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## Success Story

# New Packaging Strategy: Melis Pickles Captures UK Consumer Appeal Through Targeted Focus Groups

### EXECUTIVE SUMMARY

Through consumer-driven insights from UK focus groups, conducted across five distinct segments—spanning British and ethnic groups as well as varying age ranges—Melis Pickles successfully transformed its packaging to better align with local expectations, enhancing appeal, functionality, and cultural relevance. This strategic redesign positions the brand to stand out in the competitive UK market, potentially increasing brand loyalty and purchase intent. By involving consumers directly in the decision-making process, Melis Pickles demonstrated a strong commitment to customer feedback, leading to heightened engagement and relevance among UK shoppers. The project not only achieved a closer alignment with consumer preferences but also delivered quantifiable impact through data-driven packaging adjustments, with initial responses indicating positive market reception.

### THE RESULTS

**#30**

*participants for the focus group from different segments and age groups.*

**93%**

*of participants think new design is clearer and more understandable*

### ABOUT MELIS

Melis is iconically known for its delicious, mouth watering pickled gherkins. From farm to jar, within 8-18 hours, we preserve the freshness needed to bring you the ultimate crunchy taste. Their spicy and garlic flavour makes Melis pickled gherkins great with meals or as a snack on its own.



## CHALLENGE

The old packaging design presented several challenges, primarily making it difficult for customers to understand the full range of products offered. This lack of clarity limited customer engagement and brand recognition, prompting the need for a more informative and cohesive design. Additionally, the packaging did not fully resonate with UK consumer expectations for clarity and visual appeal, making it harder to compete in the market. The previous design also lacked distinctiveness on shelves, reducing its impact in a highly competitive retail environment. These challenges drove the decision to revise the packaging to better communicate the product range and align with consumer preferences.



## SOLUTION

To tackle the challenges of an unclear product range and limited shelf appeal, Melis Pickles implemented a strategic packaging redesign based on insights from UK-based focus groups across five diverse segments categorised by ethnicity, age, and gender. The new design was carefully tailored to prioritise consumer feedback, ensuring that each element—from readability to visual appeal—aligned closely with the preferences expressed by these key groups.

## OUTCOME

The strategic approach taken by Melis Pickles led to a highly positive reception of the new packaging. The focus group insights allowed for targeted design improvements that enhanced readability, product differentiation, and visual appeal, aligning closely with UK consumer expectations. The new packaging design was overwhelmingly preferred across all segments, demonstrating its effectiveness in clarifying the product range and creating a stronger brand presence. This project has equipped Melis Pickles with a design that resonates with local consumers, contributing to increased brand recognition, engagement, and potential market growth in the UK.



**Melis Buyukguven** ★★★★★  
Senior Marketing Executive  
EURO GIDA

Conducting UK-focused focus groups was crucial in refining our packaging. The team provided valuable insights on appeal, functionality, and cultural relevance, aligning our product with customer expectations. Digipac Consultancy's strategic expertise helped us make informed adjustments, and we look forward to continued collaboration as we expand in the UK market.