

Can't Get My Eyes Off Standcap

STANDCAP by **VOLPAK**



This eye-tracking study by Package InSight was designed to measure STANDCAP's ability to grab consumers' attention.

Eye tracking is the measurement of a person's point of gaze and can be used in consumer research to measure and quantify responses to marketing messages and product placement.

60 participants were asked to walk through the aisles of a simulated retail environment and instructed to purchase four items from the shelves: rice, sour cream, spaghetti sauce and baby wipes.

Sour cream was present on shelves both in tubs and in the new STANDCAP pouch format. During the experiment, shoppers were wearing mobile eye-tracking glasses to capture their habitual and subconscious behaviour naturally and without bias.

Results leave no room for doubt: the Daisy STANDCAP pouch outperformed traditional packaging for all eye metrics. In particular, shoppers noticed the STANDCAP pouch 40% faster and looked at it 53% longer compared to other rigid packaging solutions surrounding it.

Note: Package InSight is a Clemson University start-up and partner who licenses the methodology, technology and state-of-the-art immersive retail environment to provide research data concerning package performance, consumer attention and shelf impact.

Photos Courtesy of Tobii



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