

SUBSTRATE CHANGE & Consumer Perception



Do consumers perceive a change in paperboard type?

Quad partnered with CVS to understand if consumers notice a change in packaging from virgin fiber paperboard to recycled paperboard. Quad and CVS took two existing antihistamine SKUs from virgin paperboard to a recycled paperboard. Two iterations of the recycled paperboard package were created – with and without a recycled content callout.

On the shelf...

After conducting a study with 3 iterations testing the baseline virgin carton, recycled carton without callout, and recycled with callout, it was found that...

the consumer **DID NOT** pay more attention to CRB carton on the shelf.

When compared side-by-side...

WITHOUT CALLOUT

90%

of people said they noticed a visual difference between the recycled and the virgin packages



WITH CALLOUT

100%

of people said they noticed a visual difference between the recycled and the virgin packages



Carton made from 100% recycled paper

67%

of people said the recycled package looked more sustainable than the virgin package

85%

of people said the recycled package looked more sustainable than the virgin package

Main Takeaways

Changing to recycled paperboard packaging does not diminish brand image. However, when the callout is noticed by consumers, sustainable perception is enhanced.