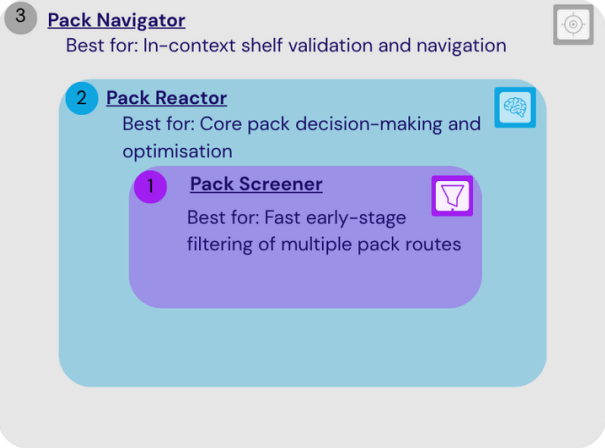


# Pack Testing Solutions



## Better pack decisions, from early screening to in-context validation.

Introducing CloudArmy's suite of best-in-class pack testing solutions, crafted from neuro-led methodologies, scientific theory, and 10+ years of pack testing expertise. By leveraging behavioural science & scalable technology, CloudArmy's pack solutions provide deep insights to help optimize creative executions that resonate with your audience before you commit to a design roll-out.



## Your Research Questions Answered

Research Question	Pack Screener	Pack Reactor	Pack Navigator
Which pack routes create the strongest intuitive response (relative to the current design, alternatives, and/or competitors)?	✓	✓	✓
Which designs best communicate the intended brand, product, or industry cues?	✓	✓	✓
Which routes drive stronger intuitive purchase intent?	✓	✓	✓
Which design is preferred, and why?	✓	✓	✓
Which pack route should we progress, refine, or drop?	✓	✓	✓
Which visual aspects of the pack are drawing attention?		✓	✓
Is attention focused on the right areas of the pack?		✓	✓
Which elements are helping or hurting performance?		✓	✓
Is the pack likely to stand out in a competitive shelf context?			✓
Does the pack design still facilitate ease of navigation on shelf?			✓
Can shoppers find the product quickly on shelf?			✓

## In-depth Neuro-optimization Included in Every Option



All CloudArmy Pack Solutions include **in-depth neuro-optimization**: practical design recommendations grounded in study findings, previous pack-design learning, behavioural science, consumer neuroscience, and neuro-design best practice. This means every project is designed not just to identify a winner, but to help teams understand **what to keep, change, strengthen, or remove** before launch or rollout.

## Why CloudArmy?



### Greater sensitivity than standard pack testing

Many pack tests produce flat results because they rely too heavily on what people say after reflection. CloudArmy captures both intuitive response and rational evaluation, creating a richer signal between pack routes.



### More diagnostic than a preference score

We do not just tell you which pack wins. We show what is driving performance across attention, perception, and action. Every solution is built to support decisions: what to progress, what to fix, and what to launch.



### Better data fidelity & respondent quality

Our continuous behavioural validation and quality checks detect bots, inattentive participants, and suspicious behaviour in real time, protecting the integrity of your data and supporting more reliable research outcomes.



### Benchmarking & Databasing

Access category, brand, and design benchmarks powered by over 50 million data points across thousands of tested executions, helping you understand not just which pack performs best, but how strongly it performs against relevant norms.

“This project, and indeed our partnership with CloudArmy, is a great example of the power of a new kind of templated approach; one that delivered in record time a wealth of science-led insights via an iterative test-and-learn process, and one that really drove change in a key trading category.”

– John Morris, Tesco

## Interested in Learning More?



[Boosting Pack Design With Online Neuro Research](#)



[Silver Spoon: Sugar Pack Optimization](#)



[Coffee Packaging](#)

For bespoke projects and pricing

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