

LIP BALM

Consumers expressed the drivers behind their lip balm purchase decisions and their preferences for specific lip balm package formats. This insight provides a foundation for the functionality and aesthetics that win on shelf by enabling us to better understand the appropriateness of stock or custom-designed packaging solutions which meet your brand objectives.

What / When / Who / Where

Qualitative focus groups were conducted with women between the ages of 11-30 years old. All must use lip balm weekly and have purchased lip balm in a stick or a jar in the six months prior to the groups.

Package Formats/Market Samples Tested



Stick



Traditional Jar



Modern Jar



Pop Jar

Methodology

Open-ended Questions

Consumers were asked questions regarding their purchase motivators, product perceptions (likes/dislikes) regarding lip balm and its packaging formats.

Existing Package Reactions

Consumers were asked to identify their favorite brand/package format as well as to evaluate aesthetic and functional appeal of various packages. Criteria included:

- Size
- Ease of Opening/Closing
- Intuitiveness
- Visual appeal
- Cleanliness
- Fun factor
- Portability
- Trendiness



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Identified Drivers for Package Selection



Intuitiveness



Visual Appeal






Fun Factor



Trendiness

Package Format Perceptions

STICK	TRADITIONAL JAR	MODERN JAR
		
<p>Simple, Convenient, Portable "The advantage is it's small and easy to carry with you"</p>	<p>Simple, Messy, Unhygienic "I don't like to put my fingers in my Chap Stick. Then my fingers are all greasy."</p>	<p>Trendy, Easy, Hygienic "It's easy to apply. The lip balm is above the container."</p>

Pop Jar Consumer Impressions



* DESIGN OPPORTUNITIES

- 1 Modify balm shape, similar to Modern Jar, to eliminate need to apply product by touch.
- 2 Consider alternative sizes.