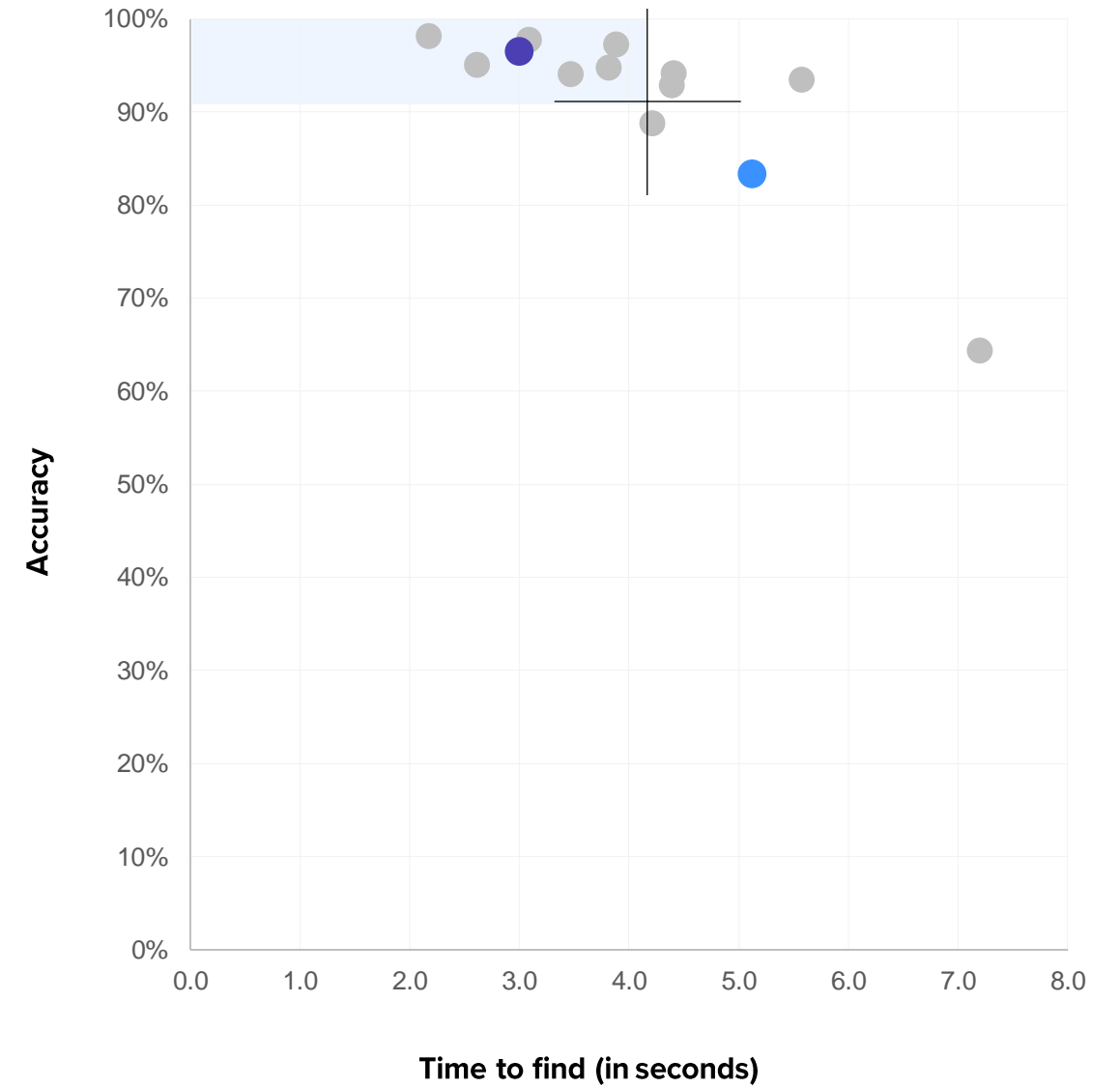
Accuracy

The percentage of consumers who accurately identify the target design.

Time to find

The average length of time that it takes consumers to locate a specific design when they're actively searching for it.

● Old design	83%	5.1 seconds
● New design	97%	3.0 seconds



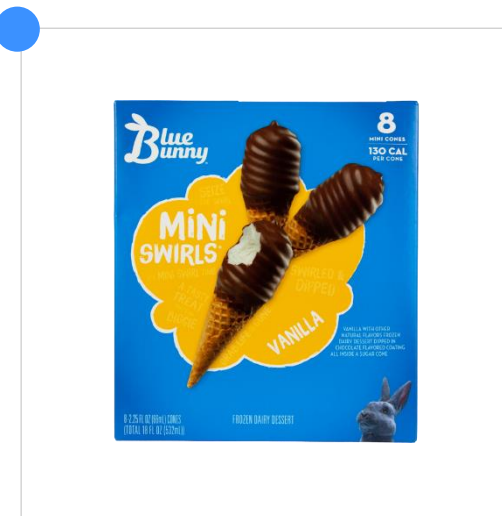
*The gray dots in the scatterplot represent other brands in the category.
For details by brand, see the September 2021 Frozen Novelties (Cream) Category Report.

FINDABILITY

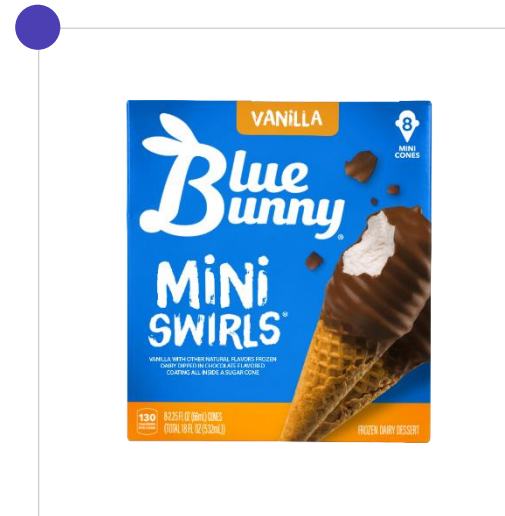
When searching for the brand, how often do consumers confuse it with other brands?

	Blue Bunny	Blue Ribbon	Carb Smart	Dove	Drumstick	Good Humor	Haagen-Daz	Klondike	Magnum	Skinny Cow	Snickers	Yasso
● Old design	83%	12%	1%	0%	1%	0%	1%	0%	0%	0%	0%	0%
● New design	97%	1%	0%	1%	1%	1%	0%	0%	0%	0%	0%	0%

Targetbrand



Old design



New design

*Data for the old design was originally reported in the September 2021 Frozen Novelties (Cream) Category Report.



SUPPORTING FACTORS

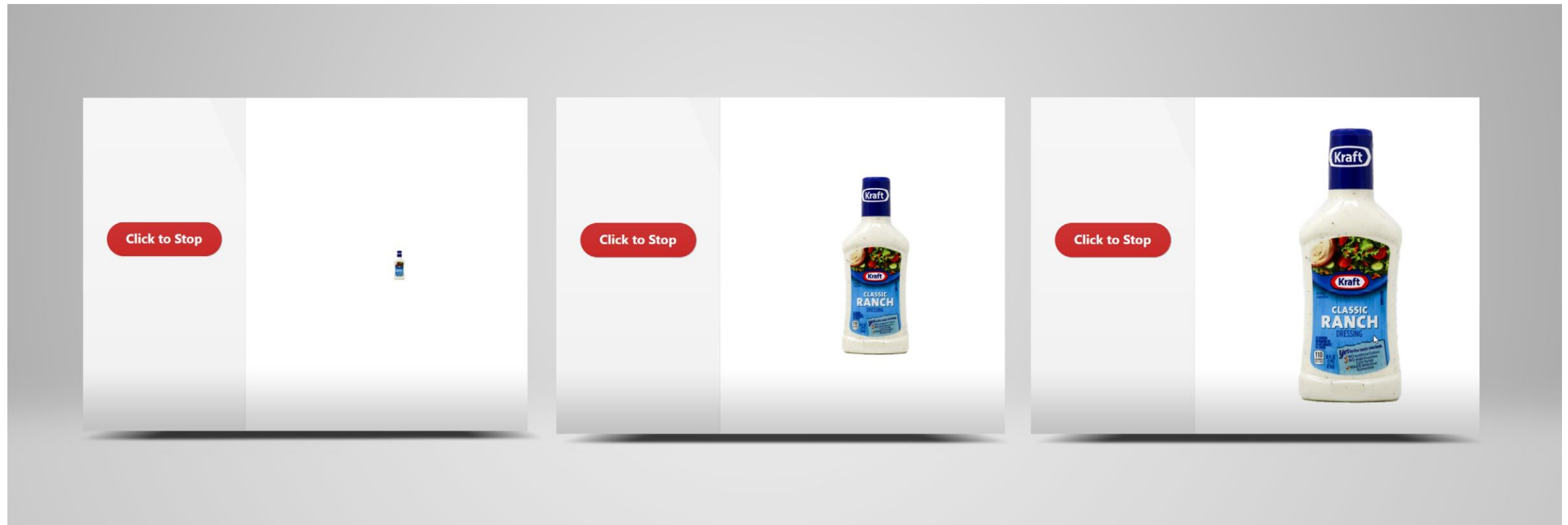
DISTANCE RECOGNITION

Has the brand built sufficient mental availability to allow consumers to recognize it from a distance?

METHODOLOGY

How we measure

Consumers are prompted to initiate an animation that simulates approaching a package from a distance (i.e., the package becomes larger as one gets closer). They're tasked with stopping the animation as soon as they believe they can identify the brand. Once this occurs, the stimulus disappears, and consumers are asked to identify which brand they saw from a list.



