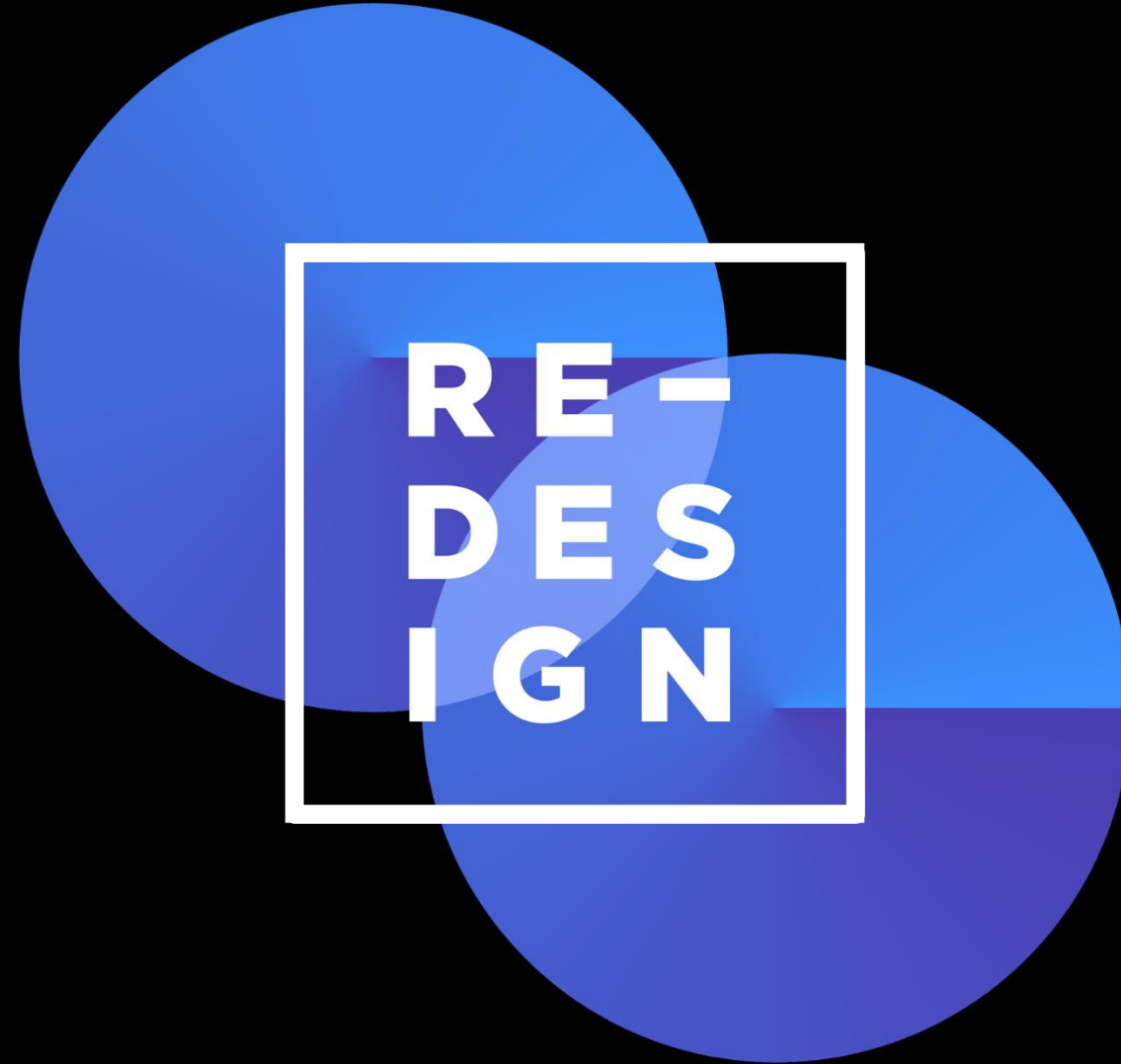


REDESIGN RESPONSE REPORT

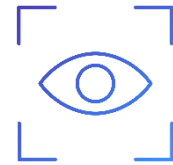


Topo Chico
Hard Seltzer
October 2022



Design Performance Model For Growth

Our metrics support design management decisions based on the following intuitive model for design-driven growth:



Capture & Convert

Design is the billboard that gets brands into consumers' consideration sets. Getting noticed, holding attention, and being easily found are fundamental milestones for successful design.

Metrics: standout, findability, navigation

Once in consumers' consideration sets, brands must close the sale by communicating their value better than competitors.

Metrics: purchase preference, communication of decision drivers, associations and sentiment

supporting factors

Mental availability helps brands establish a durable advantage through the use of distinctive assets to develop memory structures. However, challenger brand success demonstrates that this is not a prerequisite for growth.

Metrics: distance recognition, distinctive assets, memory structures

diagnostics

Understanding in consumer's own words why design elements are working or not for them helps spot opportunities for refinement while helping to understand conversion performance.

Metrics: Design element resonance

OLD

About this report

When a brand that we track launches a new package redesign, we assess how consumers perceive the new packaging relative to its predecessor. These redesign response studies are intended to provide a quick, reliable read on the new design's early performance—information which is helpful in identifying successful design strategies and competitive positioning threats, and in confirming whether design intentions have been realized successfully in the marketplace. Over time, consumers' reactions to the redesign may evolve as they become acclimated to the new packaging.



NEW





CONVERT



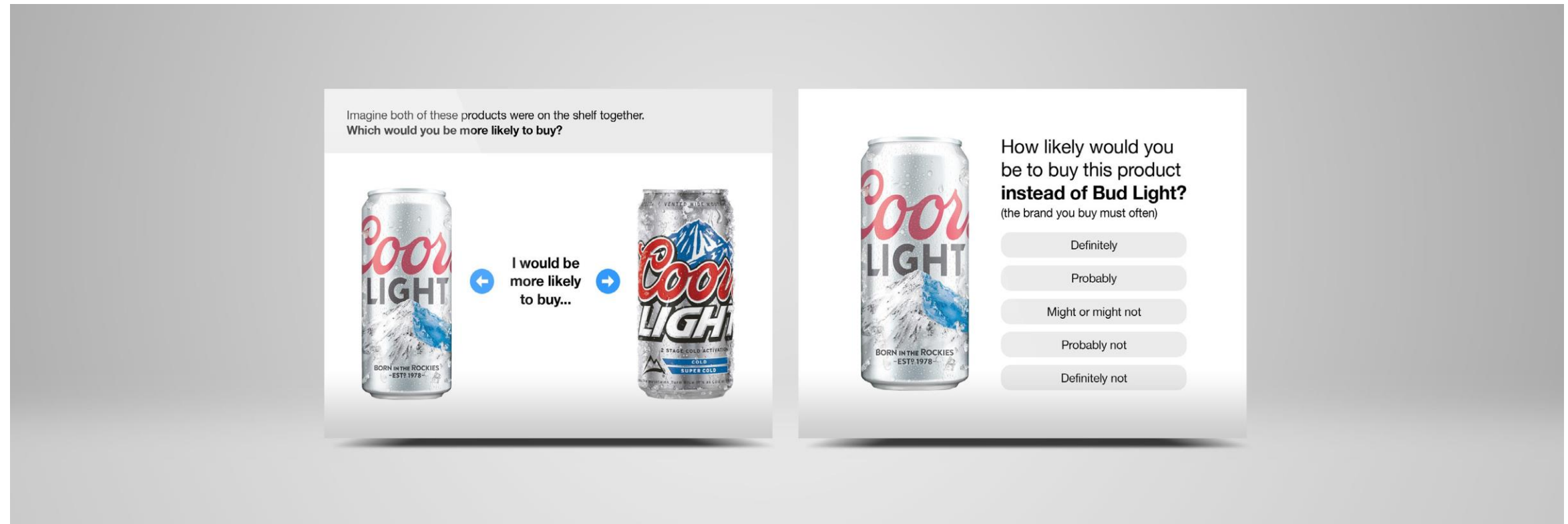
PURCHASE PREFERENCE

Which design are consumers most likely to purchase?

METHODOLOGY

How we measure

Consumers are asked which of two products they'd be most likely to purchase if both were available on the shelf at the same time. Upon making a selection, their response times are captured. Next, they're asked to indicate how likely they would be to purchase the product they chose instead of the brand they currently buy most often.



Why preference matters

- Effective redesigns typically result in a preference improvement over the old design.
- Designalytics' preference metric is highly correlated with in-market sales performance.

PURCHASE PREFERENCE

Which design are consumers most likely to purchase?



Old design



New design

Overall preference

The percentage of consumers who select one design over the other in a forced-choice exercise.



Committed preference

Weighted purchase intent based on consumers' willingness to purchase the product over the brand they buy most often.



Implicit weighted preference

A measure of preference enthusiasm based on consumers' speed of selection.

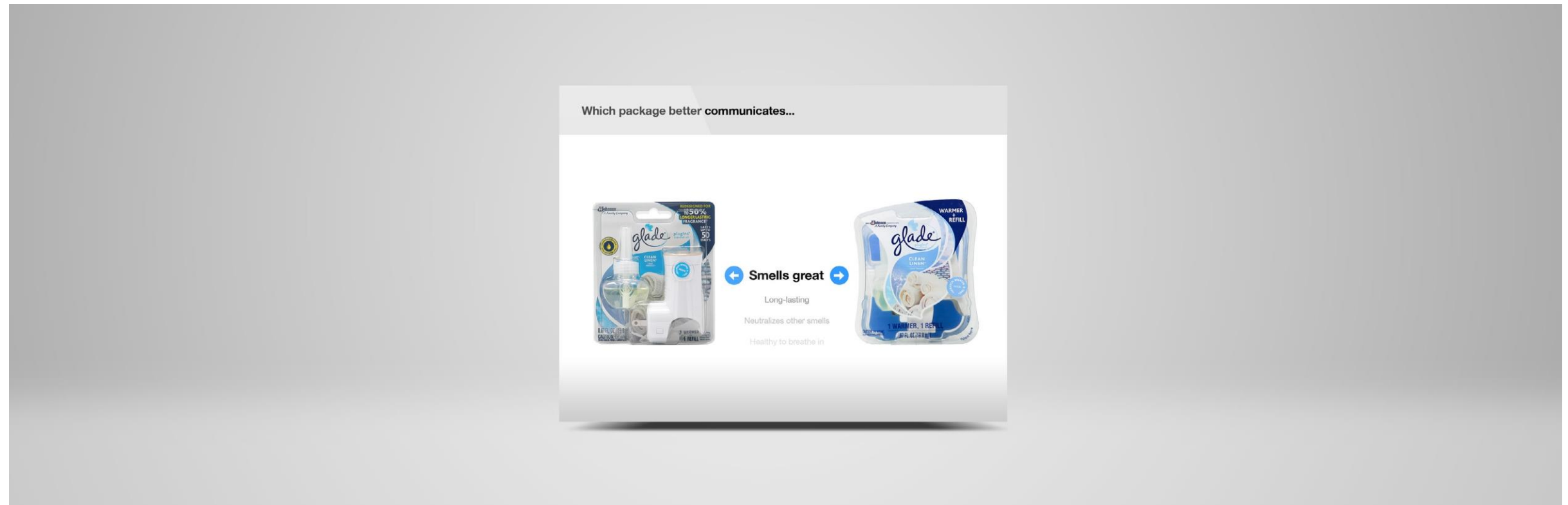


*The gray bar represents consumers who didn't strongly favor one design over another.

How well does each design communicate attributes that drive purchase in the category?

How we measure

Consumers are presented with two designs and asked to determine which best conveys certain attributes. (Attributes are determined objectively through independent consumer research.) If consumers fail to respond within five seconds, the system skips to the next attribute. Consumers' selections and elapsed response times are captured.

