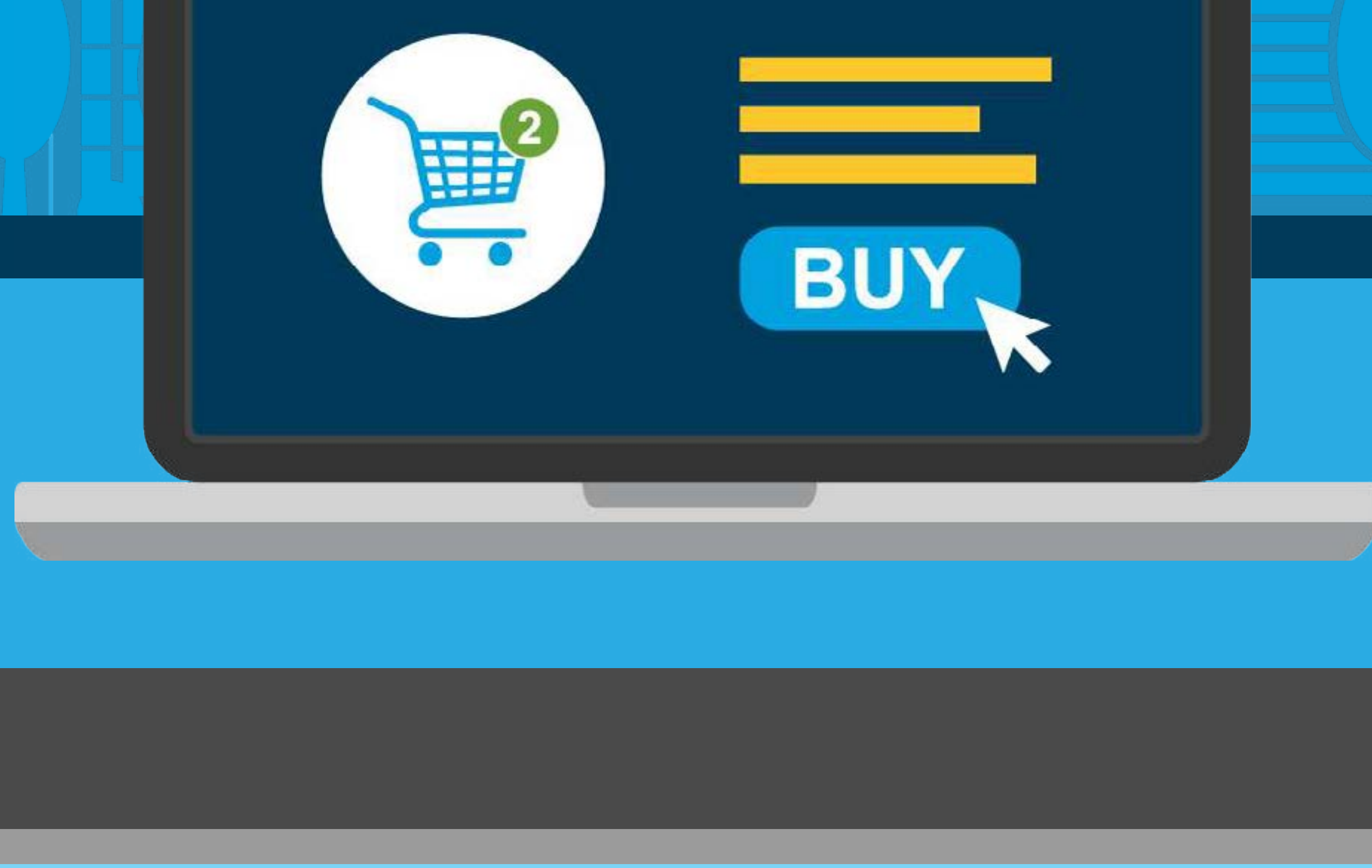


The 5 Moments of TRUTH IN ECOMMERCE



INTRODUCTION

In the past, the customer journey could be distilled into just two moments: purchasing a product and then using it. However, the continued explosion of ecommerce has seen this two-step journey evolve into five distinct 'Moments of Truth', defined as various interactions between the consumer and the product. Each encounter helps shape consumer perception of both the product and the brand.

As ecommerce for snacks and nuts continues to boom, snacking brands and retailers must be ready to supercharge their ecommerce packaging decisions.

Read on to discover how the 5 Moments of Truth affect your customers' decisions at every step of their journey.