Why distance recognition matters

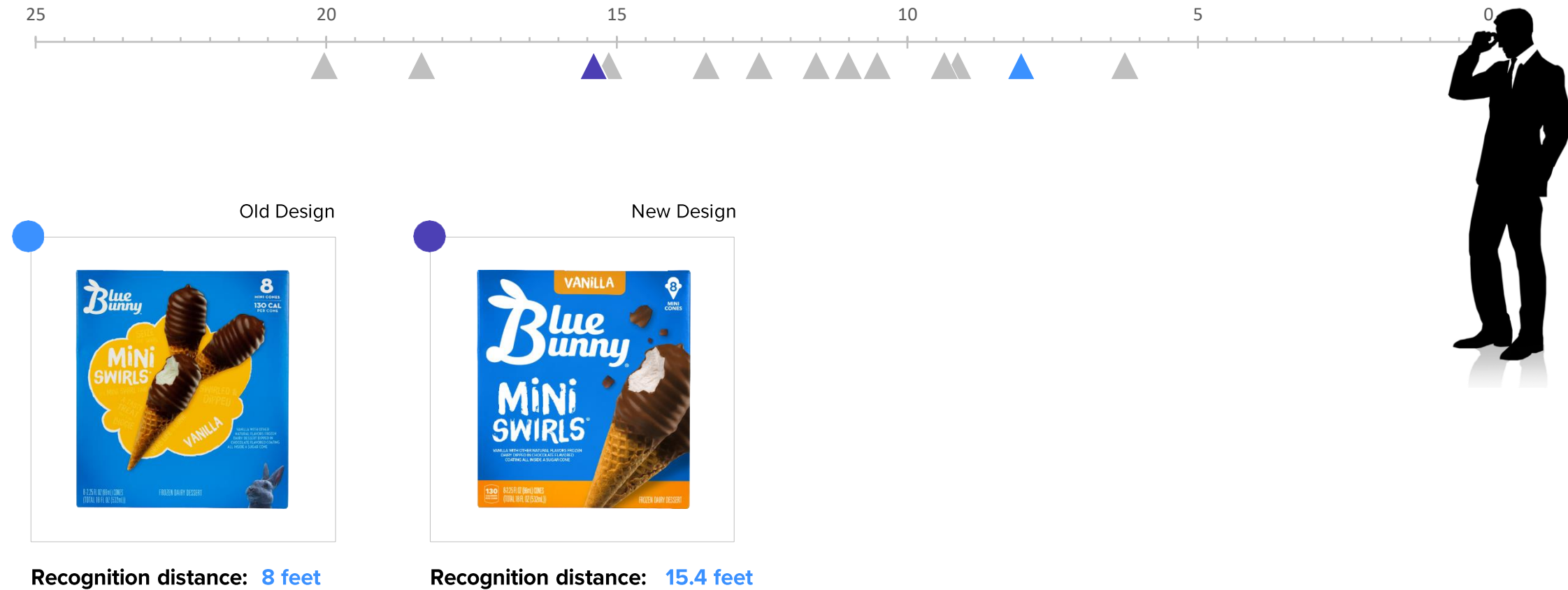
- The first brand recognized as a consumer approaches an aisle has a distinct advantage.
- Ease of recognition is an effective proxy for mental availability.

DISTANCE RECOGNITION

Has the brand built sufficient mental availability to allow consumers to recognize it from a distance?

Recognition distance

The typical distance at which consumers can accurately identify the brand. Designs recognized at greater distances have better mental availability.



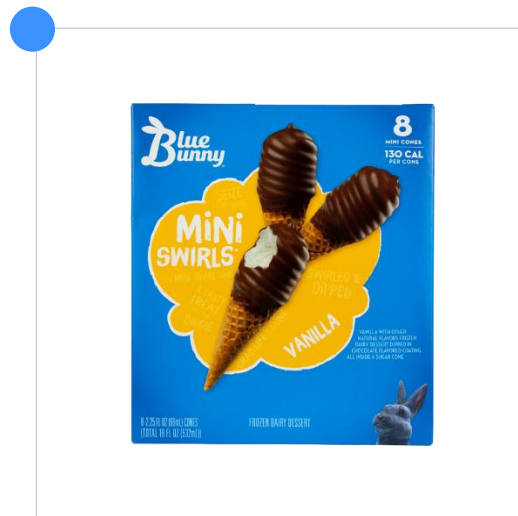
*The gray triangles represent other brands in the category. For details by brand, see the September 2021 Frozen Novelties (Cream) Category Report.

DISTANCE RECOGNITION

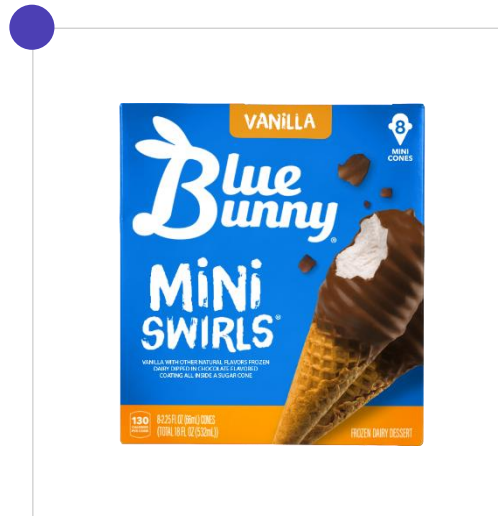
When viewing the brand from a distance, how often do consumers confuse it with other brands?

	Blue Bunny	Blue Ribbon	Carb Smart	Dove	Drumstick	Good Humor	Haagen-Daz	Klondike	Magnum	Skinny Cow	Snickers	Yasso	None of the Above
● Old design	83%	5%	1%	2%	2%	1%	0%	0%	0%	1%	1%	0%	3%
● New design	97%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%

Target designs



Old Design



New Design

*Data for the current design was originally reported in the September 2021 Frozen Novelties (Cream) Category Report.

DISTINCTIVE ASSETS

Does the brand have visual assets that are well-known, unique, and appreciated?

METHODOLOGY

How we measure

Category consumers are presented with a package design familiar to them, then asked whether it contains any design elements that they associate only with that brand. If they answer in the affirmative, they're asked to name those elements and locate them on the package. Lastly, they're asked to rate the resonance of these elements using an emoticon scale.

Interesting, please indicate below what design features you associate uniquely with OREO (besides the name itself). Please use a separate box for each different element.

Big picture of cookie

Blue package

Milk splash

Just so we're clear about the element(s) you chose, please click on the package to indicate what you're referring to when you say...

Blue package

The last thing we want to know is how much you like or value these things that are unique to the OREO package design.

Blue package

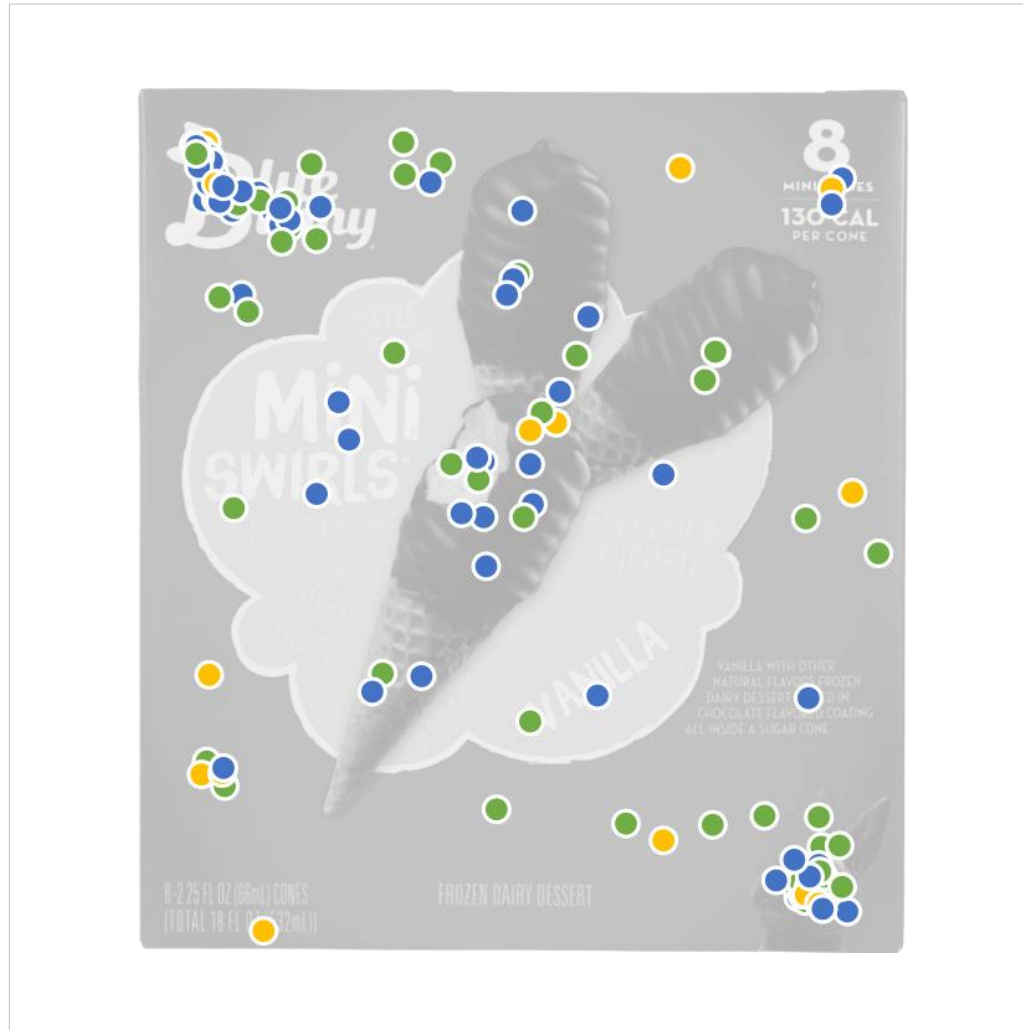
☹️ 😐 😊 😄 😁

Why distinctive assets matter

- They create brand distinction, and are integral in building memory structures and increasing mental availability.
- They can be leveraged effectively across all marketing channels.

DISTINCTIVE ASSETS

Does the brand have visual assets that are well-known, unique, and appreciated?