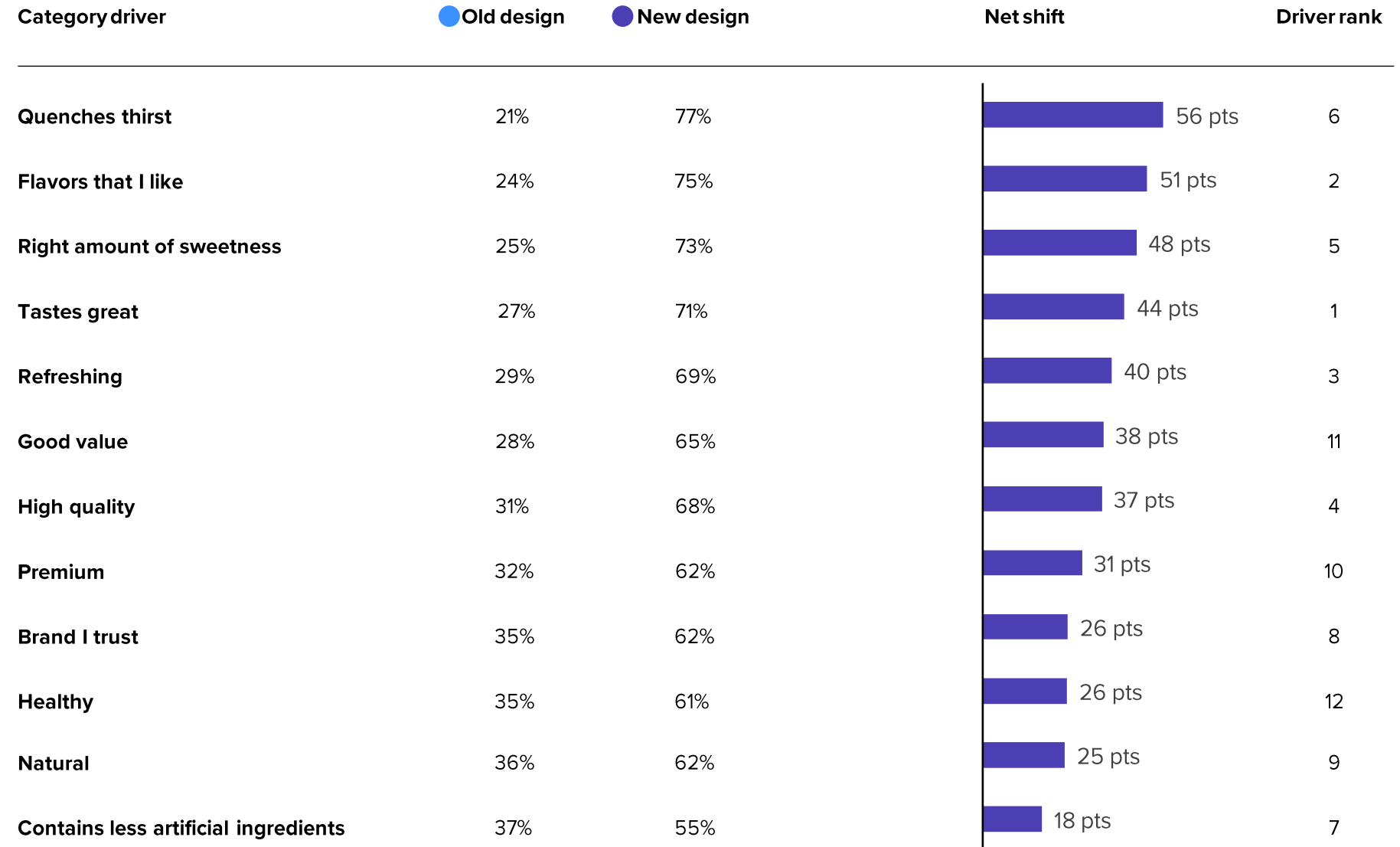
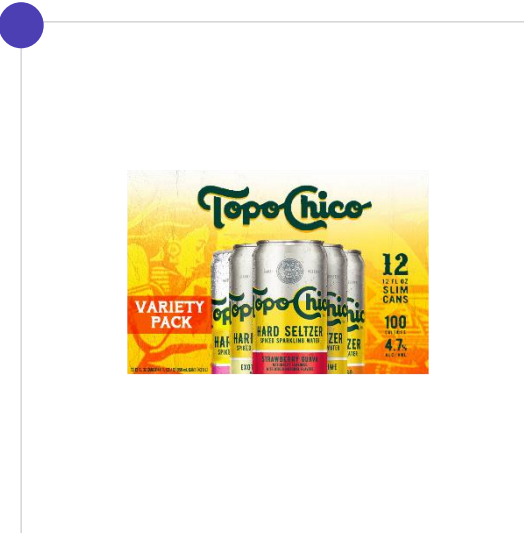
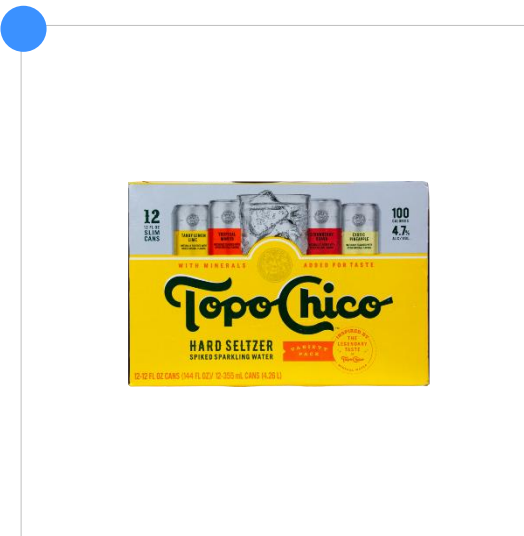


Why communication matters

- Improvements in communication tend to correlate with increased purchase preference and stronger sales performance.
- Effectively communicating the attributes that consumers care about can establish long-term distinction.
- Achieving distinction on multiple attributes broadens consumer appeal.

COMMUNICATION

Does the new design tell a different story than the old design?



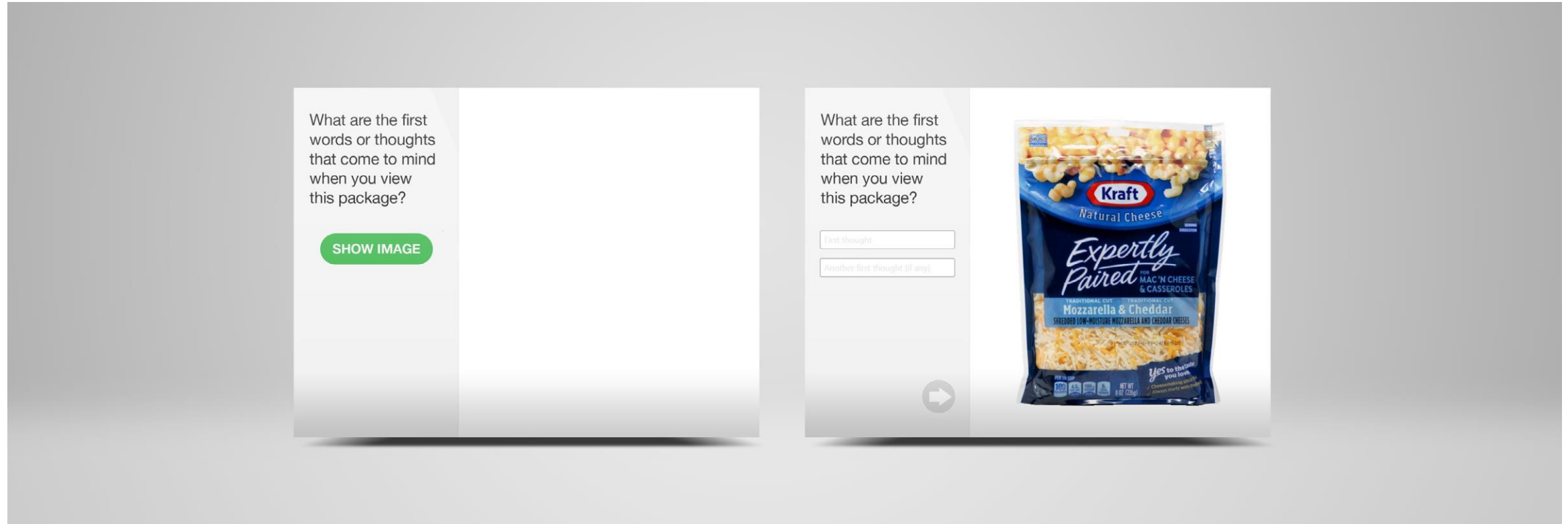
*Attribute rank is based on discrete choice utility scores derived from independent category driver research.
 *Consumers who expressed indifference are not represented here, so data for each attribute may not total 100%.

ASSOCIATIONS & SENTIMENT

What do consumers think when they first view each design?

How we measure

Consumers are presented with an image of the package and prompted to share the first thoughts that come to mind.



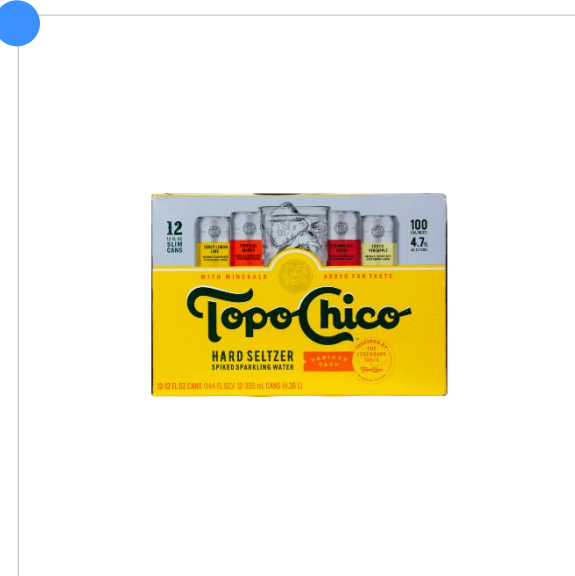
Why spontaneous associations matter

- Helps marketers understand design communication, triggered sentiment, and points of differentiation from other brands in the category.

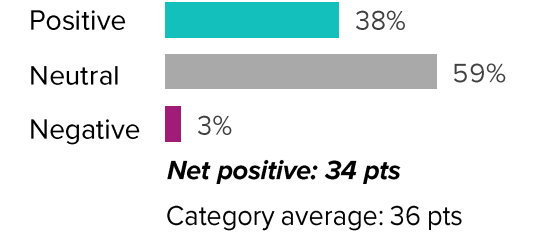
METHODOLOGY

ASSOCIATIONS & SENTIMENT

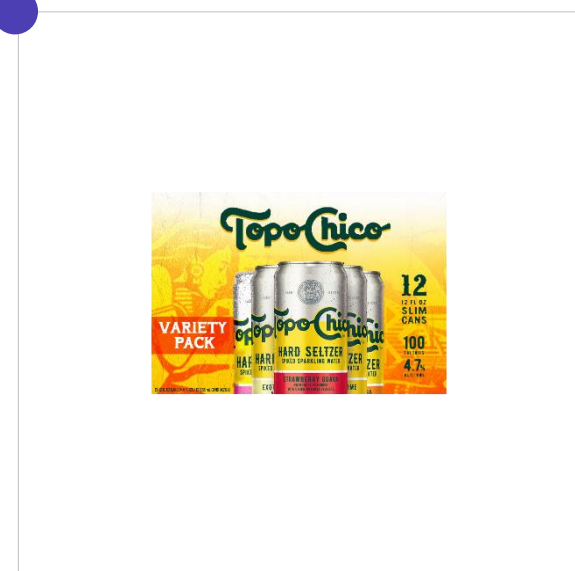
Which words come to mind when consumers view each package?



