

# Case Study: Market Research Study to Increase Sales in Paperboard and Packaging

## PAIN POINTS

- In 2014, SIS conducted a study for a leading brand (“client”) in the packaging and paperboard industry
- Coping with a sales problem of **not being able to bring in larger clients**, the client hired SIS to seek a better understanding of the **factors that influence packaging/paperboard material decisions** for major FMCG food brands in order to increase marketing effectiveness
- Furthermore, the client was looking to identify companies’ sustainability goals with regard to packaging



## RESEARCH METHODOLOGY

- SIS was commissioned to conduct **market intelligence** to determine the clients’ decision making process
- **Interviews of 20-30 minutes** were scheduled and completed with over N=100 engineers and packaging decision makers at FMCG firms (equally divided between small and large firms)
- Previous to the interviews, SIS conducted **desk research** to identify companies’ sustainability goals with regard to packaging and provide an overview of existing data regarding FMCG brands’ decision making process



## FINDINGS

- SIS research discovered a **significant difference** in the decision making process for packaging materials **between small FMCG firms and large firms**: at 75% of the smaller firms it was the executive management who made the final decision, whereas at only 13% of bigger firms the decision was made by this group
- Packaging quality was found to be the **most important driver of packaging decision**, whereas sustainability issues were of secondary importance



## STRATEGIC DECISIONS MADE

- The client has currently launched a marketing program and will be tracking the results in 2015