Distinctive assets

Visual elements that consumers identify as memorable and unique to a specific brand.

Consumers familiar with brand: **88%**

Number of distinctive assets: **14**

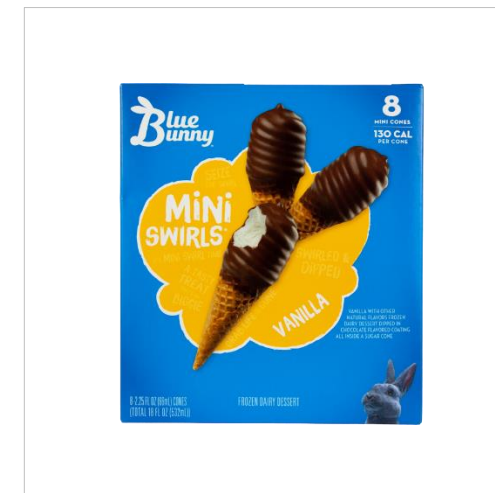
Number of distinctive assets versus category:



Logo resonance: **4.1**

Average asset resonance: **4.2**

Average asset resonance versus category:



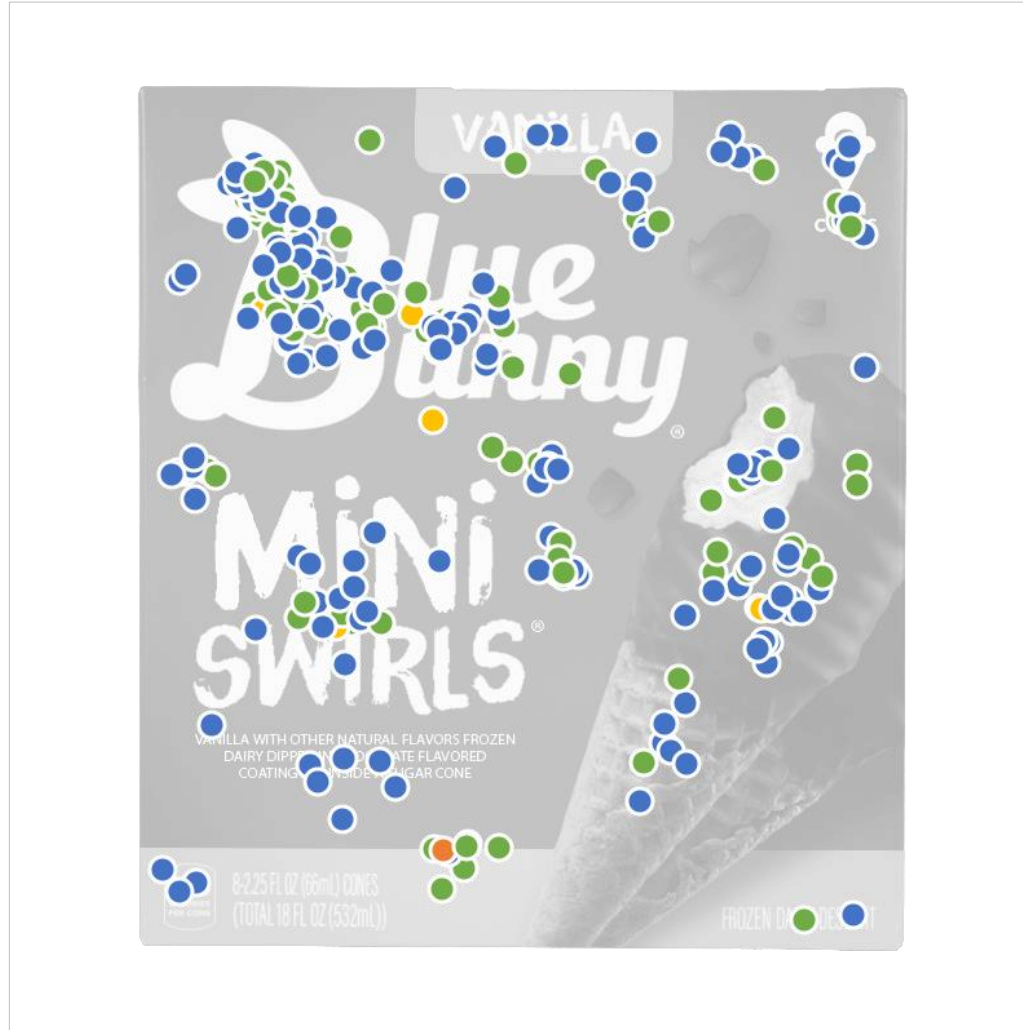
Descriptor	Percentage of Respondents	Avg. Resonance
logo	43%	4.40
bunny imagery	34%	4.23
product imagery	30%	4.50
colors	18%	3.82

The most frequently indicated asset was mentioned by **43%** of category consumers familiar with the brand.

OLD DESIGN

DISTINCTIVE ASSETS

Does the brand have visual assets that are well-known, unique, and appreciated?



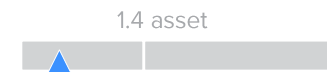
Distinctive assets

Visual elements that consumers identify as memorable and unique to a specific brand.

Consumers familiar with brand: **97%**

Number of distinctive assets: **1.1**

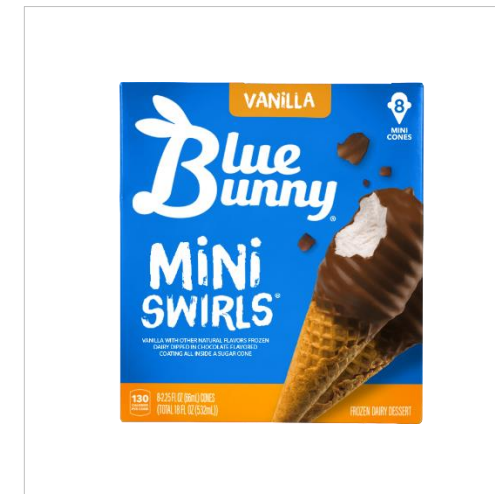
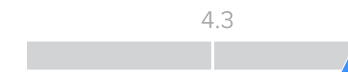
Number of distinctive assets versus category:



Logo resonance: **4.4**

Average asset resonance: **4.5**

Average asset resonance versus category:



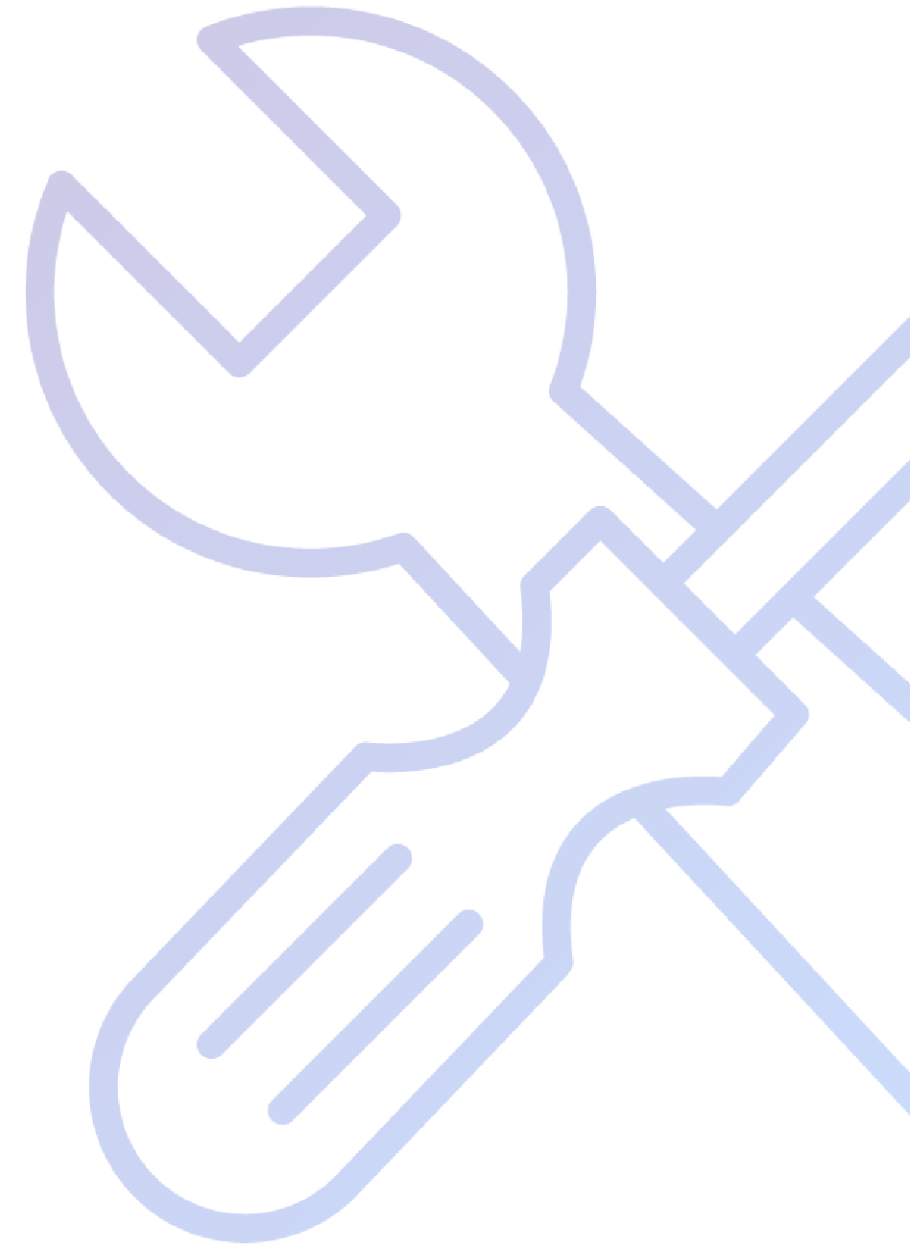
Descriptor	Percentage of Respondents	Avg. Resonance
logo	59%	4.56
colors	20%	4.53
product imagery	16%	4.64
product type	7%	4.65

The most frequently indicated asset was mentioned by **59%** of category consumers familiar with the brand.