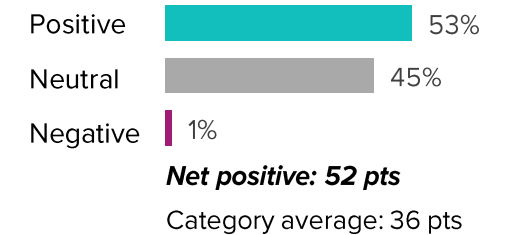
Old Design: Consumer Sentiment



The most frequently occurring word was mentioned by **13%** of consumers



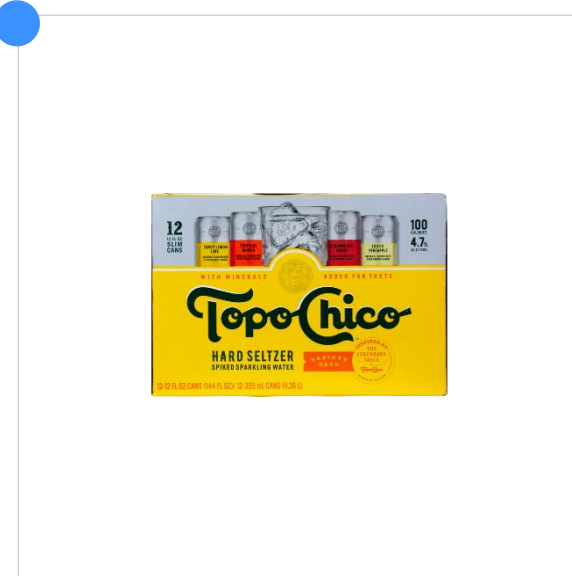
New Design: Consumer Sentiment



The most frequently occurring word was mentioned by **20%** of consumers

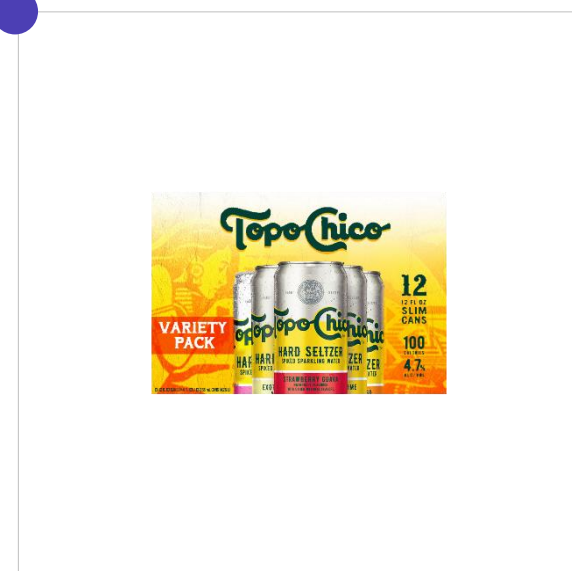
ASSOCIATIONS & SENTIMENT

Which words are consumers more likely to associate with one design over the other?



These are the top ten responses that the **old design** is more likely than the new design to communicate.

Descriptor	Old (%)	New (%)	Difference
alcohol	8	1	+7
drink	6	0	+6
cool	4	1	+3
new	4	1	+3
sparkling	3	0	+2
water	3	0	+2
cold	2	0	+2
yellow	4	1	+2
seltzer	8	6	+2
booze	3	0	+2

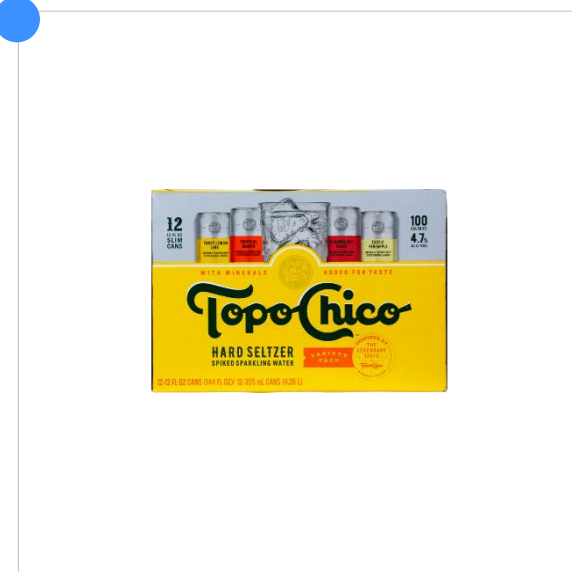


These are the top ten responses that the **new design** is more likely than the old design to communicate.

Descriptor	Old (%)	New (%)	Difference
colorful	2	11	+9
refreshing	13	20	+7
bright	3	8	+5
tasty	5	10	+5
fresh	1	6	+4
summer	1	5	+4
sun	0	4	+4
fun	6	9	+3
flavorful	2	5	+3
variety	1	3	+3

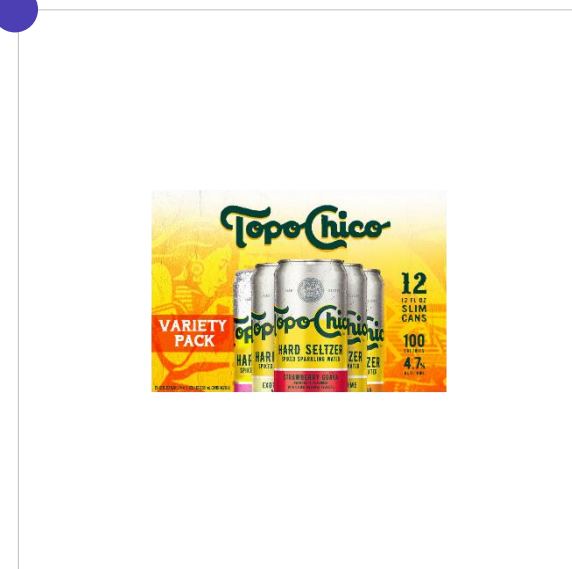
ASSOCIATIONS & SENTIMENT

Which words are consumers more likely to associate with each design over the category in general?



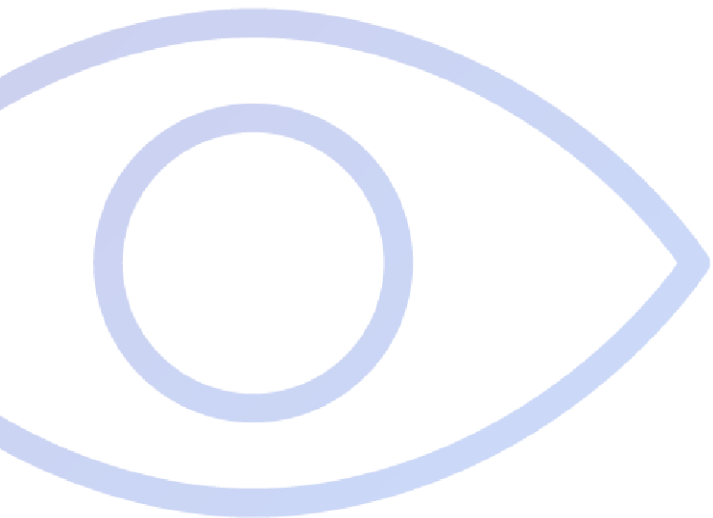
These are the top ten responses that the **old design** is more likely than competitors to communicate.

Descriptor	Old (%)	Cat. Avg. (%)	Difference
yellow	4	0	+3
drink	6	3	+3
refreshing	13	10	+3
mexican	3	0	+2
bright	3	1	+2
topo chico	2	0	+2
different	3	1	+2
booze	3	0	+2
sparkling	3	1	+2
water	3	1	+2

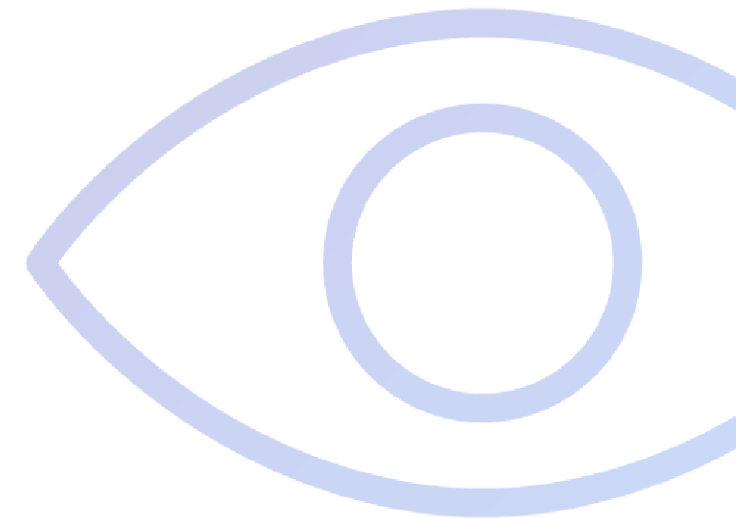
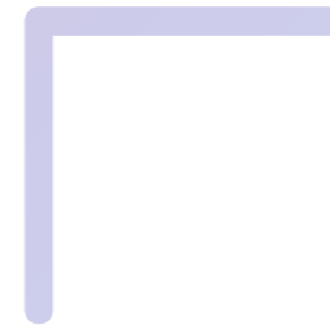


These are the top ten responses that the **new design** is more likely than competitors to communicate.

Descriptor	New (%)	Cat. Avg. (%)	Difference
refreshing	20	10	+10
colorful	11	2	+9
bright	8	1	+7
fun	9	4	+5
sun	4	0	+4
tasty	10	6	+4
fresh	6	2	+3
summer	5	2	+3
mexican	3	0	+3
flavorful	5	2	+3



CAPTURE



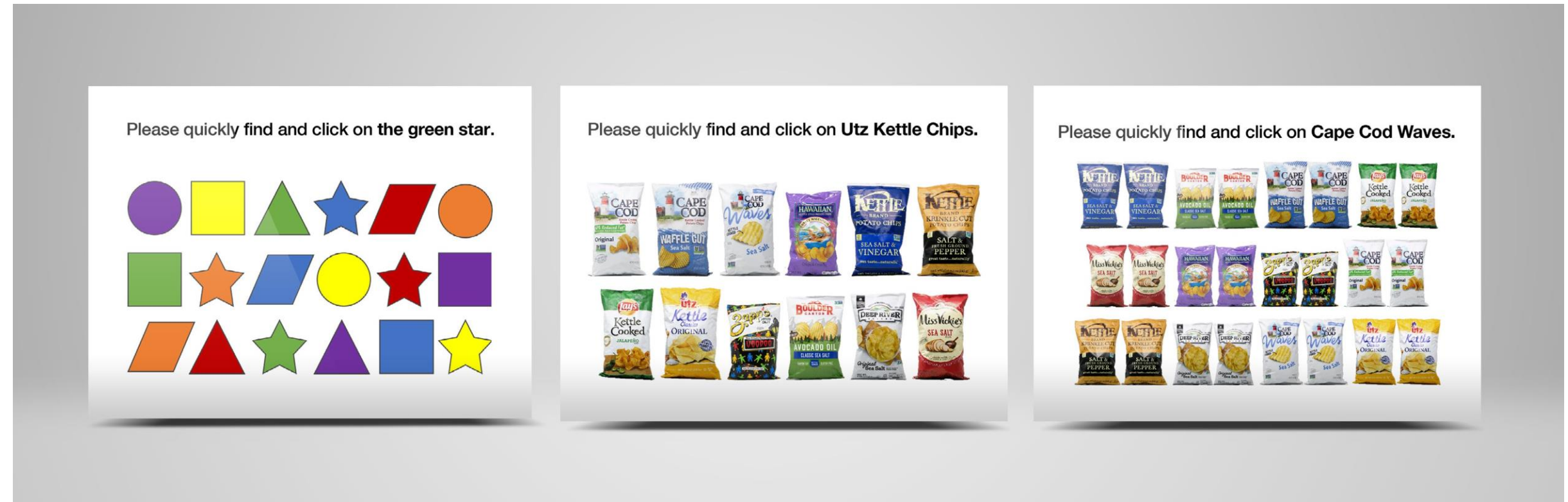
FINDABILITY

How quickly can consumers locate the brand when actively searching for it?

