

2019

i-Mesh

INTRODUCTION



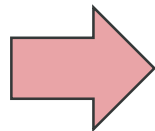
1

What is **i-Mesh**?

- **i-Mesh** is a survey with the **illustrated image** of package design/ story board/ POSM materials in **online link**.
- The picture is divided into small parts so that respondent can select the liking/ disliking details/ zones by themselves.

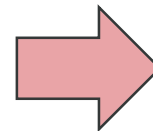


Step 1: i-Mesh survey



Step 2: Consumer select their liking/ disliking details

Outcome



HEAT MAP to show the most liking details/ disliking details toward consumers



Zone click rate & clicking order
(Optional)

What **situations** to offer **i-Mesh** solution?



1. Packaging test: test package designs before launching/ innovate the current package design in the market



2. Story board test: test the advertising creative ideas before producing TVC



3. Test the design of POSM materials (poster/ banner,...)

4. Either above in combined PACKAGE (e.g *Product & Packaging test; TVC Concept & Story board test;...*)

Applicable in methodologies:

- CLT
- D2D
- F2F interviews,...

AS LONG AS there are **PCs/ laptops/ tablets that can access internet**



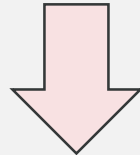
2

Why i-Mesh?

2. Why **i-Mesh** solution?

i-Mesh

Please choose the details you like about this package design



Traditional methodology

Please choose the details you like about this package design

SHOWPHOTO



- Background color
- The logo
- The brand name
- Other, specify.....

Vs.

Collect consumers' **non-linguistic responses**

- More **accurate, trustworthy & convincing** result
- **Unique selling point** for Intage by showing **hi-tech solution**

A high-angle, close-up photograph of a white computer mouse and a silver keyboard on a white surface. The mouse is in the upper right, and the keyboard is in the lower left. A white cable connects the mouse to the keyboard. The background is a plain, light-colored surface.

3

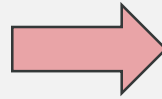
Case study

Transparent noodles
package evaluation

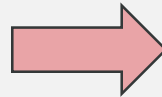
Research Background & INTAGE's Proposal

Research objective

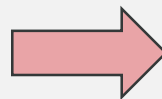
1 Understand **CONSUMER ATTITUDE** toward instant transparent noodles



2 Collect consumer evaluation about **PRODUCT QUALITY** of 4 current flavors instant transparent noodles



3 Understand consumers evaluation on 4 current flavors package



INTAGE's proposal

LOI: 60 mins

Usage & Attitude test - PAPI

Product test
CLT – Blind test (Sequential monadic test with rotation) - PAPI
(1 respondent taste & evaluate 2 products)

Packaging test
Showing **REAL PACKAGING + i-Mesh on laptop**
(1 respondent evaluate 2 flavor packages)

Why INTAGE propose i-Mesh?