NEW DESIGN



DIAGNOSTICS



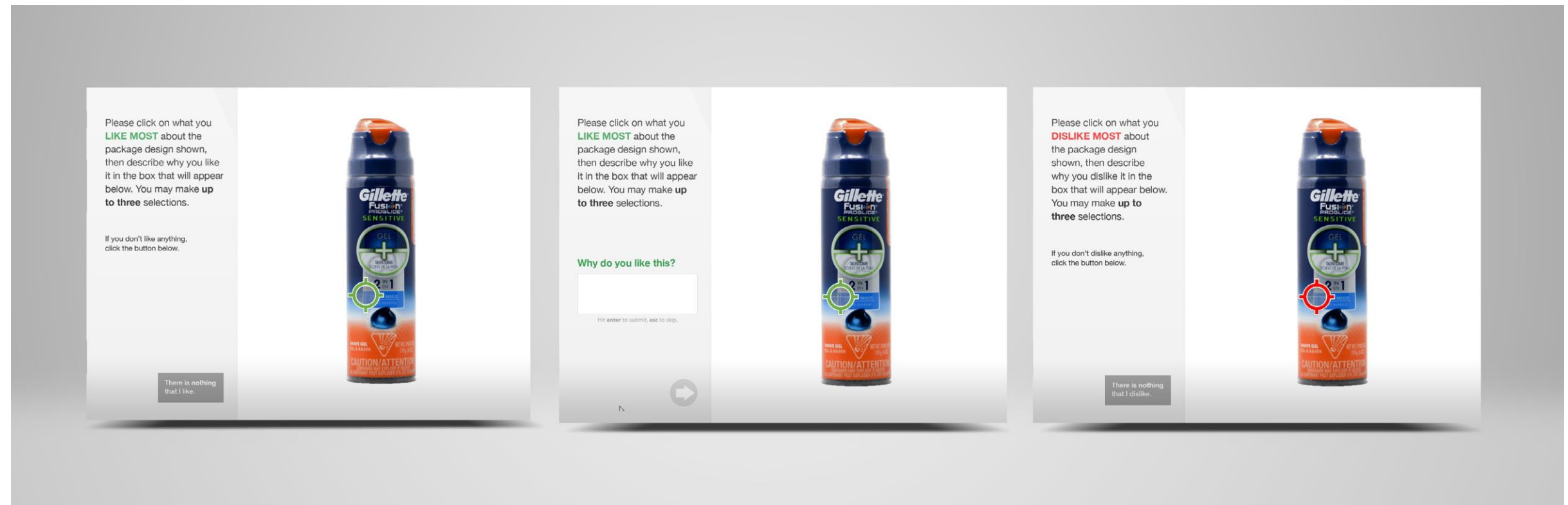
RESONANCE

Which are the most liked and disliked design elements?

METHODOLOGY

How we measure

Consumers are shown a package design and asked what, if anything, they like most about the design. Each click triggers a “reason why” open-ended prompt. This process then repeats for the elements that consumers dislike most.



Why resonance matters

- Design resonance can impact brand perceptions and sentiment.
- Feedback on design resonance can reveal specific opportunities for refinement.

RESONANCE

Which are the most liked and disliked design elements?

OLD DESIGN

Reference image

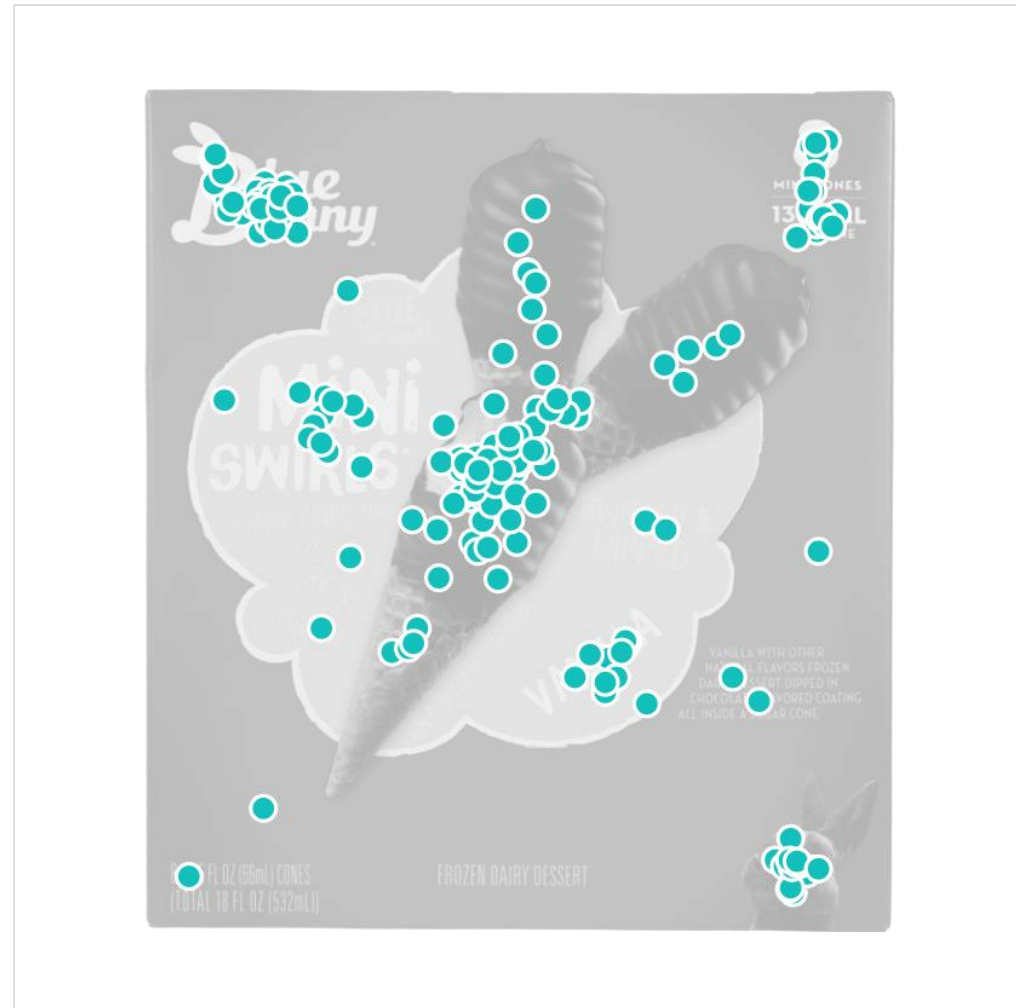


RESONANCE

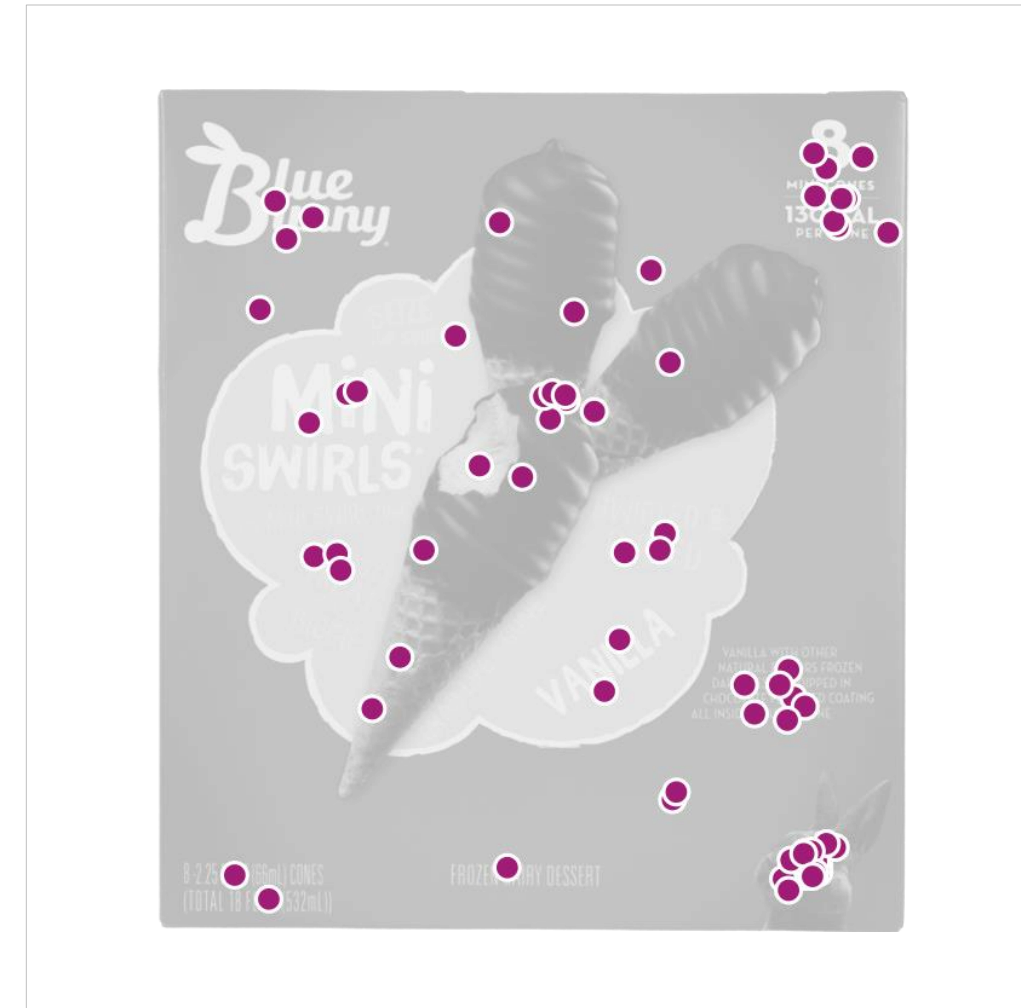
Which are the most liked and disliked design elements?