METHODOLOGY

How we measure

After completing a test exercise, consumers are tasked with locating a specific sub-brand from a set of 12 packages.

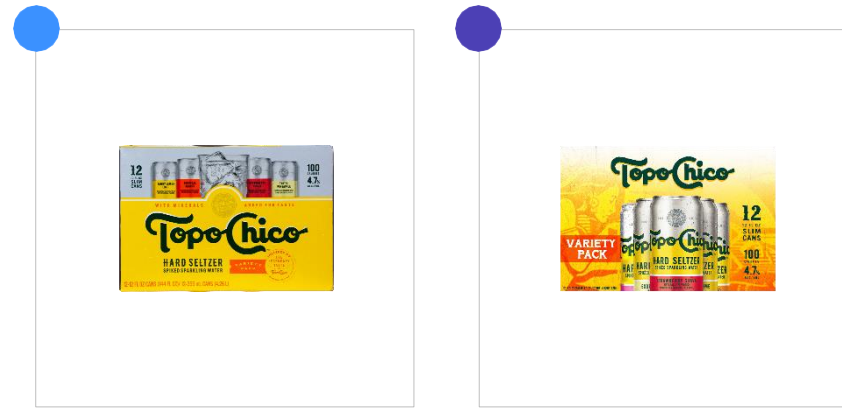


Why findability matters

- Ensures that the product awareness and interest generated by marketing efforts result in a sale.
- Brands that take longer for consumers to find are more vulnerable to substitution.

FINDABILITY

How quickly can consumers locate the brand when actively searching for it?



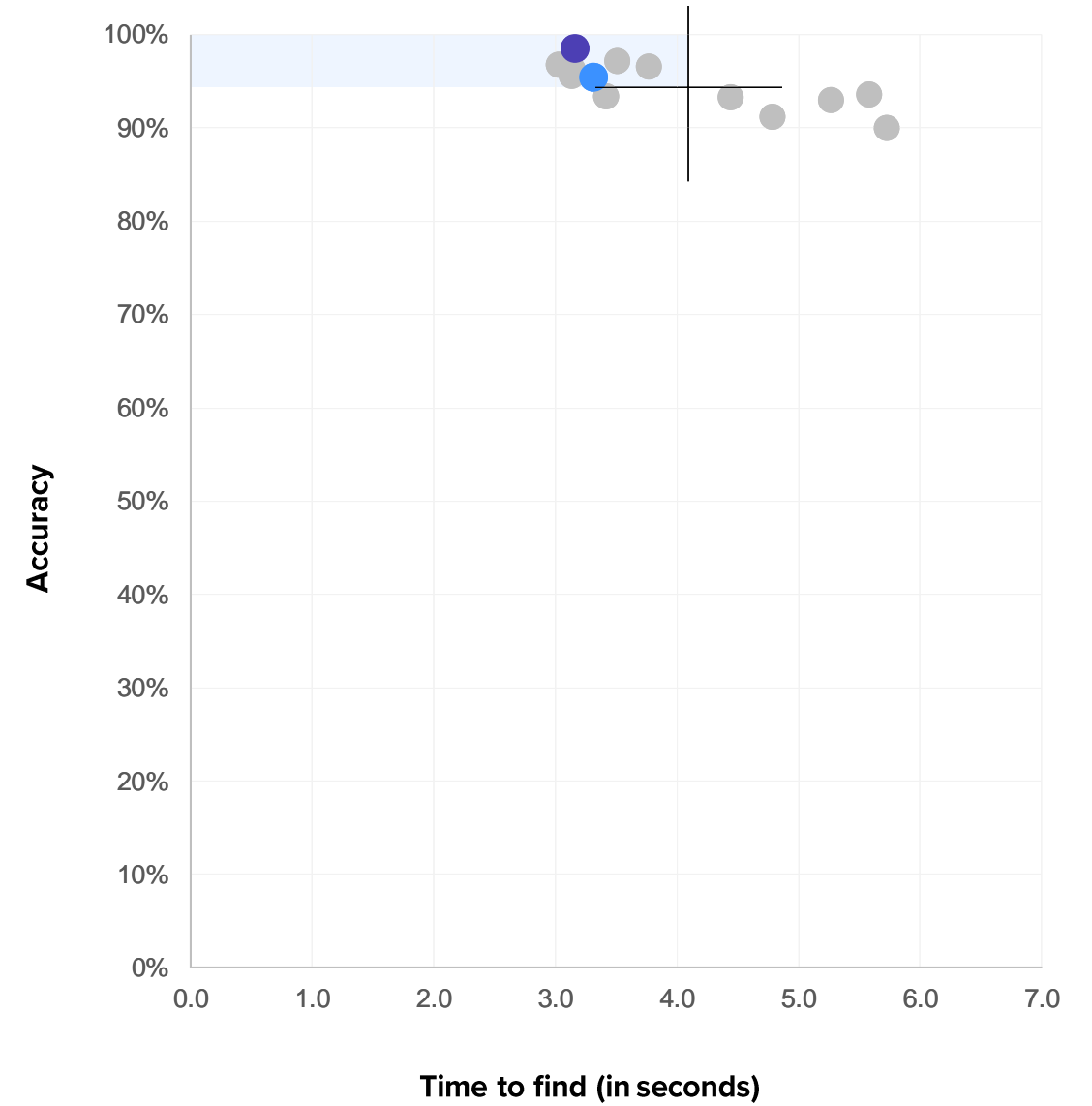
Accuracy

The percentage of consumers who accurately identify the target design.

Time to find

The average length of time that it takes consumers to locate a specific design when they're actively searching for it.

● Old design	95%	3.3 seconds
● New design	99%	3.2 seconds



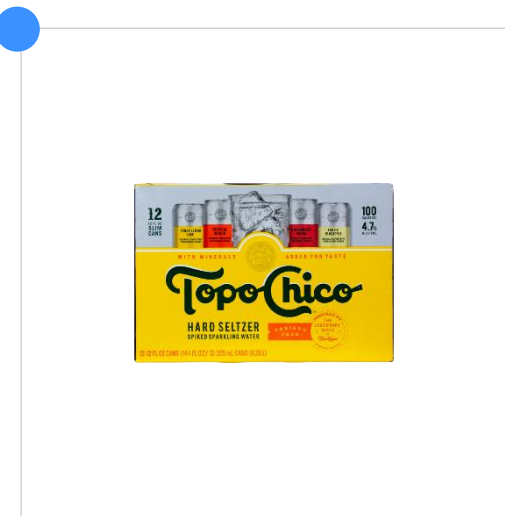
*The gray dots in the scatterplot represent other brands in the category.
For details by brand, see the December 2021 Hard Seltzer Category Report.

FINDABILITY

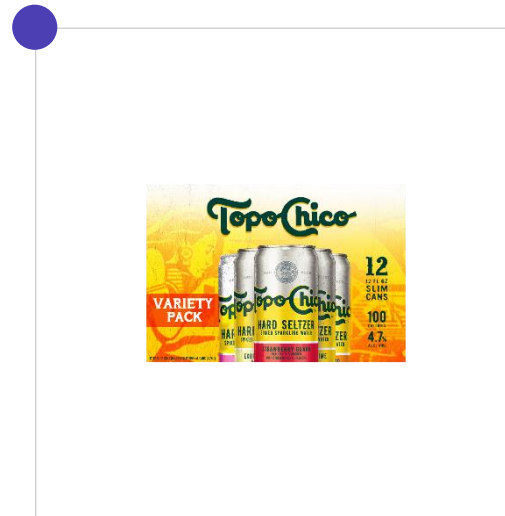
When searching for the brand, how often do consumers confuse it with other brands?

	Bon V!V	Bud Light Seltzer	Cacti	Corona	Crook & Marker	High Noon	Michelob Ultra	Smirnoff	Topo Chico	Truly	Vizzy	White Claw
● Old design	1%	0%	1%	0%	0%	0%	0%	0%	95%	0%	0%	1%
● New design	0%	0%	0%	0%	0%	0%	0%	0%	99%	0%	0%	0%

Targetbrand



Old design



New design

*Data for the old design was originally reported in the December 2021 Hard Seltzer Category Report.



SUPPORTING FACTORS

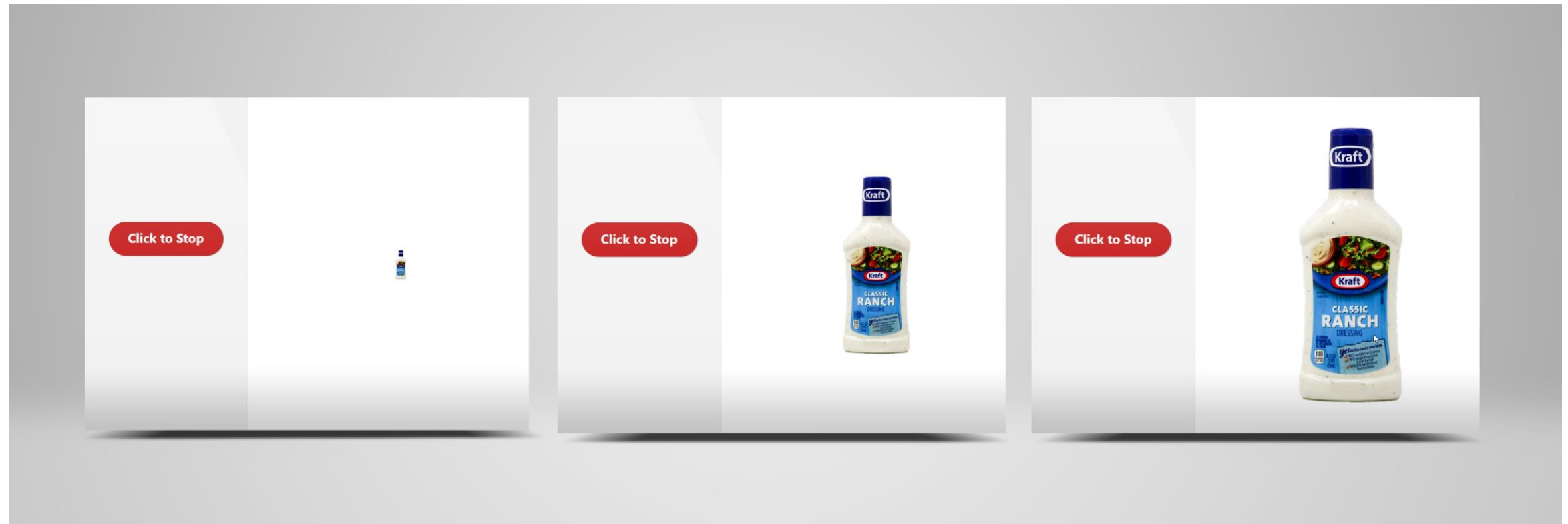
DISTANCE RECOGNITION

Has the brand built sufficient mental availability to allow consumers to recognize it from a distance?

