

## identifying barriers to success



### **WHY WE GOT INVOLVED:**

The company came to us because its Squeezy format, a product packaging change to the original Aussie-loved product, wasn't generating the sales figures they'd hoped for. They approached PLAY with the aim of gaining consumer insights and understanding the barriers to the products success.

### **THE CHALLENGE:**

To understand why the squeezy packaging format was not as successful as the client had hoped it would be.

**THE PROCESS:**

Over 290 Australian consumers were surveyed with regards to their familiarity of the product, their likes and dislikes, purchase intent, keenness to try the product, reasons why they may not have tried it yet and any improvements they would suggest.

**THE RESULTS:**

We established that aside from consumers being happy with the old-school jar, the squeezzy bottle wasn't user-friendly, so lack of relevance and inconvenience were key barriers to success. Consumers found it hard to get the product out, especially the last bit, so wastage led to perceptions of low value. Through our research, we suggested tweaks to address these issues, including a wider opening and easier-to-remove cap, considering softer, squeezier plastic, and "greener" packaging to meet consumers' desire for sustainability.

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