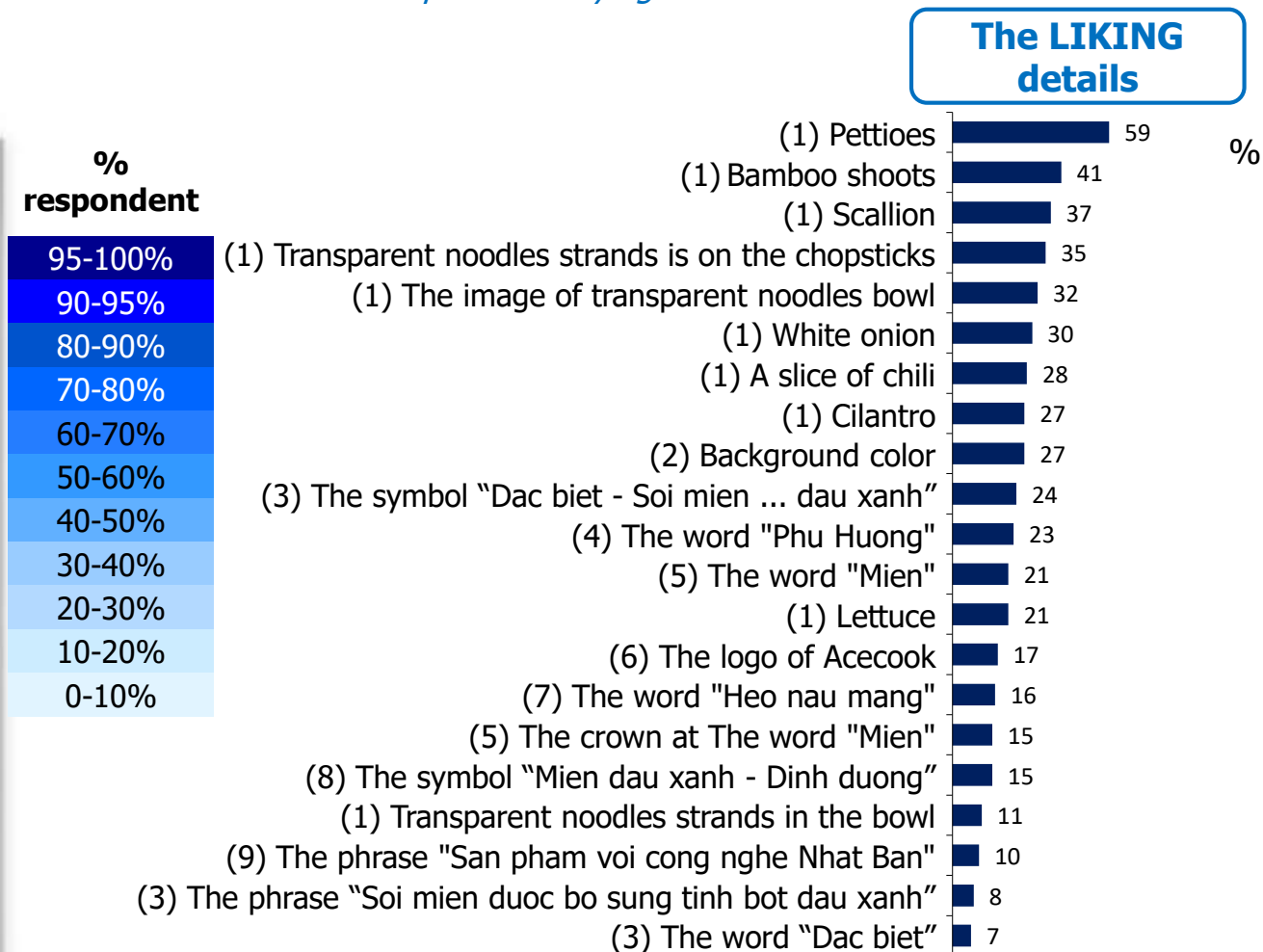
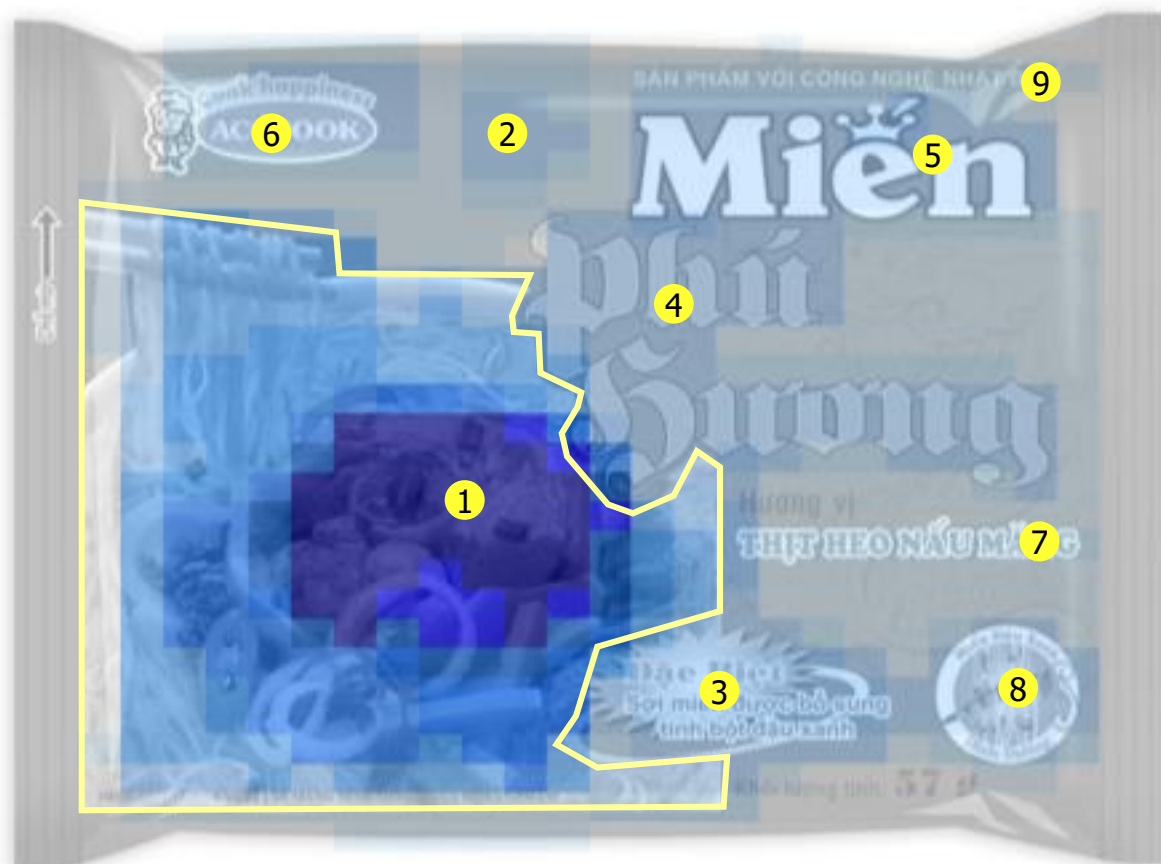
- Show package's details need prioritized improvement through the **heat map** easily
- New Solution to **impress Client**