METHODOLOGY

How we measure

Consumers are prompted to initiate an animation that simulates approaching a package from a distance (i.e., the package becomes larger as one gets closer). They're tasked with stopping the animation as soon as they believe they can identify the brand. Once this occurs, the stimulus disappears, and consumers are asked to identify which brand they saw from a list.



Why distance recognition matters

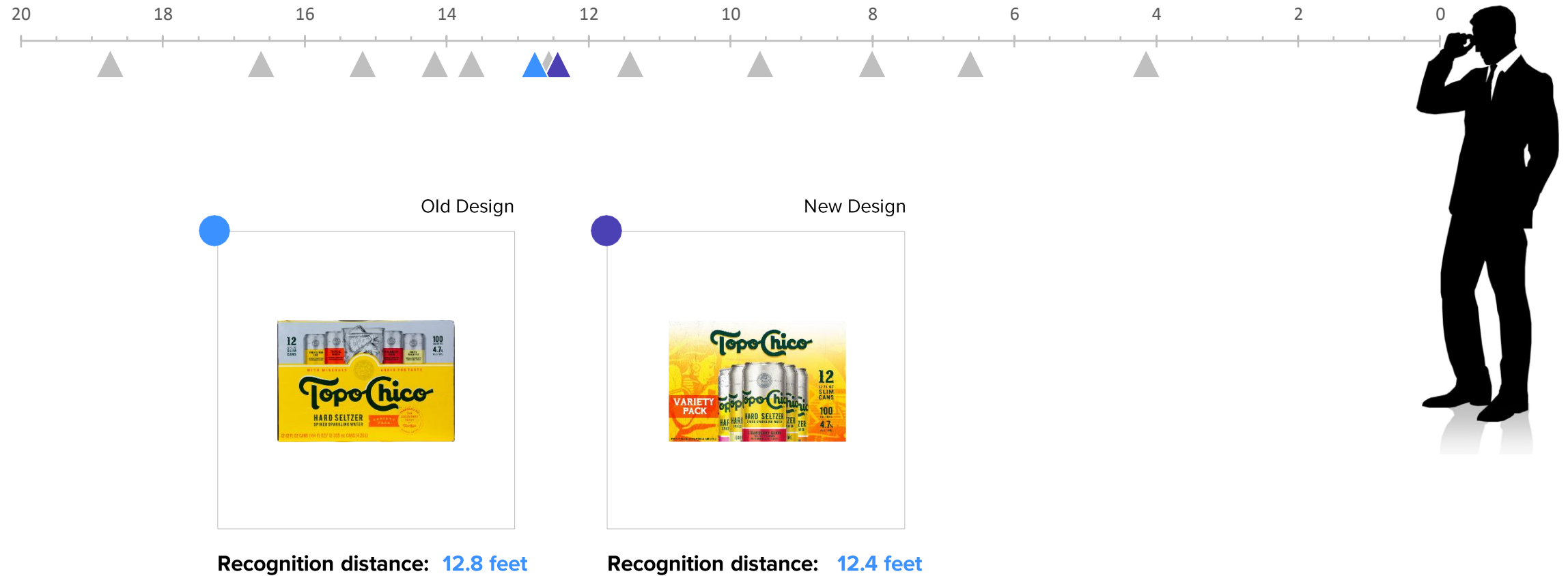
- The first brand recognized as a consumer approaches an aisle has a distinct advantage.
- Ease of recognition is an effective proxy for mental availability.

DISTANCE RECOGNITION

Has the brand built sufficient mental availability to allow consumers to recognize it from a distance?

Recognition distance

The typical distance at which consumers can accurately identify the brand. Designs recognized at greater distances have better mental availability.



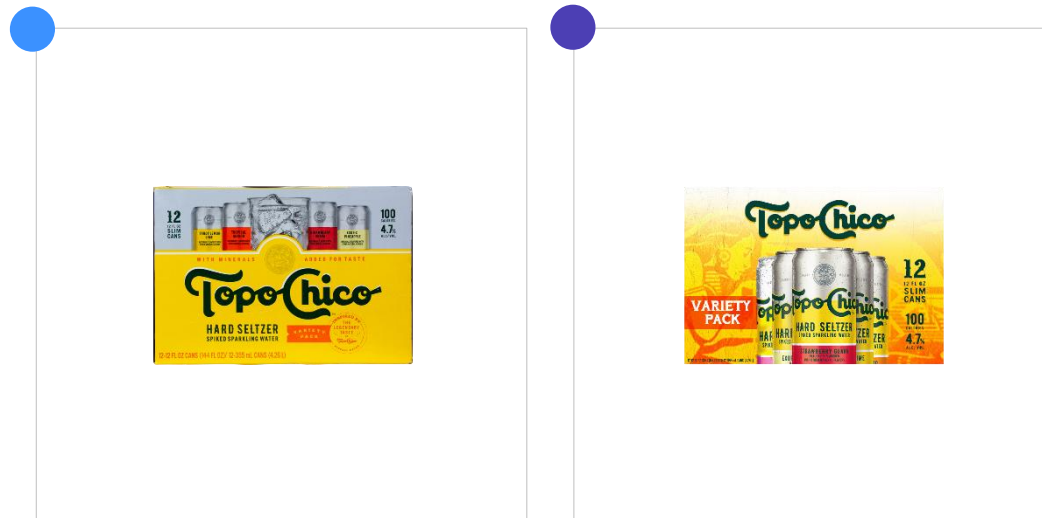
*The gray triangles represent other brands in the category. For details by brand, see the December 2021 Hard Seltzer Category Report.

DISTANCE RECOGNITION

When viewing the brand from a distance, how often do consumers confuse it with other brands?

	Bon Viv	Bud Light Seltzer	Cacti	Corona	Crook & Marker	High Noon	Michelob Ultra	Smirnoff	Topo Chico	Truly	Vizzy	White Claw	None of the Above
● Old design	1%	2%	1%	1%	0%	0%	0%	0%	92%	1%	0%	0%	1%
● New design	0%	0%	0%	0%	0%	0%	0%	0%	99%	1%	0%	0%	0%

Target designs



Old Design

New Design

*Data for the current design was originally reported in the December 2021 Hard Seltzer Category Report.

DISTINCTIVE ASSETS

Does the brand have visual assets that are well-known, unique, and appreciated?

METHODOLOGY

How we measure

Category consumers are presented with a package design familiar to them, then asked whether it contains any design elements that they associate only with that brand. If they answer in the affirmative, they're asked to name those elements and locate them on the package. Lastly, they're asked to rate the resonance of these elements using an emoticon scale.

The methodology is presented in three sequential steps, each featuring an Oreo package image and a set of instructions:

- Step 1:** "Interesting, please indicate below what design features you associate uniquely with OREO (besides the name itself). Please use a separate box for each different element." Below the text are three input fields labeled "Big picture of cookie", "Blue package", and "Milk splash". A blue arrow points to the right.
- Step 2:** "Just so we're clear about the element(s) you chose, please click on the package to indicate what you're referring to when you say..." Below the text is the text "Blue package" and a red circle with a white crosshair is placed on the blue background of the Oreo package. A blue arrow points to the right.
- Step 3:** "The last thing we want to know is how much you like or value these things that are unique to the OREO package design." Below the text is an emoticon scale with five icons ranging from a sad face to a happy face. The second icon from the left is selected. A blue arrow points to the right.

Why distinctive assets matter

- They create brand distinction, and are integral in building memory structures and increasing mental availability.
- They can be leveraged effectively across all marketing channels.

DISTINCTIVE ASSETS

Does the brand have visual assets that are well-known, unique, and appreciated?



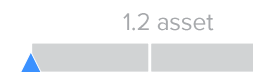
Distinctive assets

Visual elements that consumers identify as memorable and unique to a specific brand.

Consumers familiar with brand: **49%**

Number of distinctive assets: **0.9**

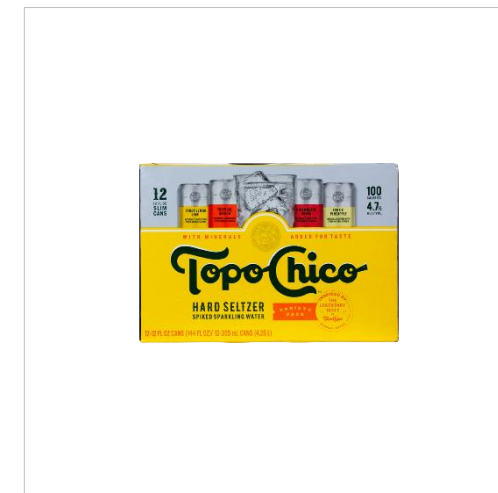
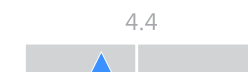
Number of distinctive assets versus category:



Logo resonance: **3.9**

Average asset resonance: **4.3**

Average asset resonance versus category:



Descriptor	Percentage of Respondents	Avg. Resonance
wordmark	41%	4.21
colors	16%	4.91
flavors	7%	4.60

The most frequently indicated asset was mentioned by **41%** of category consumers familiar with the brand.

OLD DESIGN

DISTINCTIVE ASSETS

Does the brand have visual assets that are well-known, unique, and appreciated?



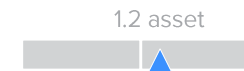
Distinctive assets

Visual elements that consumers identify as memorable and unique to a specific brand.

Consumers familiar with brand: **76%**

Number of distinctive assets: **12**

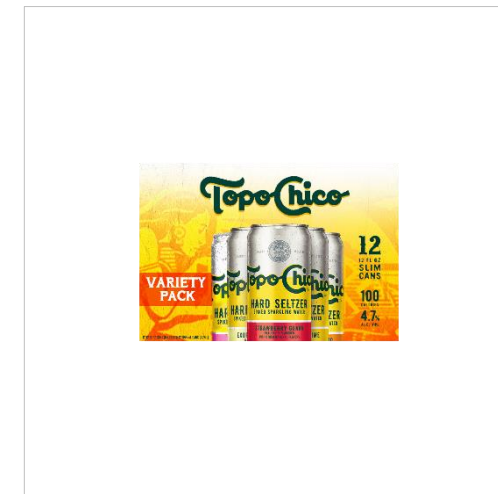
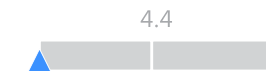
Number of distinctive assets versus category:



Logo resonance: **4.1**

Average asset resonance: **4.2**

Average asset resonance versus category:



Descriptor	Percentage of Respondents	Avg. Resonance
wordmark	51%	4.34
packaging design	24%	4.08
flavors	14%	4.68
colors	11%	4.29
variety pack	6%	4.44
pack size	5%	4.38

The most frequently indicated asset was mentioned by **51%** of category consumers familiar with the brand.

