



Shelf testing specialty mouth rinse

FRESH, FULL-SERVICE INSIGHTS FOR HEALTHY SMILES

A prominent oral care brand owned by a top ten global CPG company teamed up with aytm to launch a shelf test on new packaging design concepts in order to compare them with previous designs and direct competitors. With the help of aytm's intuitive platform and supportive research experts, they were able to build a photorealistic shopping experience to reliably test findability and purchase intent for their specialty rinse.



Challenge

Specialty rinse wasn't performing well compared to direct competitors

New design concepts needed to be tested for findability and purchase intent

The team had never conducted a shelf test on aytm's platform



Solution

A shelf test designed specifically for specialty rinse products

A seamless full-service solution that's both flexible and facilitative

No prior shelf test experience? No problem! Lean on aytm for support



Results

Increased findability of new design concepts

Actionable insights, packaged, delivered, and ready to share

Confidence boost for all shelf test projects yet to come



THE CHALLENGE

A lack of awareness in the category

When consumers think of this particular household brand name, they normally don't think of mouthwash. But this brand's efforts to provide healthier smiles for all have led them to develop a line of special care oral rinse products. Sometime after launch, however, it became clear that this specialty product wasn't performing as well as expected—especially when compared to some of their well-known direct competitors.

Preliminary research revealed that the issue stemmed from a lack of awareness—mostly driven by FMOT (first moment of truth). What does that mean? In this case, it means a packaging redesign to help the item stand out and make an immediate impact on consumers when they see the product on the shelf. So as the team began to develop new concepts, they knew they'd need rigorous comparative testing to ensure the new look was a step in the right direction.





There's a first time for everything

Shelf testing is extremely important within the category due to shelf resets, packaging redos, sizing implications, and more. But this shelf test was particularly special: Not only was it the first shelf test the team had done with aytm, but it was also set to be the project lead's very first shelf test. They expressed the need to be able to get the results and tell a story right away without needing to sift through the data themselves in order to pull insights.

The team at aytm wanted to make sure this project was a huge success for the oral care brand. Luckily, our Shelf Test is incredibly intuitive, and our research experts were honored to have the opportunity to help facilitate a great first experience that provided the actionable insights they needed.

There's something special about specialty rinse

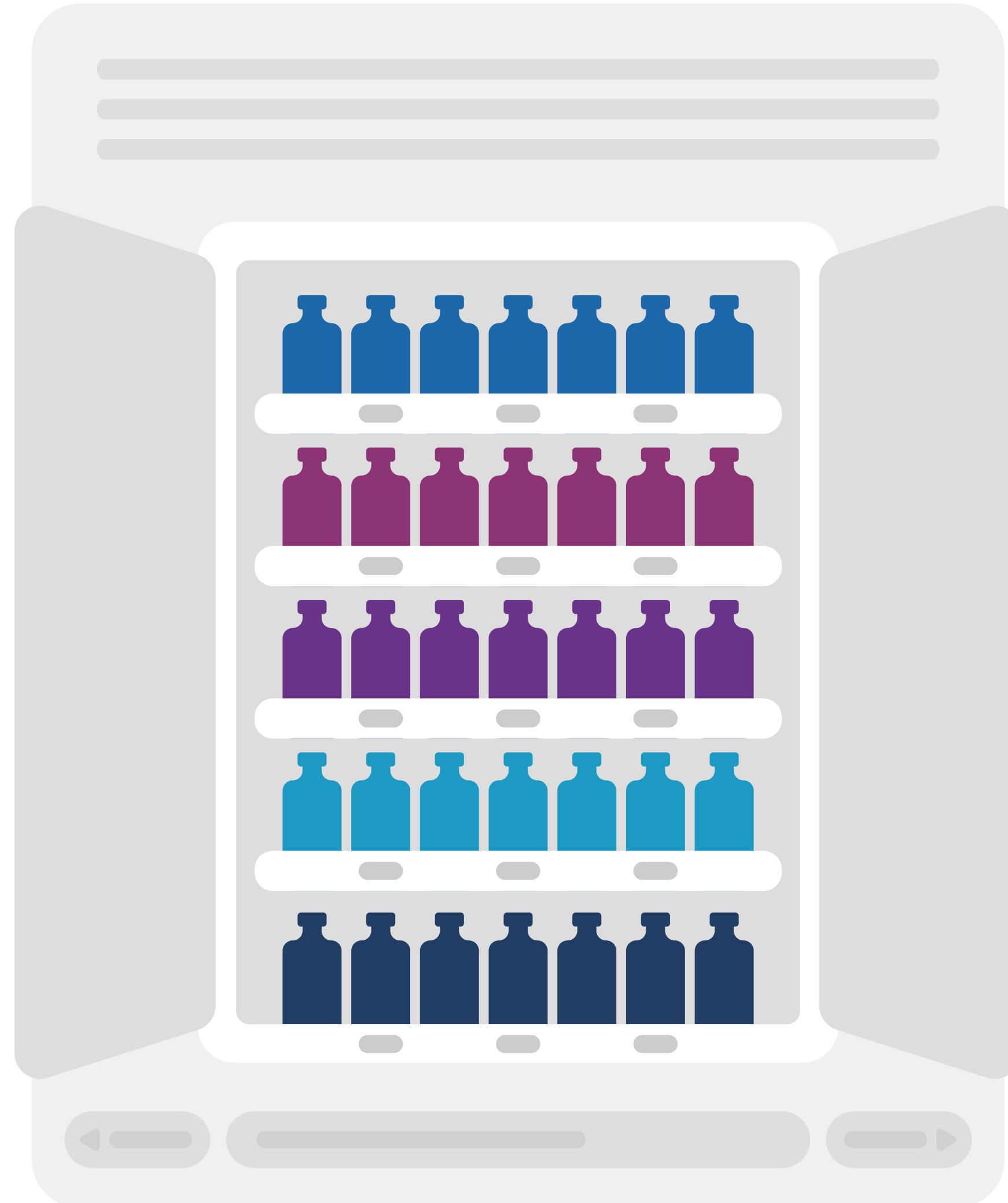
So we already had a pretty special shelf test swishing around in there, but here's the catch: Specialty rinse is a really small space, both in the size of the market, and the size of the shelf. In fact, these specialty products are normally placed pretty high on the shelf. Not only that, but the most important metrics would be comparisons to brands that were direct competitors.

