

AVON

Using smart packaging to support consumer trials

THE CHALLENGE >

Global beauty brand Avon wanted to maximise the potential of a critical new product launch – ANEW Reversalist Infinite Effects Night Treatment Cream.

The groundbreaking new skincare product combines two different night creams that need to be rotated every seven days to prevent the user's skin adapting to the skincare regime.

Key to optimising the anti-ageing benefits was that users needed to remember to rotate the double-ended dispenser each week. Avon wanted reassurance that consumers would continue to follow the usage instructions over time – so turned to CDP's unique user insight service diialog™ for a new perspective.

THE SOLUTION >

The first task was to define 'normal' use. We set up an internal trial to ensure our algorithm was robust enough to reliably translate the inertial sensing data from the dispenser into accurate user insights.

We then had to ensure the diialog technology could be incorporated into the dispenser without adversely affecting its performance or appearance, whilst also making sure there was sufficient battery life to cover Avon's month-long consumer trial requirements.

Working alongside Avon's packaging team, our human factors experts were able to ensure the technology was a seamless part of the ergonomics of the product.



“The unique insights from the diialog trial will help us continue to innovate and offer high-performance, high-quality, great-value products that meet the needs of consumers worldwide.”

Paul Davies, executive director of global skincare R&D, Avon

BENEFIT TO CLIENT >

The results of the diialog trial revealed that users were able to successfully follow the regimen of rotating the dispenser each week – there were very few cases of trialists forgetting which end of the device to use.

As well as successfully assessing and evaluating the original challenge, the trial also uncovered further opportunities for packaging innovation to help maximise continued adherence to the desired usage regimen – insights that were not apparent from the feedback questionnaire completed by everyone who took part in the trial.