NEW DESIGN



DIAGNOSTICS



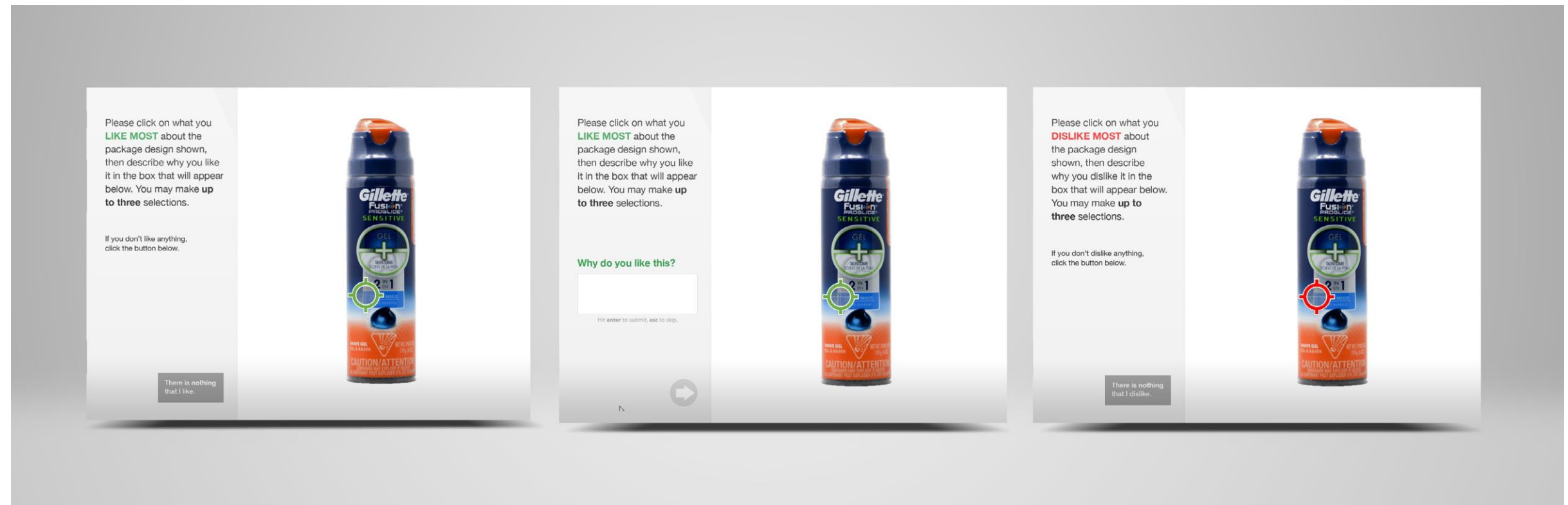
RESONANCE

Which are the most liked and disliked design elements?

METHODOLOGY

How we measure

Consumers are shown a package design and asked what, if anything, they like most about the design. Each click triggers a “reason why” open-ended prompt. This process then repeats for the elements that consumers dislike most.



Why resonance matters

- Design resonance can impact brand perceptions and sentiment.
- Feedback on design resonance can reveal specific opportunities for refinement.

RESONANCE

Which are the most liked and disliked design elements?

OLD DESIGN

Reference image



RESONANCE

Which are the most liked and disliked design elements?

Total clicks: **214**
Average clicks per consumer: **1.8**
Like-to-dislike click ratio: **4.0**

OLD DESIGN



Clicks for “most liked” elements
Percentage of all clicks



Clicks for “most disliked” elements
Percentage of all clicks



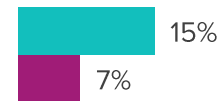
RESONANCE

Which are the most liked and disliked design elements?

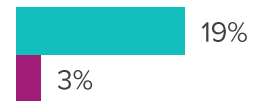
■ Likes
■ Dislikes

OLD DESIGN

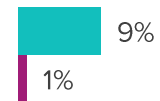
Zone A



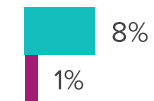
Zone B



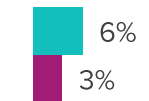
Zone C



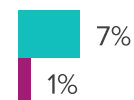
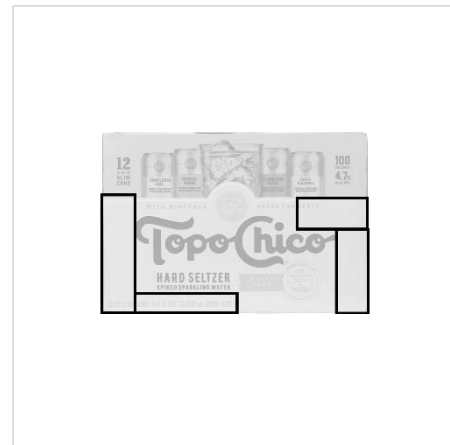
Zone D



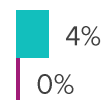
Zone E



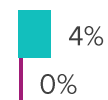
Zone F



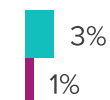
Zone G



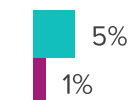
Zone H



Zone I



All other



Resonance bar charts are reflective of percentage of clicks.

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RESONANCE

Which are the most liked and disliked design elements?

NEW DESIGN

Reference image



RESONANCE

Which are the most liked and disliked design elements?

Total clicks: **353**
Average clicks per consumer: **1.9**
Like-to-dislike click ratio: **5.8**

NEW DESIGN



Clicks for “most liked” elements
Percentage of all clicks



Clicks for “most disliked” elements
Percentage of all clicks



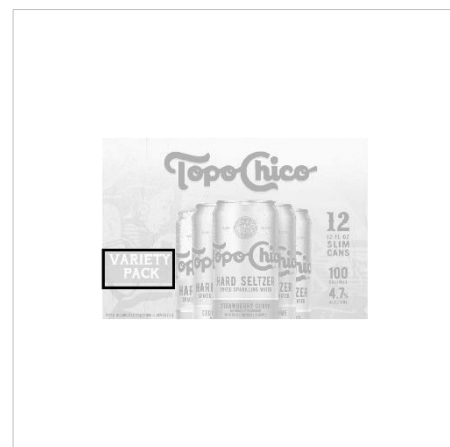
RESONANCE

Which are the most liked and disliked design elements?

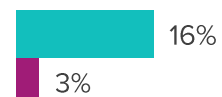
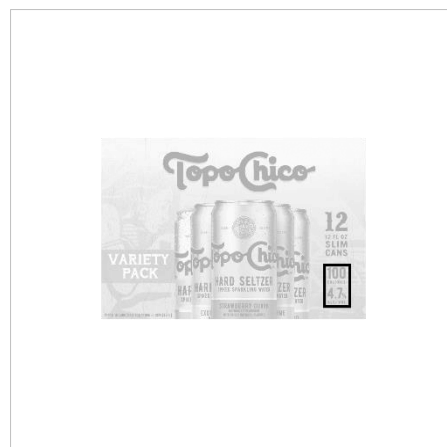
■ Likes
■ Dislikes

NEW DESIGN

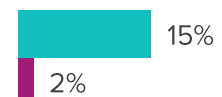
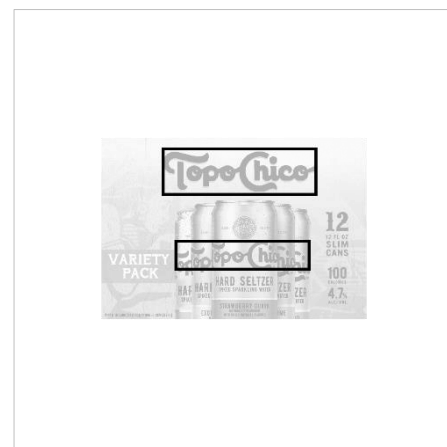
Zone A



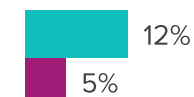
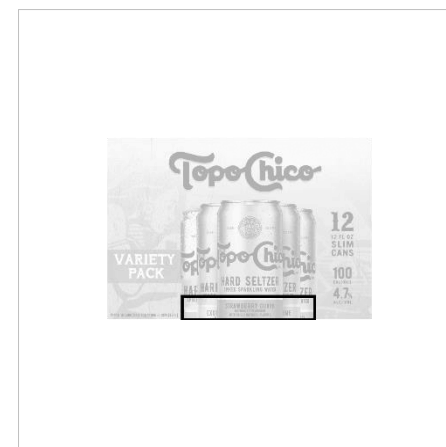
Zone B



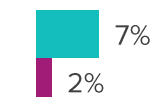
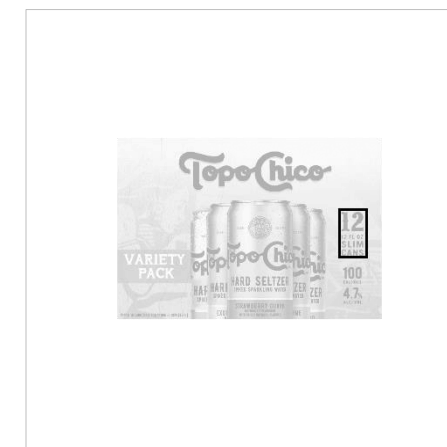
Zone C



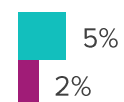
Zone D



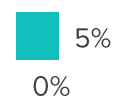
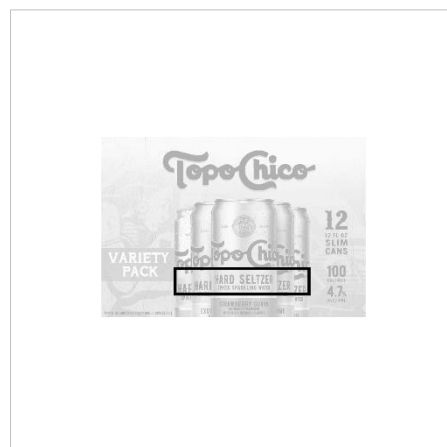
Zone E



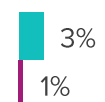
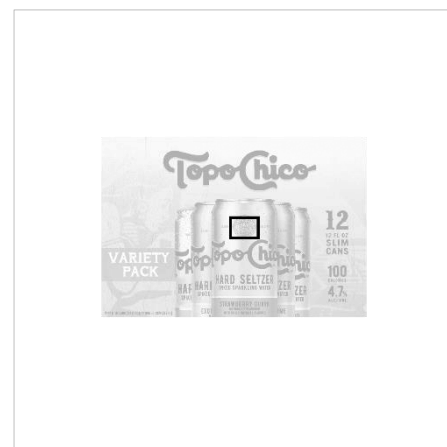
Zone F



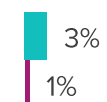
Zone G



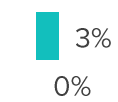
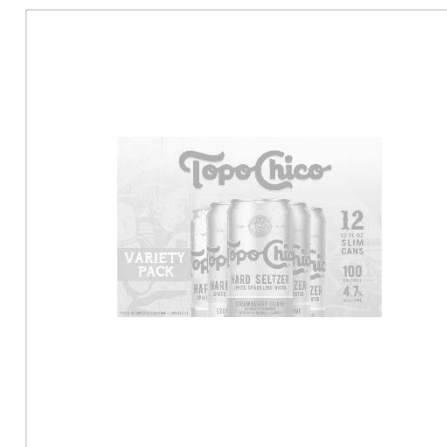
Zone H



Zone I



All other



The background features two overlapping circles in shades of blue. The top circle is a lighter blue, and the bottom circle is a darker blue. They overlap in the center, creating a darker blue intersection.

OPEN-ENDED RESPONSES

RESONANCE

Why are the most liked and disliked design elements liked or disliked?

OLD DESIGN

Reference image



RESONANCE

Why do consumers like or dislike certain elements?



● Zone A - Likes

- font is unique
- nice script
- the design of the writing and that it's black
- the font shows movement, it's engaging
- love the font
- Unique
- I like this font. and Yellow color attract me.
- That design look more unique.
- its great
- I like the font, it feels comfortable and whimsical
- it is cute
- the font is pretty nifty
- Attractive script

● Zone A - Likes

- Cool font
- The name is catchy
- the colors are good
- the branding
- everything
- I like the bright yellow packaging
- The name is eye-catching.
- logo looks good
- i like the brand
- I like the typeface
- handwriting
- I like the font, chic
- logo lettering takes me back to Italy circa 1965
- brand
- I like the lettering
- the font is cool
- cool logo
- reliable
- i like the way the writing style

● Zone A - Dislikes

- what does it mean?
- dont like the name
- The colors and label look plain
- what is Topo?
- I can read cursive, but font is still hard to read
- text of logo looks outdated
- Brand font is not to my liking
- The logo and color scheme aren't great
- what does chico mean. why does it have to be spanish.
- ice cubes
- sounds like weird brand name from a third world country
- i dont care for the name. I havent heard of it before and dont know what it means or represents
- i do not like the writing.
- I hate the name
- boring

OLD DESIGN



RESONANCE

Why do consumers like or dislike certain elements?