Total clicks: **257**
Average clicks per consumer: **2.4**
Like-to-dislike click ratio: **2.7**

OLD DESIGN



Clicks for “most liked” elements
Percentage of all clicks



Clicks for “most disliked” elements
Percentage of all clicks



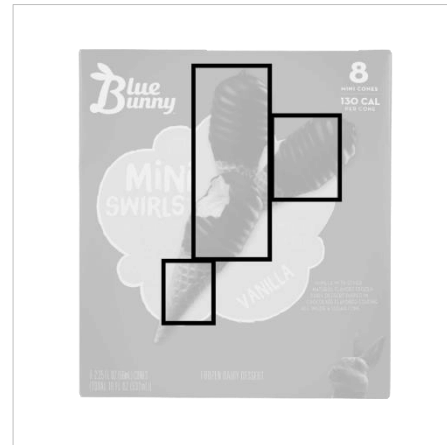
RESONANCE

Which are the most liked and disliked design elements?

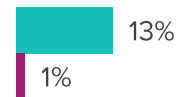
■ Likes
■ Dislikes

OLD DESIGN

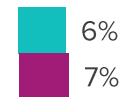
Zone A



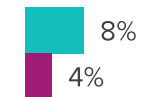
Zone B



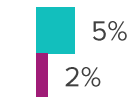
Zone C



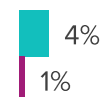
Zone D



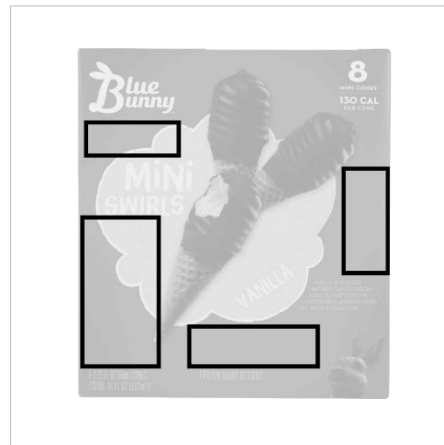
Zone E



Zone F



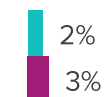
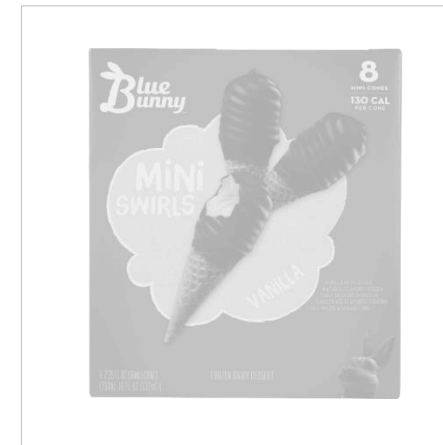
Zone G



Zone H



All other



Resonance bar charts are reflective of percentage of clicks.

RESONANCE

Which are the most liked and disliked design elements?

NEW DESIGN

Reference image

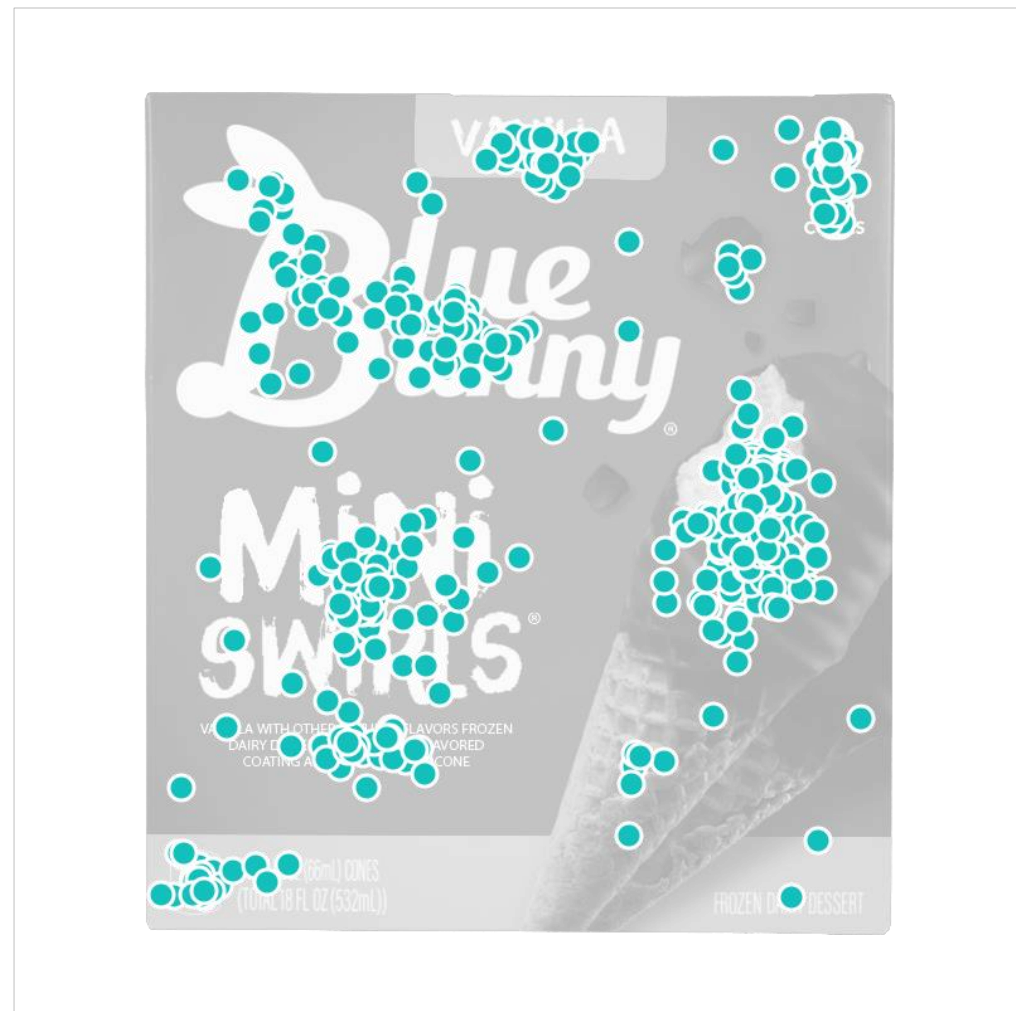


RESONANCE

Which are the most liked and disliked design elements?

Total clicks: **560**
Average clicks per consumer: **2.1**
Like-to-dislike click ratio: **6.7**

NEW DESIGN



Clicks for “most liked” elements
Percentage of all clicks



Clicks for “most disliked” elements
Percentage of all clicks



RESONANCE

Which are the most liked and disliked design elements?

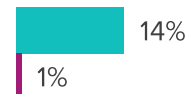
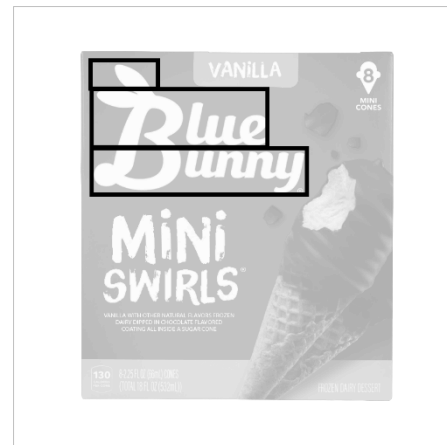
■ Likes
■ Dislikes

NEW DESIGN

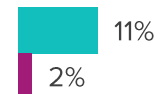
Zone A



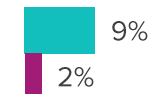
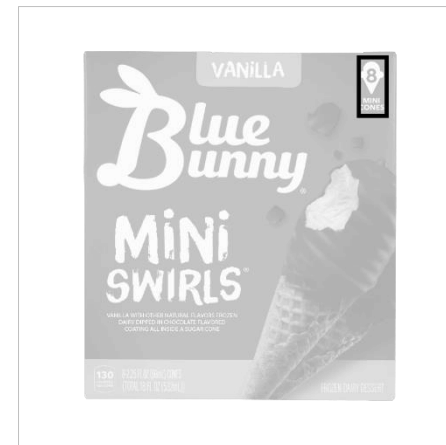
Zone B



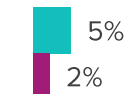
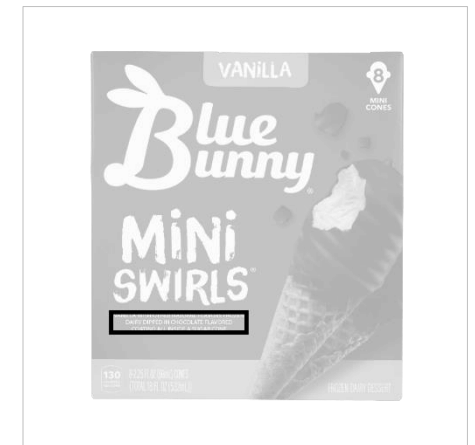
Zone C



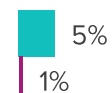
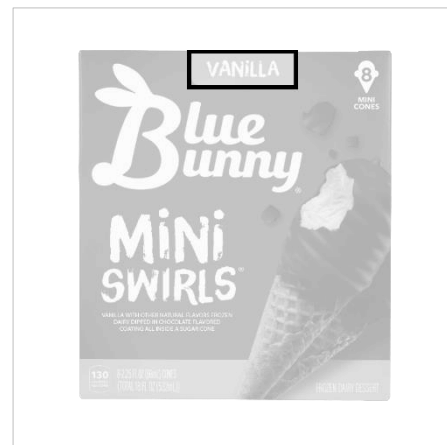
Zone D



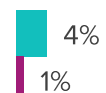
Zone E



Zone F



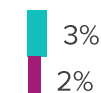
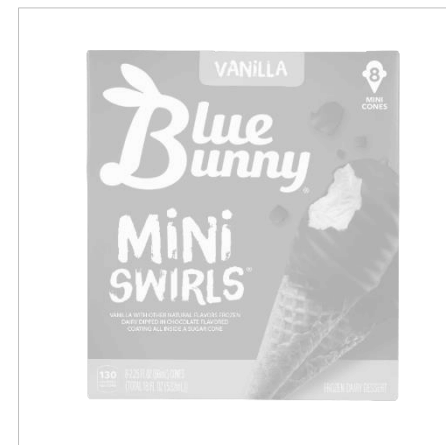
Zone G



Zone H



All other



Resonance bar charts are reflective of percentage of clicks.