Outcome of i-Mesh we conducted (1)

Source: G3/H3: What are the details that you dislike in this package design?

The LIKING details – the Pork Stew with Bamboo Shoots flavor

Based on all respondents trying the Pork Stew with Bamboo Shoots flavor



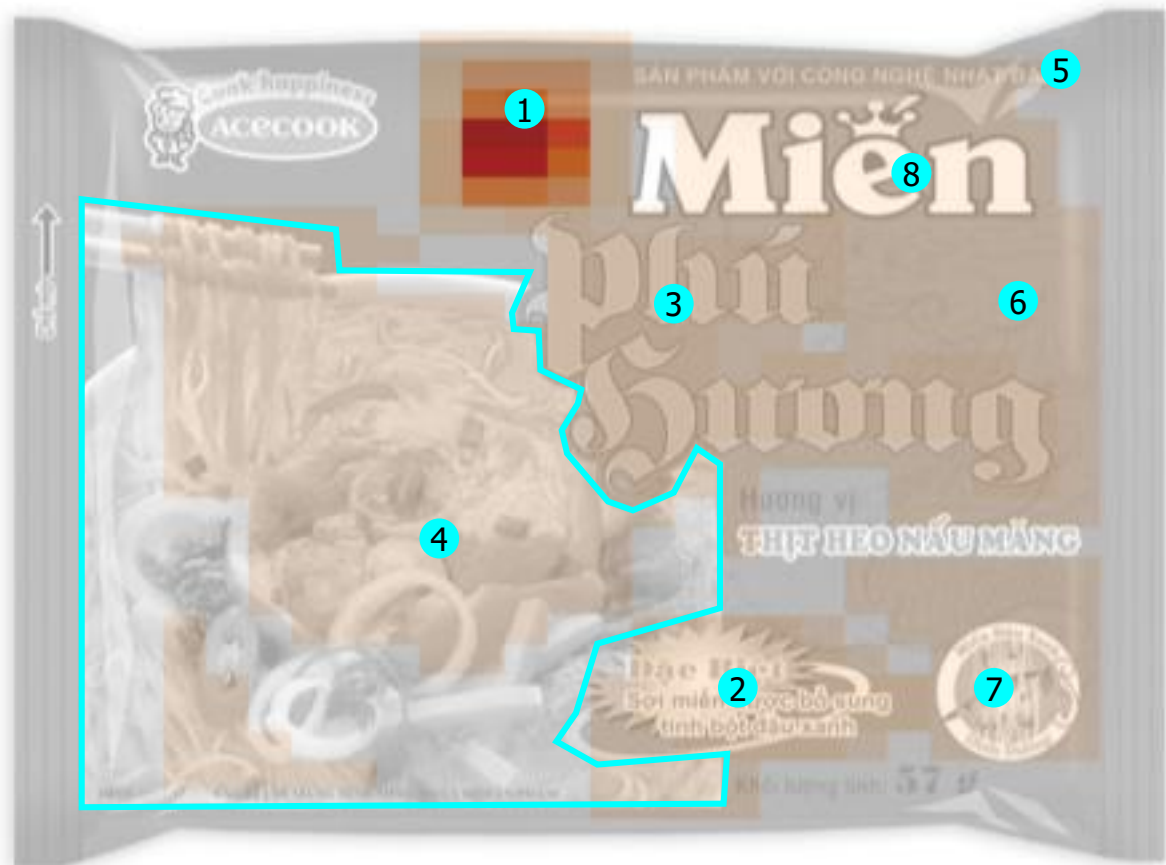
N= 150

Outcome of i-Mesh we conducted (2)

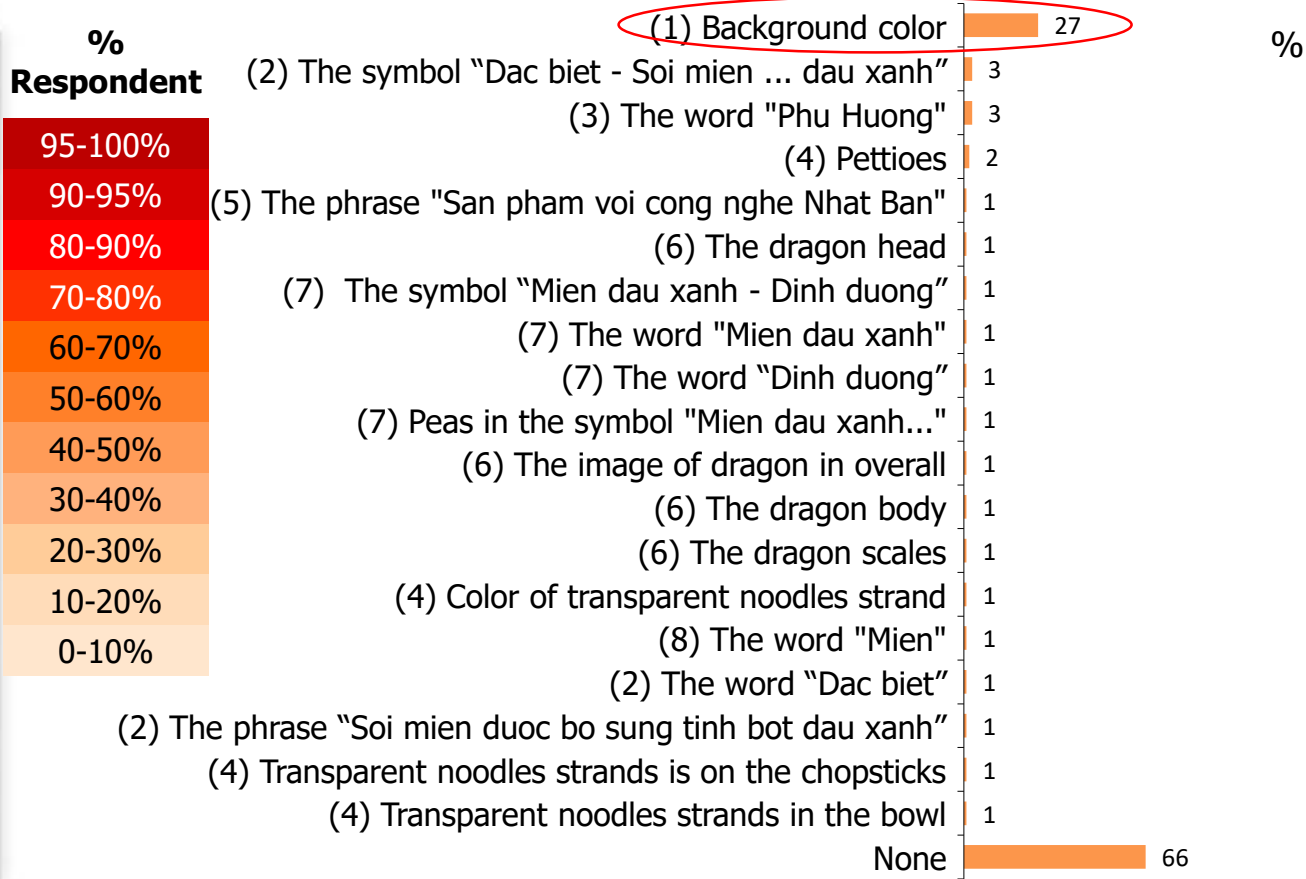
Source: G3/H3: What are the details that you dislike in this package design?