● Zone B - Likes

It gives you the flavors in the package.

flavors are listed

good flavor

good flavor\

Reveals different flavors.

Flavors are great

The bright red sticks out.

Flavors

I like the flavor call out.

colorful

I like seeing the flavors inside the box.

I like mango flavor

I like mangos

● Zone B - Likes

Mangoes are always a selling point for me

looks tasty

It makes it look fun to drink.

eye catching

love the variety of flavors

i like the flavors

variety of flavors

I like that specific flavor

good flavors

i like the different flavors

the cans and how they look

flavors sound interesting

because it is nice

I like the cocktail glass full of ice and the descriptions of the cans with the silver on top and colors on the bottom

the flavor

different flavors

like this flavor

The flavors seem interesting

love the refreshing flavors

flavor profiles

The can packaging

Good flavor

● Zone B - Likes

like the flavors

flavor sounds intersting

Good flavor

pineapple is my favorite flavor

I like the contrast of the silver and bright colors

OLD DESIGN

● Zone B - Dislikes

The Lemon lime is the only flavor I'm not excited about

Not a fan of the flavor

not a flavor I like

difficult to read flavors

not a fan of the flavor

Meh, i dont like this flavor.



RESONANCE

Why do consumers like or dislike certain elements?



● Zone C - Likes

The glass with ice and the drink

bubbles

nice refreshing pic

this glass looks refreshing, and shows the product (which I like because it is clear)

The serving suggestion on the package is very appealing.

I like that it looks like a beaker

it shows flavors on package

The ice cube.

Looks so refreshing!

I can see what the product will look like

refreshing

looks refreshing

● Zone C - Likes

It's an actual drink.

I like that you can see the product and the different flavors it comes in

I like icecubes

refreshing

Serving suggestion looks good.

picture of drink with flavor choice surrounding it is great

fresh

looks refreshing

● Zone C - Dislikes

not very clear what it is

It doesn't look like a glass, it looks like a beaker

OLD DESIGN



RESONANCE

Why do consumers like or dislike certain elements?



● Zone D - Likes

low calories

calorie count

100 calories and 4.7% alcohol

the amount of alcohol

Only 100 calories per serving fits what I would want from a hard seltzer.

tells me calories

100 calories

low in calories

I like knowing the caloric content per drink and how much alcohol is in each one.

The alcohol content is low so you can drink it without getting too buzzed

● Zone D - Likes

low calories

lower in calories

100 calories is good to know

Nutrition info is prominent.

I like the high alcohol percentage

only 4.7

100 calories

● Zone D - Dislikes

don't like variety packs

100 calories is a little high so they probably contain sugar

abv is a bit low

OLD DESIGN



RESONANCE

Why do consumers like or dislike certain elements?



● Zone E - Likes

The legend makes it classic

It has multiple flavors.

Legendary Taste suggests something I would like very much.

lets me know it's a variety pack

multiple flavors to try

the information

I like that it is a variety pack with some good flavors

what it is and what kind

You can have different flavors without buying a whole pack

love topo chico water

● Zone E - Dislikes

orange is not my favorite color

I don't care for some flavors and won't buy them.

Is it really though?

wish this was in a different color so it stands out

flavors

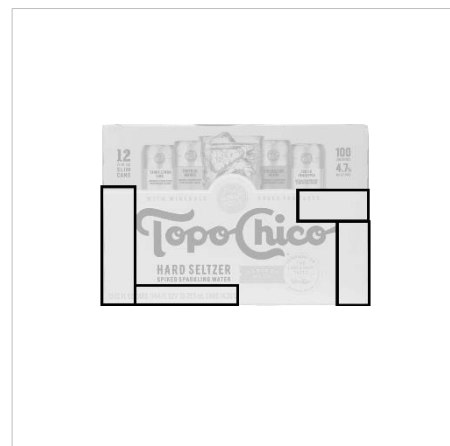
not really into orange with yellow

OLD DESIGN



RESONANCE

Why do consumers like or dislike certain elements?



● **Zone F - Likes**

it is a bright, happy color

color stands out

colors

the flavors look good

the combination gray and yellow also impart a retro Italian 60s feeling

love yellow

great color

like the yellow color

bold color

NICE COLOR

I like the bright yellow packaging. Very eye catching

the color yellow seems so happy and uplifting

● **Zone F - Likes**

the color of the box

● **Zone F - Dislikes**

The yellow is too bland.

only 12 cans

feel like the color is super blandish

OLD DESIGN



RESONANCE

Why do consumers like or dislike certain elements?



● Zone G - Dislikes

#N/A

● Zone G - Likes

Nice amount

tells me how much is inside

great

I like knowing the number of cans inside the box as well as the size of each one.

Like the slim cans

12 different flavors

slim cans

OLD DESIGN



RESONANCE

Why do consumers like or dislike certain elements?



● **Zone H - Likes**

minerals added for taste

like the lion symbol

I like the yellow medal to represent the sun.

medallions add beauty to the package

cool looking lion

like the logo

very good

like the cans

● **Zone H - Dislikes**

boring

OLD DESIGN



RESONANCE

Why do consumers like or dislike certain elements?



● **Zone I - Likes**

- i like hard seltzer
- I like hard seltzer
- hard seltzer
- tells me something
- like this
- seltzer
- I like the brand

● **Zone I - Dislikes**

THE HARD SELTZER

OLD DESIGN



RESONANCE

Why do consumers like or dislike certain elements?



● All Other - Likes

the color

It looks modern.

pic of the product

THIS VERY GOOD

I like the inclusion of minerals

strawberry

Cans are easy to recycle.

I like the package design it stands out

colors and font look retro and fun

LOVE this font and the color choice for it

● All Other - Dislikes

The silver color blends into the cans.

dull colors

bland

OLD DESIGN



RESONANCE

Why are the most liked and disliked design elements liked or disliked?

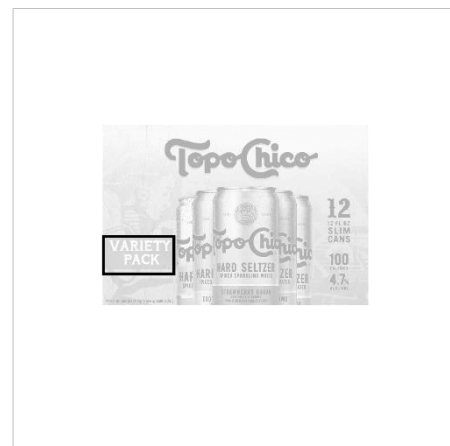
NEW DESIGN

Reference image



RESONANCE

Why do consumers like or dislike certain elements?



● Zone A - Likes

variety packs are good for those that enjoy different flavors

variety pack

many kinds is good

good choices

It comes with different favor

like the variety pack

variety

good selection of flavors

I like packs with multiple flavors

I like getting a variety of flavors to try.

That it offers a variety, and it is clearly stated

I like getting a variety pack for the different flavors.

Variety of choices

● Zone A - Likes

variety of different flavors

options

More flavors to try

bright coloring, draws attention

variety

like multiple falvors

love a variety pack

shows you it contains multiple flavors

I like variety packs

easy to see the information of flavors

Variety of flovors

VARIETY

variety pack

I like variety

I like the variety of flavors

tells me there is a variety of flavors

More to offer in one package.

it's good to have

variety packaging

like variety pack

variety pack

love the flavors and variety

like variety

I prefer a variety of flavors

Has variety

● Zone A - Likes

I like variety.

Nice mix

looks cool

tells what kind it is

variety slim cans 4.7

different flavors

vaariety mot just one flavor

I like variety pack.

More choices for my moods.

good flavor variety

tells what is in package

has different flavors to choose from.

I like variety

I like variety

tells you there are different flavors

variety

different flavors

love that it has several flavors.

offers choices

Like to try the different flavors.

different flavors

variety

shows that I can get a flavor I like

Variety pack

Love different flavors

NEW DESIGN

● Zone A - Dislikes

don't know quantity of each flavor in the pack

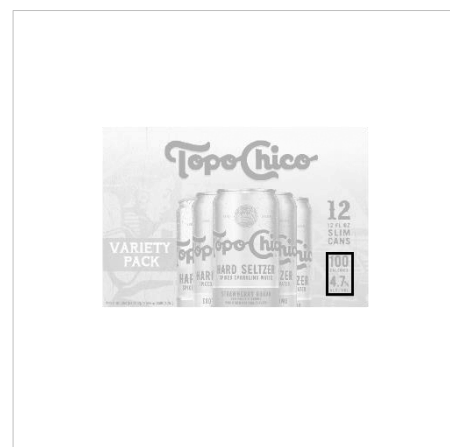
don't like this font

Variety



RESONANCE

Why do consumers like or dislike certain elements?



● Zone B - Likes

- Low calories
- 100 calories is decent
- healthy
- I like low calorie
- lower calories
- large enough to see right away
- like to know abv
- It's low in calories.
- low in calories
- i like to know the amount of calories
- Not too indulging
- great nutrition info
- low calories

● Zone B - Likes

- good percentage for drinking
- The low-calorie count is pretty much the rationale for why most folks purchase hard seltzers.
- I like that it has low calories
- love alcohol
- Good amount of calories
- They're only 100 calories.
- health info
- I love the calories per alc content
- calories are great
- low calories
- i like the calories
- I like the alcohol content
- Low calorie
- Calories are important to me, so I like seeing them prominently displayed.
- Alcohol content is relevant.
- good alcohol content
- low calories
- only a 100 calories per can
- low calorie
- I like the alcohol measurement details,
- calories

● Zone B - Likes

- alcohol
- Reasonable calories
- the volume of alcohol is nice
- I like that it provides the alcohol by volumn.
- Low Cal
- calories
- percent alcohol
- I like that this product only has 100 calories.
- not alt of calories
- great for watching calories
- calories
- helps count calories
- ABV is always important to know
- i like that it's low calorie
- Easily finds the amount of alcohol.
- It's nice to see the numbers of calories right away
- I like that it is low in calories.
- Low calories
- only 100 calories
- 100 calories
- Appropriate

NEW DESIGN

● Zone B - Dislikes

- low abv
- alcohol content
- Wish more percentage
- Tell you how many calories
- Don't want to think about calories when drinking.
- too much alcohol for me
- I wish the alcohol content were higher
- too many!!
- big amount



RESONANCE

Why do consumers like or dislike certain elements?



● Zone C - Likes

Like the logo with the name

great name

The font

like the logo font

logo

Fun, readable font

I enjoy the brand

good font

brand

trusted brand

I love topo chico

Like it

brand name

● Zone C - Likes

The logo looks nice

I like the design of the packaging made by Topo Chico which I love.

I like the logo and the font it is written in

The font is appealing

the logo is cool and recognizable

fun font, design, and color

This whole package is eye catching.

ilove it

I like the name

That the cans pop out at you.

Great breand

looks great to me

colorful and easy to read

love the design.

That the packaging is clear and inviting

I like buying a variety of flavors for a change.

Because it is well designed

sparkiling

the cans have good colors

good

I LIKE IT BEST

shows me they put their brand name on every can

● Zone C - Likes

looks good

GOod graphic

The label is attractive.

I like the cans being front and center.

unique lettering

Clear visuals of cans

I LIKE THE COLORS ON THE PACKAGE

I like seeing what the containers of Topo Chico look like.