OPEN-ENDED RESPONSES

RESONANCE

Why are the most liked and disliked design elements liked or disliked?

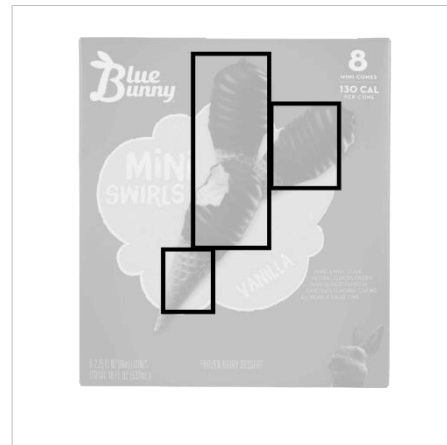
OLD DESIGN

Reference image



RESONANCE

Why do consumers like or dislike certain elements?



● Zone A - Likes

I like how it looks a rabbit

the packaging

da ice cream

I like this ice cream.

looks tasty

I love the design of the treat and how they're mini sized and they are low in calories and are from a popular brand

Like the ice cream and chocolate. Only 130 calories.

Like the chocolate and the ice cream. Like only 130 calories.

The ice cream and chocolate look delicious
chocolate and vanilla

Shows flavor

It is appetite and looks tasty

● Zone A - Likes

chocolate coating

looks delicious and unique

Chocolate coating.

Love that it shows the inside of the ice cream cone

I think it's cute how they included 2 in the background kind of like bunny ears

It shows the contents of the packaging

Looks yummy and creamy.

Colors

The ice cream looks inviting

Vanilla ice cream and it shows what the cone looks like under the chocolate

cones look like bunny ears

highlights the product in an engaging, distinct, interesting, and appetizing way

The ice cream cones look delicious

the look of the icecream.

good ice

Easy to see what item is in it.

I love the combination of vanilla with chocolate

Makes the cone seem really delicious. Very chocolatey hard shell, and a peek inside at the vanilla ice cream.

Yummy snack

● Zone A - Likes

vanilla ice cream

looks like taste good

the chocolate and vanilla ice cream is very appealing

looks good

I love the look of the ice cream and the brand.

because i love it and also i like it. because i love it and also i like it. because i love it and also i like it.

ice cream

Show the product

looks yummy

I get to see what ice cream and looks nice

the ice cream cone

the product looks good

Because it looks absolutely delicious

shows off the product well

the nice enjoyable mini ice cream

i like the detail

like the three cones together with swirls. Yummy

it looks very light and i love ice cream

I can see the type of cones I am purchasing

ice cream

Looks appetizing

ice cream

OLD DESIGN

● Zone A - Likes

makes me want to have a cone now

good picture of what's inside

looks great tasting

It shows what is on the outside and inside of the cone

i like how it shows how the ice cream will look

looks like the real item.

I love the cooked chocolate

looks good

Detail in what the ice cream looks like

It's inviting and shows you the chocolate coating and the vanilla frozen dessert in the interior

like tasty junk

it's cute - looks like bunny ears

The product looks like it would taste good

Vanilla is good

who dose'nt like to see ice cream?

Product looks yummy.

showing the cones

Chocolate

looks good

it shows you what the ice cream cones look like

love the hard chocolate shell

The cone is super tasty



RESONANCE

Why do consumers like or dislike certain elements?

● **Zone A - Likes**

I love the cone and how it blends in with the yellow
cone
Looks like a sugar cone
Cones
chocolate
looks delicious
The cone looks delicious
good

● **Zone A - Dislikes**

too close together
The picture looks lopsided.
Not a big fan of chocolate
the color
The shape of the ice cream looks dumb
The orientation of the cones is annoying
product looks disgusting
The ice cream doesn't look as appetizing as it could. It actually looks a little freezer-burnt.
look like horns
I don't like the way these are put together to look like a rabbit
too big and weirdly placed
I don't like the cones.
You cannot tell how big the ice cream cones are.
wtf is that supposed to be
It just doesn't look good. Looks yucky.

OLD DESIGN



RESONANCE

Why do consumers like or dislike certain elements?



● Zone B - Likes

Good brand

Interesting logo

The unique use of the letter B.

The logo is innovative

love this brand

I like the logo with the bunny ears on the B

I like that the capital B is shaped like a bunny

B looks like a bunny

recognize the name

I think it clever how they incorporate the bunny ears in the B

it is clever

i associate this brand and logo with high quality product

quality name brnd

● Zone B - Likes

I think the bunny logo is fun.

It's recognizeable

trusted, tasty brand

it's a name I know.

Logo is vcool

the logo is cute

Love the blue bunny logo

easy to tell the brand

i like the logo

logo

because its easy to sww who its made by

Love BB!

creative design of letter B

Cute Logo on the brand name

I LOVE BLUE BUNNY

Blue bunny logo .1.,is pleasing to the eye.

It's a well known trusted brand.

the logo

I really like this brand of ice cream

● Zone B - Dislikes

Cheap ice cream that doesn't taste creamy enough

the name

Blue

OLD DESIGN



RESONANCE

Why do consumers like or dislike certain elements?



● Zone C - Likes

- cute
- The little blue bunny is so cute.
- Great mascot
- bunny is cute
- The bunny is so cute
- It's a cute bunny and it's blue.
- the bunny is cute
- Good logo
- like the bunny
- Love the picture of the bunny
- distinctive packaging of product name
- cute bunny
- love the bunny

● Zone C - Likes

- cute
- cute bunny
- Its a photo image of the Blue Bunny!

● Zone C - Dislikes

- This rabbit is creepy.
- the bunny
- Why an animal
- hard to id
- blue bunny is stupid
- isnt very cute
- not the cutest bunny
- looks like a rat
- Not the best looking bunny I've ever seen. Almost scary.
- I feel like since the wording of blue bunny is at the top its no need for the bunny below
- Its just not needed
- weird bunny, dont go with the brand it seems
- Looks out of place
- not cute bunny
- Bunny is a poor caricature; looks like stiff rabbit robot with not much character
- kinda scary looking
- the bunny looks weird looking up at them

OLD DESIGN



RESONANCE

Why do consumers like or dislike certain elements?



● Zone D - Likes

number

good amount of product

Calorie count on box

not many calories

Not high in calories

it states how many calories are in the icecream.

low calories are good and this says how many in the count

Good amount of 8

low in calories

lower calorie treat

lower in calories

the calories

.it's a blue bunny - what's not to like?

● Zone D - Likes

shows calorie content of product

good number in box

I like the number of calories on the front of the box

only 130 calories per cone

calories

i like that they show the calories up front

Low calories

● Zone D - Dislikes

Not many in the box

design and color makes it look cheap

flavor is hidden at top does not stand out

Would like less calories

For it to be the mini's you would think the minimum for a small box should be at least 12.

130

need

They are too small

mini-cones - how small or big are they

OLD DESIGN



RESONANCE

Why do consumers like or dislike certain elements?



● Zone E - Likes

- I like mini size
- The font make it look fun to eat
- nice colors
- SO YOU WON'T OVER DO IT.
- Portion control. Just the right size.
- the mini swirls sound flavorful
- they're small
- smaller
- They are the minis. Not to o much not to much less.
- its mini
- mini
- big marker
- Sounds interesting

● Zone E - Dislikes

- too small
- too small
- very small

OLD DESIGN



RESONANCE

Why do consumers like or dislike certain elements?



● Zone F - Likes

Good flavor

has gravy

I like the color of the background and I like the blue bunny in the corner

i like vanilla

Vanilla

VANILA

flavor given

I like vanilla

Easy to identify flavor.

can't beat vanilla ice cream

● Zone F - Dislikes

I prefer chocolate.

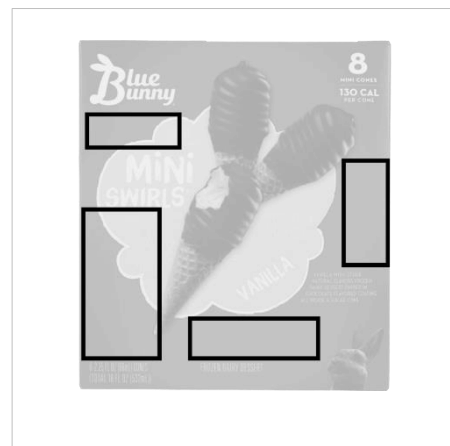
I just don't care for the color yellow

OLD DESIGN



RESONANCE

Why do consumers like or dislike certain elements?



● Zone G - Likes

i love this flavor

its yellow

I like the blue and yellow color combination, it's eye-catching.

Blue is a calming color and one of my favorites.

● Zone G - Dislikes

Don't like the color yellow!

It's not a pretty color, either.

Poor designing: looks like a blot of vomit, which, along with most everything else on the package except the product itself, detracts from its appeal, so it drives me away from maybe trying it. While picture of the cones themselves look possibly tasty, how ridiculous to have it against what looks like regurgitation!

lots of blue

plain

Plain box

OLD DESIGN



RESONANCE

Why do consumers like or dislike certain elements?



● **Zone H - Likes**

sounds well made

It is informative

● **Zone H - Dislikes**

natural flavors = sugar

chocolate flavored , not real chocolate. Yuch

I dislike small print i can not read.

words

It's not actually ice cream, so I can't tell from this whether it tastes like real ice cream or something artificial

blech

chocolate flavored coating isn't really chocolate

OLD DESIGN



RESONANCE

Why do consumers like or dislike certain elements?