Excellent service makes for seamless success

The success criteria for this shelf test were two-fold. On the analytical front, the oral care brand's team needed to generate results that confidently charted an improvement in findability versus previous designs and direct competitors. But in order for the shelf test to be considered a true success, aytm needed to deliver attainable actionable insights that stem from the test. In the end, service was a critical component in our partnership—helping the project lead tell a story and make it easy to communicate findings with stakeholders.

With any shelf test, there are so many moving pieces: The brand's team needed to understand the methodology and be able to field all of the questions from stakeholders to be aligned. That meant there were lots of decisions to make and changes that needed to be made in the project scope—not to mention a full run of new designs for the product line needed to be solidified. Here, flexible service was everything. We took extra care to provide thorough explanations, clear and actionable communication, and attentive responses so we could answer any questions that came in order to create a seamless working relationship.





Specialty shelves call for specialized shelf tests

As the project progressed, all eyes turned to the shelf test to deliver the insights required to help oral care brand's stakeholders make the right decisions about the product. At this point, the most critical element of the test became the shelf set. Lots of care went into making sure we were capturing the right data—just mocking up a retail shelf wasn't going to cut it. We needed to mimic what was in the market, so it was critical to not only nail down the placement of how it would look on the shelf but also to focus exclusively on specialty rinse.

In the end, the shelf test was fielded to 1,000 household oral care decision-makers who had purchased mouthwash or rinse in the past 12 months. Consumers were divided using a monadic approach and immersed in a photorealistic shopping experience. A control subset saw the current designs and another saw the new designs. They were asked to select their mouthwash products of choice and then to find the brand's direct competitors specifically by name. Following the exercise, consumers were asked about purchase interest, perception of the product's attributes and value, as well as a brief evaluation of the competition.



Fresh insights on findability and purchase intent

Results were reported at a total level, with significant differences among specialty rinse purchasers vs non-specialty rinse purchasers, brand purchasers vs non-brand purchasers noted at a 95% confidence interval. Furthermore, results showed improved findability and benchmark comparison to direct competitors.

Distilled insights and compelling storytelling

Storytelling is invaluable. And when it comes to getting research results back, there can be a lot of sifting and distilling that needs to take place. Not with aytm, though. “Getting the deck was a huge relief,” the project lead remarked. “Usually we get the deliverable from the supplier and have to go through it to tweak and edit things, decipher the results, but I was basically able to take what aytm gave me and share it with the team.”



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Project Lead

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A boost in shelf confidence

At the end of the day, being able to consult with aytm's research experts in order to nail down the questions, the methodology, and the shelf set made all the difference—especially for a first shelf test. "It was just such a seamless process," the project lead added. "It just was such a pleasant experience. We'll definitely be doing more in the future. We'll be able to keep moving forward and exploring new solutions knowing that aytm has our back."

Interested in partnering with
aytm on your next shelf test?

We'd love to help you get the insights you need.
Reach out and let us show you how we can help!

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