I like the way the cans are stacked

front and center of can

flavors

the logo

pretty

Like the display of the cans. Very appealing and eyecatching

brand

The can is bright and beautiful

Love the can on the package.

NEW DESIGN

● Zone C - Dislikes

I don't like the font

The name is hard to pronounce

I don't understand why this is named this.

never heard of this brand

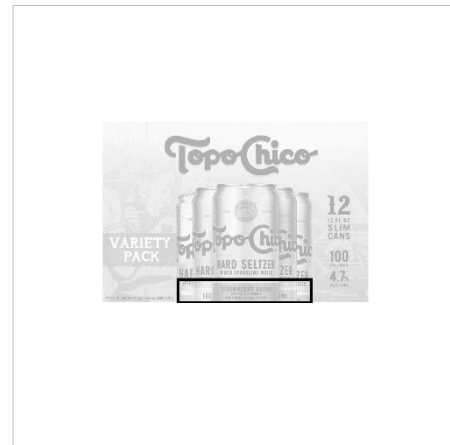
Don't like the white area at the top. The packaging can be ombre without starting with white.

I just don't like the name--it reminds me of a HORRID comedy show.



RESONANCE

Why do consumers like or dislike certain elements?



● Zone D - Likes

- Great flavors
- love that flavor
- good flavor
- like the flavor fonts
- I like this flavor
- this flavor looks good
- flavors
- strawberry flavor
- flavors offered are those of my favorites
- coloring is striking
- I like the strawberry guava option
- flavors
- I like the flavor

● Zone D - Likes

- I love the variety of flavors.
- Great Flavor
- flavor is yummy
- strawberry
- Looks like an appetizing flavor
- Different flavor
- strawberry guava
- i like the flavor
- nice flavor
- great flavors
- I like the flavor shown.
- colorful cans
- flavors
- i can clearly see the flavor
- Like the flavor
- I like this flavor, sounds refreshing
- flavor
- Interesting and exotic ingredient.
- I like the flavors
- the natural stuff is good for anyone's health
- love the flavor strawberry guava
- sounds good
- I like the variety of flavors

● Zone D - Likes

- Strawberry guava sounds good
- Names the flavor type quickly
- I like seeing what flavor there is
- This flavor sounds delightful
- Flavor

NEW DESIGN

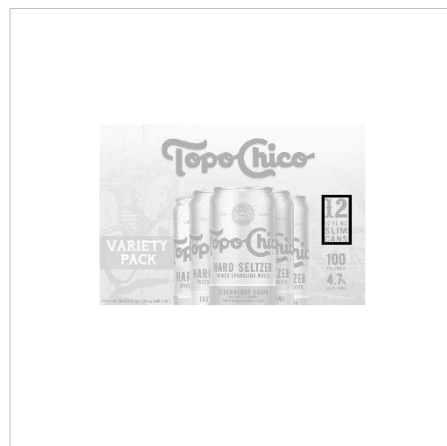
● Zone D - Dislikes

- flavors
- I cannot see all the flavors
- the other flavors are blocked
- STRAWBERRY
- a little to crazy flavors
- I have no clue what flavors are in this case
- flavor is bad
- The writing is so small and hard to read. Otherwise, it is good.
- I can't see the names of the other flavors, only the front one.
- don't like this flavor
- can't see all the flavors.
- can't see all the flavors available
- can't see what all the flavors are
- Can't see what the other flavors are
- It is kind of hard to see all the flavors offered.
- I need all of the flavors written out for me to consider this.



RESONANCE

Why do consumers like or dislike certain elements?



● Zone E - Likes

- 12 cans is good
- I like the slim cans, that it is easier to hold
- I like that I can see how many come in the pack
- I like getting 12 cans.
- I like to know what size so I know what size koozie to get
- amount they provide
- I find the slim cans aesthetically pleasing.
- slim cans
- like the slim cans
- slim can
- 12 cans
- the size of the package is decent
- 12 slim cans

● Zone E - Likes

- fits hand
- clearly shows calories, and alcohol content
- small size
- slim cans, easy to handle
- the font used
- slim cans are better
- easy to read
- good value
- Very clear how many cans, size, calories, and alcohol info
- I like the look of thin cans
- Slim cans are easier to hold
- I like the slim cans

● Zone E - Dislikes

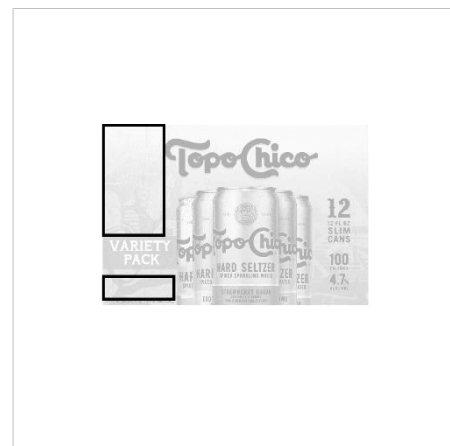
- I like the wider (regular) size of cans.
- Makes me think that there is less product
- Tell you how many cans are in a case
- I don't like the slim can concept
- only a 12 pack not a 24 pack
- Why are the cans slim

NEW DESIGN



RESONANCE

Why do consumers like or dislike certain elements?



● Zone F - Likes

Cool colors

like the image

background suggests authentic brand with strong heritage and culture

Visually pleasing background

it is specific to this brand so it stands out

I like the color scheme (orange/yellow)

like it's a variety pack

Bright, easy to notice packaging.

I love the colors

I like the female image on the package

image on box

I like the image used

● Zone F - Likes

Like what looks to be an Aztec warrior woman.

bright background

i like the colors

I like the image in the package.

Seems exotic with hints of Mexican influence.
Making me think it is better

The picture makes me interested in the product.

This is such a pretty design

● Zone F - Dislikes

yellow ... not sure I like that on the package

The color schema is off-putting.

background

distracting

this artwork is hard to make out

I dont get who this is

i dont like the background picture it doesnt really match the product

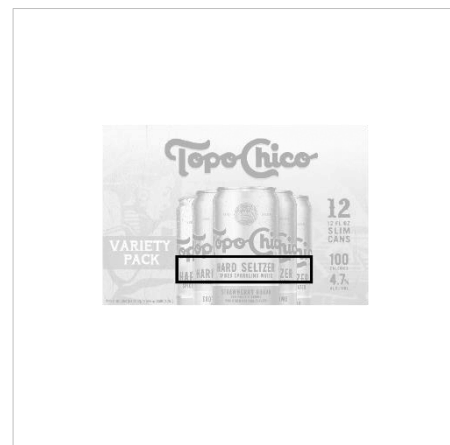
The images are not very clear

NEW DESIGN



RESONANCE

Why do consumers like or dislike certain elements?



● Zone G - Likes

great looking can

I love the logo and the design and colors on the can

Puts the drinks front and center

color

easy to read

colors

its a nice-looking color and text

all the flavors

pyramid scheme organization

variety of flavors

clearly states product type is hard seltzer water

Color stands out

looks yummy

● Zone G - Likes

big picture of the product.

I love that can , the multicolored look . It just really sticks out

It's colorful, variety pack and slim cans.

Colors and flavors

● Zone G - Dislikes

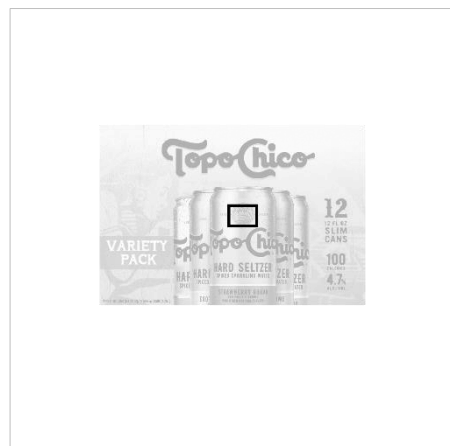
#N/A

NEW DESIGN



RESONANCE

Why do consumers like or dislike certain elements?



● Zone H - Likes

- it looks clean
- I like the picture of the cans.
- actual cans
- Simple and colorful
- I like the way the cans jump out at you
- I like the image on the can
- i think the packaging is a good look
- large size can design
- I like that it shows an image of the can.
- Bright packages

● Zone H - Dislikes

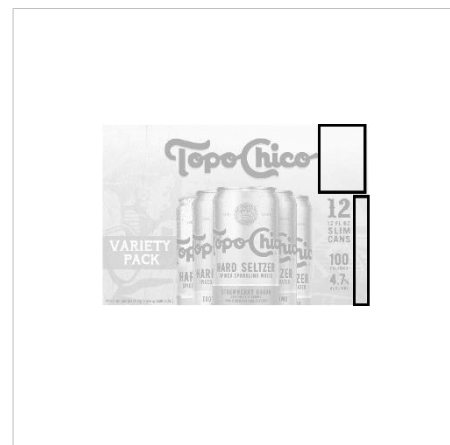
- Cans are too big.
- not clear photo

NEW DESIGN



RESONANCE

Why do consumers like or dislike certain elements?



● Zone I - Likes

- I like the logo.
- it looks good to use them
- Like the colors used
- The slim cans are easier to hold.
- Having only 100 calories.
- colors
- variety flavors pack
- 100 calories good count
- 4.7 alcohol volume good amount

● Zone I - Dislikes

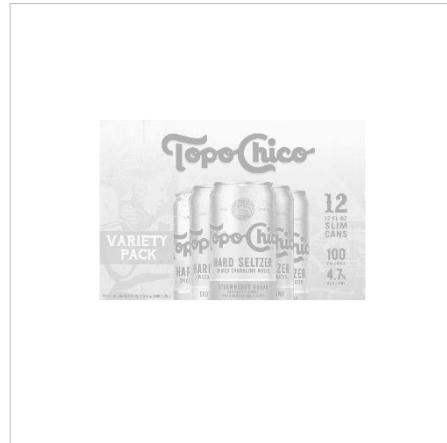
- the fadeaway effect looks funny
- i don't like it

NEW DESIGN



RESONANCE

Why do consumers like or dislike certain elements?



● All Other - Dislikes

#N/A

● All Other - Likes

I like the design and color

Easy way to know exactly what the package has

fun and warm color combination

like it

looks refreshing

looks refresh

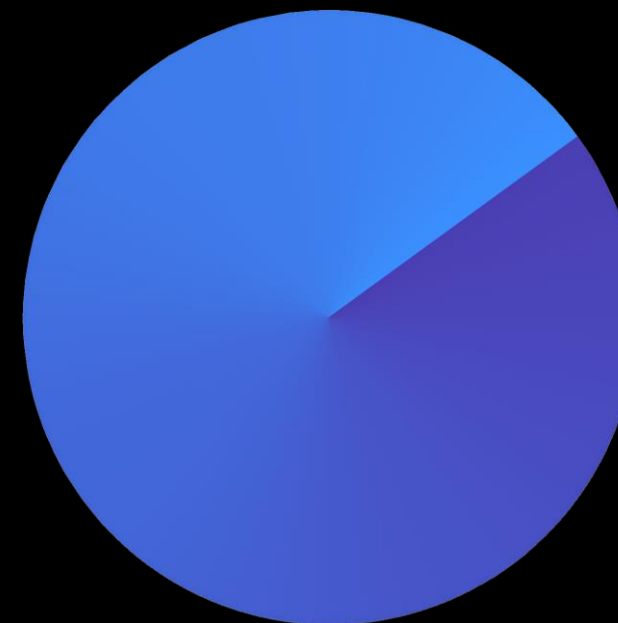
Cold can!!

I like how the cans are set up

Their Branding that is so good that's why i like it

NEW DESIGN





designanalytics