● All Other - Likes

It sounds like it would taste good

looks delicious

plenty to share

The orange is vibrant

sounds nice

● All Other - Dislikes

Small

I dislike weight info on front of the box

Can not read what is printed because its covered with yellow coloring.

yellow

You can hardly read this

you know it's not real ice cream

OLD DESIGN



RESONANCE

Why are the most liked and disliked design elements liked or disliked?

NEW DESIGN

Reference image



RESONANCE

Why do consumers like or dislike certain elements?



● Zone A - Likes

- looks tasty
- Great combo of flavors
- to see what it looks like under the chocolate
- looks tasty
- like chocoLATE DIPPED
- ice cream
- Look like a premium vanilla icecream
- Good texture
- looks delicious
- chocolate coating
- looks delicious
- shows what the product looks like
- it looks so good

● Zone A - Likes

- it looks tasty
- large graphics
- shows what the actual product is like
- it makes you want to eat it
- pic looks tasty
- looks good
- vibrant photo
- like ice cream
- looks real
- Shows texture
- I love when product boxes show me the product up close
- shows product well
- Looks Delicious
- good image
- looks good
- looks delicious
- It was more appealing visually.
- picture of treat looks very appetizing
- looks fresh
- the product looks appealing
- I like that it shows a bite out of the mini swirl cone.
- item looks appealing
- It looks fun and tasty.

● Zone A - Likes

- The product looks good.
- It makes the ice cream look so appetizing
- looks so good
- Nice picture
- looks delicious
- This product looks delicious.
- It looks delicious.
- good image of the product
- It looks delicious! Shows what the cone looks like.
- looks delicious
- delicious and small
- Great ice cream picture looks great
- The cone looks that it is a good quality.
- The ice-cream cone looks appetizing.
- it shows the product
- the ice cream
- It looks appetizing
- looks appetizing
- I like the large picture of the product.
- This appeals to my taste buds.
- chocolate
- Looks yummy and inviting.
- it looks tasty.

NEW DESIGN

● Zone A - Likes

- if it really looks like that, I want it.
- It looks tasty
- It shows the center of the product.
- Product looks delicious on the packaging
- shows the exact picture of the cone
- Give a close up image of the product.
- Ice cream look tasty
- shows exactly what your buying
- Looks yummy
- Real picture of ice cream
- looks tasty
- The ice cream treat looks very good.
- chocolate is good. i like the tastw
- Up close, so it shows a good view of the treat.
- The image makes the product look delicious
- The picture shows a product that looks like it would taste very good.
- This image looks delicious.
- It looks delicious
- It looks tasty. Makes you want to take a bite.
- I tried to hit on the bite
- It shows what's inside
- I like to see what Im eating



RESONANCE

Why do consumers like or dislike certain elements?

● Zone A - Likes

I like to see the product
i like ice cream
great picture
looks soft and delicious
I like the way the cones look.
The picture of the delicious dipped ice cream cone is irresistible.
ice cream looks good
ice cream looks delicious
Love ice cream
i like the picture of the ice cream
looks appetizing
large image of the product.
Love the rich real ice cream
delicious
Like the chocolate coating
puts you in the mind set of an experience on how it will look when you take a bite out of the ice cream
It makes the ice cream look appealing
Tasty ice cream
I like the image showing the actual product.
The ice cream looks creamy and the chocolate covering looks thick.

● Zone A - Likes

the chocolaty shell looks delicious
looks appealing
i like drumsticks
It looks delicious
It looks delicious.
looks tasty
Big photo of product
cone itself, looks good
up close with the cone
like vanilla
looks yummy
Shows the cone, with the vanilla inside, and coating outside. Good visual.
the product looks good and its mini
looks good
I like the design that makes me crave.
The image is appetizing
cone looks delicious
Looks yummy
looks very yummy
they look good
I like the bite taken out so I can see what's on the inside.
Chocolate dipped is good

● Zone A - Likes

chocolate coating!
These look SO good!
vanilla ice cream
Clearly shows what the product looks like.
looks tasty
I like the color of the chocolate.
Looking very cravings
Vanilla flavor, mini, small cones
yunny
Makes it look delicious.
like the product
BIG BITE
Looks like something I would like to eat
The chocolate covering looks like it would taste good with the ice cream.
Attractive imagery used to show the product
I like the visual presentation
looks enticing
I like how it looks overall
It shoes the chocolate covering on the cones
I like ice cream
shows product
chocolate

NEW DESIGN

● Zone A - Likes

Like the test
indulgent treat
Love the look of the product
delicious bite.
the detail
The cut out of the ice cream shows you what to expect from the product, and makes it look appealing
I like the image of the product
shows close-up of product
like the flavor
Shows me exactly what the product is like
looks good
Looks tasty
i like the picture of the ice cream treat
picture of product
I think the ridges are novel and interesting
The picture of a chocalte-covered cone just makes you want to eat one right now.
I love vanilla ice cream with chocolate covered on the outside.
Close up picture
The product looks good
It looks tasty
gut feeling



RESONANCE

Why do consumers like or dislike certain elements?

● **Zone A - Likes**

looks yummy
love the pic
Appealing image of the product
looks good
appealing
The cones look really good. I love the chocolate coating.
Looks delicious!
nice image
Love the swirls and it is so chocolaty and delicious looking.
The picture of the ice cream.
sugar cones
looks delicious
love a sugar cone
it looks good
like a sugar cone
I love a good sugar cone.
great cone
Shows the product enlarged
I like that you can see the cone very clearly
big picture makes it easy to see what I am getting
Sugar cones are cravable!
Like chocolate coating
chocolate!!

● **Zone A - Likes**

chocolate
love chocota partsI ike the chruncies
Shows real pieces

● **Zone A - Dislikes**

This ice cream just doesn't look appealing
THE PICTURE IS TOO CLOSE UP SO YOU LACK PERSPECTIVE
a little big for the box
looks crumbly
Didn't I eat that? ThAt is a pic of a bite.
This little piece(s) of chocolate look strange on the box.
its broken
I don't know why these chocolate pieces are floating in the air

NEW DESIGN



RESONANCE

Why do consumers like or dislike certain elements?



● Zone B - Likes

good design, colors and icecream picture

large name

good brand

Blue bunny logo

I like the font

brand name is easy to read

A familiar brand.

It's cute

Love this brand of products

it shaped like a bunny

I like that the brand is prominently displayed.

Large print. I don't have to work too hard to find the product.

it a good brand

● Zone B - Likes

cute. instantly know what it is.

LOOKS GOOD

BLUE BUNNY

like the entire package design

well known ice cream name, reliable

i love the brand and i love ice cream

i like blue bunny

Love blue bunny

its color

I like the brand LOGO

It's a good name for any type of ice cream.

big lettering

is a healthy brand

I like Blue Bunny

brand

Bunny ears

Cute

Love this brand

good brand

Blue Bunny is a reputable brand

nice and big

i love blue bunny

easy to know the flavor

● Zone B - Likes

cute design

familiar logo

A trusted brand for frozen dairy desserts that I enjoy eating.

Blue Bunny is not killing the environment & selling us our own water.

The brand is large and easy to spot

I like the ears on the B

Great tasting products.

cute

like the letter B shapes like a bunny

The bunny shaped B is cute

I like that this is a Blue Bunny product.

I love the blue bunny logo

great name

Brand name easily recognizable.

Bunny ears

THE logo looks like a bunny

bunny ear shape

the fact that it's blue bunny Great brand

The Blue Bunny logo

Blue Bunny logo stands out on the package

The brand name is in big letters and very readable

excellent brand

NEW DESIGN

● Zone B - Likes

good brand

logo with bunny ears

color scheme is attractive

love the Capital B made like a bunny

I like the bunny ears

I like that the B looks like a bunny.

iconic Blue Bunny ears

Reliable brand

cute

Very recognizable with the bunny ears on the B. Very cute.

like the logo

I like this brand.

Brand that I love

Very distinctive B

Quality brand I trust

I like this distinctive B on the Blue Bunny

iconic logo

nice logo

i love this brand

The label with the B being a bunny is cute draws attention.

i love this brand

I like the bunny image in the B.



RESONANCE

Why do consumers like or dislike certain elements?

● **Zone B - Dislikes**

I have never liked this name

Logo is too overpowering and large

not a well known brand

Font is too big and overwhelms the package

NEW DESIGN



RESONANCE

Why do consumers like or dislike certain elements?



● Zone C - Likes

- perfect sizing
- mini swirls
- Mini cones are better for my children
- small indulgent snack
- Swirls
- I like the name Mini Swirls as it signifies a delicious treat that is compact.
- I like the font
- tasty
- Simple
- i like the font. It's fun
- I like small treats.
- cool just right size

● Zone C - Likes

- The size of the product.
- I like this name
- i like the font
- the chocolate swirls
- I like the handwritten look
- I like the large print used for the variety of the product.
- good small snack
- tells me they are snack size.
- Something about mini swirl appeals to me.
- looks good
- it tells what the product is and pops off the page
- I like that they are small treats
- IT SAYS WHAT YOU'RE GETTING
- I like a mini snack, instead of something large
- It's an easy to read the product's name.
- like it's a fun flavor
- i like that their mini
- Good fonts
- Mini swirls stand out on the package
- the mini are just enough
- Tells exactly what the product is in big letters
- a family favorite
- its an icecream swirls

● Zone C - Likes

- like small size serves more
- it comes in mini sizes
- I like this letter design.
- The fact that these are mini means that eating one will be fewer calories than a large cone
- Easy to tell it's mini
- love it is bold and stands out
- The chocolate swirling around the vanilla is so yummy
- I like the name
- small size
- Easy to tell what the product is.
- small snack
- i like ice cream swirled
- i like that their mini and when i want just a quick bite or something small its perfect for that
- they are mini's
- small sized cones
- I like the swirls on the chocolate coating.
- Smaller serving and not as many calories as a large
- The font is cute and fresh
- I like the packaging of the bag
- Smaller servings
- love it

NEW DESIGN

● Zone C - Dislikes

- like full size cones better
- looks messy
- why that font? Doesn't match the rest of the packaging. Shouldn't it swirl?
- The font is soooo large for the word mini .
- dont like the font
- Maybe change the font style.
- completely different font than what is on the brand name
- I don't like this font. It looks cheap.
- i don't like the font.
- Ugly font and too big



RESONANCE

Why do consumers like or dislike certain elements?



