



Fridge Pack

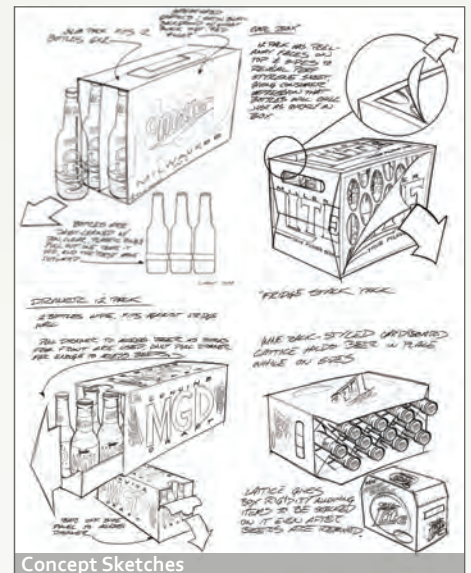
When Miller Brewing approached Brooks Stevens, Inc. to develop the next generation in beer packaging, the first thing we had to do was throw a party. At least the “guests” called it a party; we called it a consumer use study.

Before determining what shape this new and improved packaging would take, BSI first talked to and observed beer drinkers in the act. As part of an end-user investigation, we recruited core target market members (young adults) and provided all of the beer if they invited a group of friends over. These are referred to as “buddy

groups” as opposed to “focus groups.” Buddy groups allow the research team to receive unbiased information because participants are more at ease and forthcoming with opinions in informal, familiar settings surrounded by people they know. Research participants were observed purchasing, transporting, storing and consuming beer. These participants were also shown a number of concept sketches and renderings so BSI could record and analyze their reactions and feedback.

The research didn’t stop with the consumer. BSI also explored distributors and retailers involving stores, bars and restaurants. Our team provided concept prototypes so we could carefully examine their interaction with and response to new ideas. This observation offered fresh insights into which aspects of existing packaging could be improved.

The results guided a new packaging design that addresses transportability, increased ease of storage and the appearance of the product at the point of sale. The new bottle 12-pack offers consumers easy storage of bottles in the refrigerator; a clean-tearing top for easier access to



Concept Sketches



Rip-away Detail



On-Site Distributer Research



On-Site Consumer Research