

Uncontained Enthusiasm

CONSUMERS PICK A WINNING CHECK CONTAINER

Deluxe is committed to continuously improving our products, services and process. Two years ago we proactively worked with the United States Postal Service to create more streamlined packaging that took full advantage of the postal service's investment in automation. As a result of that effort, we introduced both a secure flat shipping container and a flat check box. While we have seen the rewards of this investment through lower delivery prices, we believe there is always opportunity to learn and improve.

We are now introducing an improved flat check box design. The new design is significantly more appealing to consumers, providing an improved experience and reflecting well on your brand. The design will continue to conform with the USPS automated delivery system—so you and your customers will continue to benefit from more economical delivery rates.

THE CONSUMER MINDSET: A WILLINGNESS TO CHANGE

Deluxe recently conducted a research study to survey consumer attitudes toward check containers in general and three flat box designs in particular.

- The current two-piece box design
- A one-piece box design
- An envelope design

Each of the new box designs was compatible with flat shipping, and each provided an effective storage container for personal-sized checks.

Consumers told us that they use the box for keeping their checks. However, only 6% use it for “something other than checks.”

The research also showed that consumers are willing to abandon the traditional pre-assembled container and adopt a new container that requires some assembly to avoid additional postage costs.

- 73% indicated the box type doesn't matter as long as they don't have to pay extra.
- 78% confirmed that “the check box I had to recently assemble was just as good as a traditional pre-assembled check box.”
- 19% indicate they don't need a check box at all.

A common theme from the research was that consumers are clearly open to new alternatives.

THE NEW OPTIONS: A CLEAR WINNER EMERGES

While they had clear opinions about the existing check boxes, consumers were even more emphatic about the proposed containers. While such packaging concept testing often yields a finding of slight preference for one container over another, consumers strongly endorsed one of the three new flat box options: the one-piece container shown here. Consumers found the one-piece box to be sturdy and easy to put together.



68% noted its overall appeal and ranked it number one against the current two-piece box and an envelope design.

This was true across demographics and geographies. User-friendly and built to last, the one-piece flat option embodies an enduring brand value: a deep concern for the checking customer's experience.

We are pleased with these convincing results, and we will be proceeding with the implementation of the one-piece box. It is one step in our ongoing efforts to improve the Deluxe customer experience and, ultimately, to help our customers grow their deposits.

ABOUT THE SURVEY

The research was conducted in two parts by the nationally known firm MarketTools. First, 402 consumers randomly distributed across demographics and rigorously screened were asked about their behaviors and attitudes regarding check containers. Of these 291 agreed to participate in part 2. These participants received sealed packets of randomly ordered design prototypes. They opened one sealed envelope, assembled the check container, answered a series of questions, and then did the same for the other two check containers. Finally, they rank-ordered the containers.

CONSUMER QUOTES REGARDING THE ONE-PIECE CONTAINER:

- “Easier to assemble than the two-piece box.”
- “When I opened the envelope and saw the one piece design, I immediately knew how to assemble.”
- “I would not have to change my habits nor locate another place to store check boxes. It keeps my life simple.”
- “Easy to open and close, having a notch makes it easy to lift top, good for someone with arthritis.”
- “A no-brainer.”

QUESTIONS FOR DISCUSSION

- What surprised you most about the findings?
- What were your personal perceptions of the existing container?
- How can the new containers be used to create touchpoints or otherwise further your marketing objectives?
- How does the new box and its consumer appeal align with your brand?