● Zone D - Likes

they dont seem mini
sensible treat
shows exactly how many is in box
small enough to be a treat but not too calorie loaded
Identifies easily how many cones are included in the package.
8 in a package is good
i like the idea of a mini cone, just a small serving, good for me.
8 is a good amount of product
8 cones in a box
love that there are so many in the pack
8 cones means more treats!
Mini cones are great for a light snack.
Easy to spot the count of how many in box

● Zone D - Likes

8 small cones makes for a good treat, not too big.
Tells me how many are in package
mini cones....smaller
It's a good package size
I like that there are 8 mini cones in the package.
I like that I can look at the package and immediately know how many and what size the product is.
I like the smaller size
easy to identify amount
IT ALSO SAYS WHAT YOU ARE GETTING
right size not too big
provides you with a clear marking of how many cones come in a biox\
the size
amount in box
This little logo is so cute and tells you clearly how many are in the package.
I like the amount.
The count is perfect for my needs.
Tells how many cones are in package
that you get 8 cones
I like the mini cones, just enough to satisfy your taste
Love mini cone size

● Zone D - Likes

I like that there are 8 in the package.
has a package of 8
mini
I like that it has 8 cones.
smaller cones more for a nice treat
* CONES
large amount of servings
the count
good for portion control
good amount in package
I like that they are mini sized
how many are in package
good quantity
easily tells me what is inside
like the size for kids
that they are mini cones
clear image of product count
the smaller size is great for portion control
8 servings in the package is ideal for my family.

NEW DESIGN

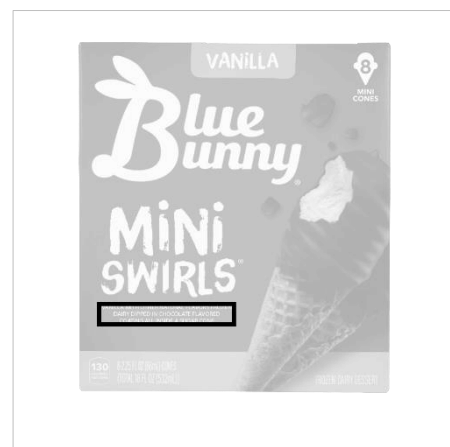
● Zone D - Dislikes

needs 12 not 8
i dont like the small ones
they dont appear mini
Too small.
The print is a bit small to identify that the product is mini cones.
mini cones sounds like less than a full serving.
mini
my perception of the size of the product from the picture is full size, but I feel that I will be sadly disappointed when I see that these are probably the size of someone's thumb
I dislike that they are mini. I probably wouldn't buy them because of this.
The image of a goofy looking ice cream cone isn't essential. I think it looks odd because I couldn't figure out what it was at first. It doesn't look like the cone inside the package so why include it?
like bigger cones



RESONANCE

Why do consumers like or dislike certain elements?



● Zone E - Likes

Natural flavors

love sugar cones

sounds delicious

like that it is a sugar cone

I like the detailed description\

easy to read

i want to know what my kids are eating

Healthy ingredients.

I like the specific description of the product, so I know exactly what I am getting.

It simply explains the ingredients

All the items i like.

Let's you know what you are getting.

● Zone E - Likes

tells me the ingredients.

I like to know the flavors

i like the flavor

I like that it's natural flavoring. Nothing artificial

i like vanilla

Love all that delicious flavor in a sugar cone
great taste

dipped in chocolate sounds so good

I like the flavor

Flavor I love

important ingredients

i like seeing the full description of the treat

natural flavors

natural ingredients

tells what it is

decription of the product.

● Zone E - Dislikes

chocolate flavored not real chocolate

not real chocolate

hard to see what flavor they are

chocolate "flavored" coating?

why cant we use real chocolate anymore

A chocolate flavored coating does not sound
like chocolate

This has sketchy phrasing and doesn't tell me
what is in the product

NATURAL IS NOT REALLY HEALTHY

no reason

too small to read

why is it chocolate flavored and not chocolate?

Chocolate flavored, not chocolate

NEW DESIGN



RESONANCE

Why do consumers like or dislike certain elements?



● Zone F - Likes

easy to read flavor

Flavor of the product. Easy to read.

it's clear and understandable what the flavor is

like this flavor

Easy to spot the flavor of the product

Let's you know the flavor of the product without having to hunt all over the package.

tastes good with chocolat

it's my favorite flavor their not too big and I like cones

vanilla

Love vanilla

VANILLA

good flavor

● Zone F - Likes

Hlghlights the flavor

I like vanilla

flavor

I like the flavor.

like that you can see flavor quickly

i like vanilla

i love this flavor

flavor

I like the flavor.

Exciting flavor

yum

Clearly says the flavor

The color combo is nice and the packaging easily lets you know what to expect from the product and the flavor

flavor

falvor

● Zone F - Dislikes

I don't like the color

I wish there were more flavors

don't like vanilla

NEW DESIGN



RESONANCE

Why do consumers like or dislike certain elements?



● Zone G - Likes

Low calories

low calorie count per serving

A reasonable number of calories for one who is watching one's weight.

Clearly stated

how many calories per cone

low calories in this treat

I like being able to quickly see the calorie per serving.

not too high for a good snack

Calories are good

130 calories is a very reasonable count for an appealing treat.

i like the calories count

reasonable calories

● Zone G - Likes

I think this says 130 calories. If it does, this is good for people who count calories to lose weight (or gain weight).

I like the calorie count. It's the perfect snack.

number of calories, helps manage my diet

only 130 calories

low in calories

lower calories for ice cream

good nutritional information

130 calories per cone

reasonable calorie content

● Zone G - Dislikes

A lot of calories in one cone

seems a little high

it could be more colorful and eye catching

calories

too many calories

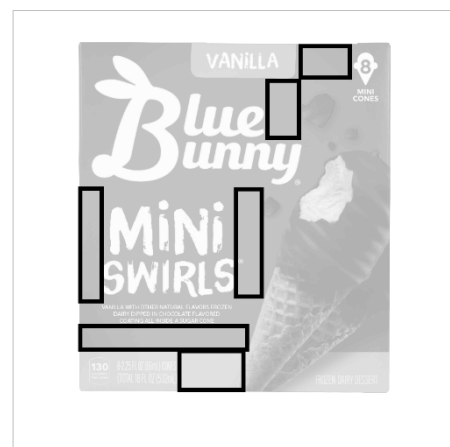
this is a little too many calories for a mini cone.

NEW DESIGN



RESONANCE

Why do consumers like or dislike certain elements?



● Zone H - Likes

Lets me know they are small

Blue is attractive. Stands out.

8

natural flavors

The blue color of the Blue Bunny brand.

great description

nice selection of blue that stands out

● Zone H - Dislikes

The color choices aren't very great

I don't particularly like this color. I think the packaging would look nicer with another color used with the blue.

dont like orange on ice crem boxes. not related to ice cream

jumbled words at bottom

Consistent with my previous response, I would prefer a consistent blue background not broken up by the yellowish banner (albeit it highlights the key specifics of the product)

I don't dislike anything, but I do wish there was a gluten free version of products like this so that it could accommodate everyone in my family and no one would feel left out.

I don't think this is a very pleasing color of orange and it looks like the cone. I'd choose a more complimentary color.

This area would be better if it was a nicer color.

NEW DESIGN



RESONANCE

Why do consumers like or dislike certain elements?



● All Other - Likes

bold print to show mini swirls

It explains everything I need to know about the product.

I like the color scheme.

my favorite flavor

Brand + description of product. These two together stand-out on the package so it's easy to read behind grocery store freezer doors.

I like the letter design.

Easy to tell what brand it is.

Comes with 8 servings, so I will have it for a while

looks appealing

● All Other - Likes

I prefer the predominance of the blue background without excess graphics beyond the descriptive text and imagery of the ice cream cones

The count and size are clear to see on the front of the package

good company

Easily recognizable brand and flavor label

That it's actually dairy

● All Other - Dislikes

not real ice cream

That the product isn't a true ice cream but a frozen dessert instead.

frozen dairy dessert does not sound like ice cream.

seems light in weight

Prefer if it was ice cream

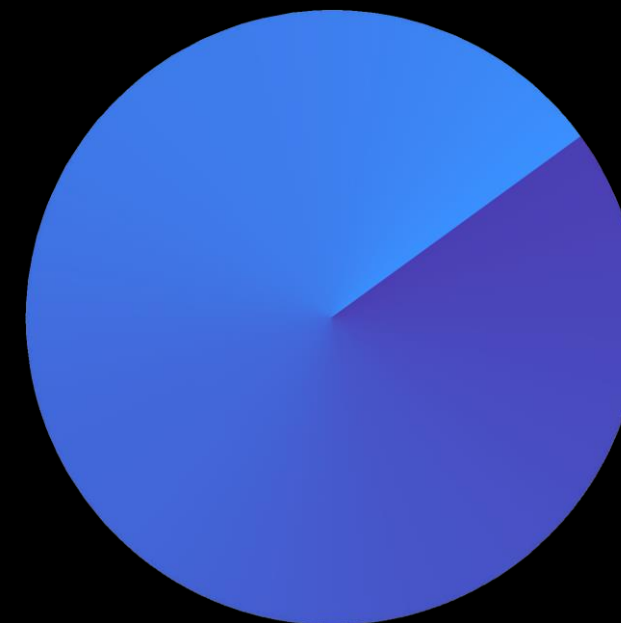
doesn't read ice cream but frozen dessert

needs to be bigger

this means it isn't really ice cream :(

NEW DESIGN





designanalytics