The DISLIKING details – the Pork Stew with Bamboo Shoots flavor

Based on all respondents trying the Pork Stew with Bamboo Shoots flavor



The DISLIKING details



N= 150

Outcome of i-Mesh we conducted (3)

Source: G4/H4: What are the details need improvement in this package design? How and why?

The details need improvement – the Pork Stew with Bamboo Shoots flavor

Based on all respondents trying the Pork Stew with Bamboo Shoots flavor, N=150

The details need improvement	%	Count
Background color	27	41
The symbol "Dac biet – Soi mien duoc bo sung tinh bot dau xanh"	3	5
The word "Phu Huong"	3	5
Pettioes	2	3
The phrase "San pham voi cong nghe Nhat Ban"	1	2
The dragon head	1	2
The word "Mien"	1	2
The symbol "Mien dau xanh - Dinh duong"	1	1
The word "Mien dau xanh"	1	1
The word "Dinh duong"	1	1
The peas in the symbol "Mien dau xanh - Dinh duong"	1	1
The image of dragon in overall	1	1
The dragon body	1	1
The dragon scales	1	1
Color of transparent noodles strand	1	1
The word "Dac biet"	1	1
The phrase "Soi mien duoc bo sung tinh bot dau xanh"	1	1
Transparent noodles strands is on the chopsticks	1	1
Transparent noodles strands in the bowl	1	1
None	65	98

REASON for wanting to change background color	Count
Background color looks dark	30
Background color should be changed to be more attractive and outstanding	17
The brown color looks old	1
The brown color looks slightly light	1
The background color should be dark yellow to make the dragon pattern look clearer	1
The background color should be yellow to recall of bamboo shoot	1
The brown color looks like vegetarian dish	1
The brown color makes the image of transparent noodles bowl less highlighted	1

HOW the background color should be improved	Count
Change background color into green	14
Change background color into red	12
Change background color into bright red	1
Change background color into yellow	7
Change background color into dark yellow	2
Change background color into light yellow	2
Change background color into blue	2
Change background color into pink	1
Change background color into orange	1
The color background should be lighter	2
The color background should be darker	1



Thank you