ZERO MOMENT OF TRUTH THE JOURNEY BEGINS

1st Look

The 'Zero Moment of Truth' is the moment a customer begins searching for a product or service online. This is your first impression

7 Seconds

Consumers form their first impression of a brand within seven seconds and their opinion of any design work is decided in just 17 milliseconds. You need to be slick and presentable

30% ↑

Brands that do pay attention to packaging, report a 30% increase in consumer interest and 10% of customers consider packaging as important as the brand



FIRST MOMENT OF TRUTH DOING YOUR HOMEWORK



Show time

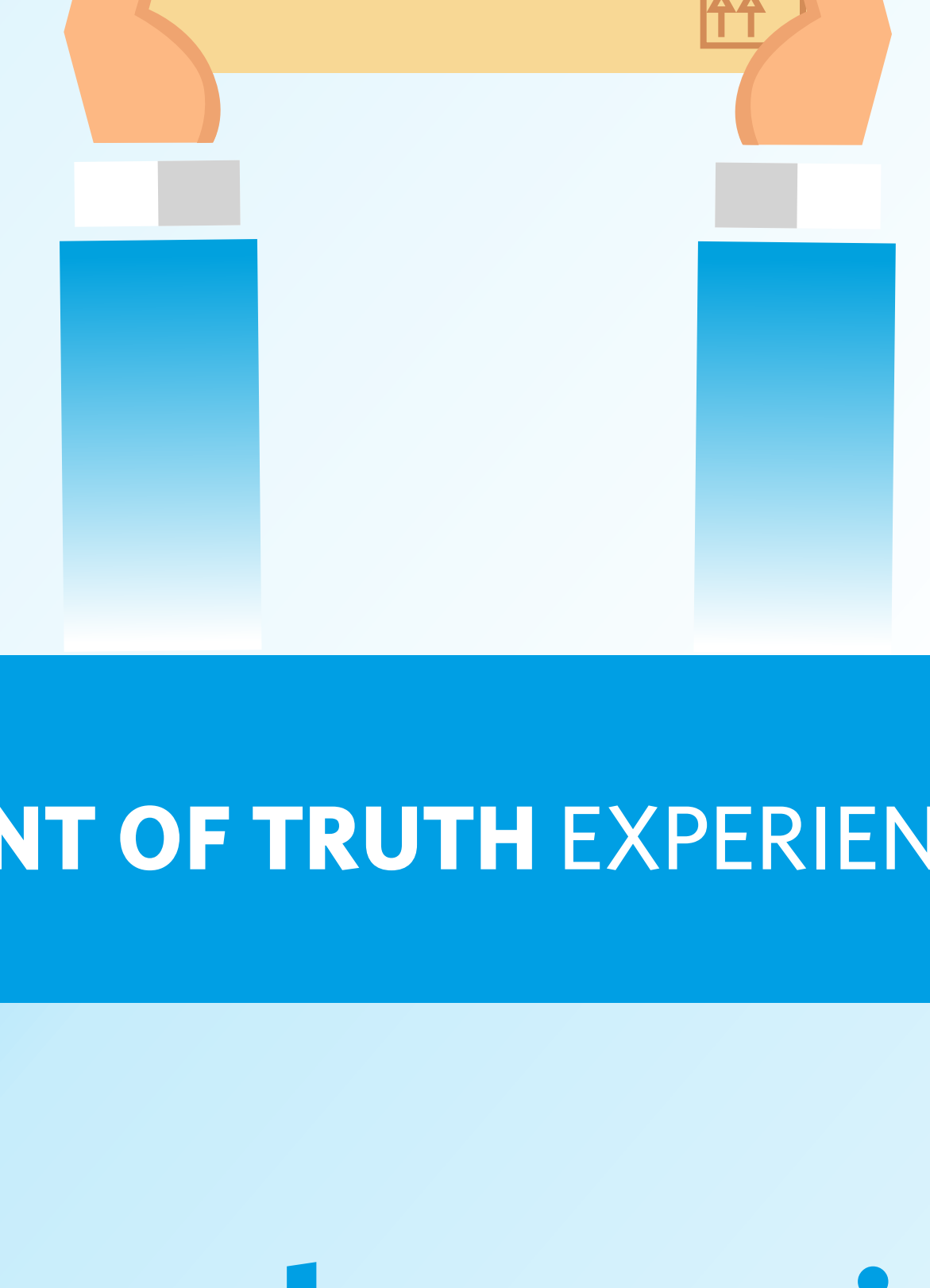
The 'First Moment of Truth' is the moment a customer begins to research a specific product. Show them what you've got

In 2010, the average shopper used just 5.3 sources of information before making a decision. By 2011, this number was as high as 10.4

Brands who clearly communicate their free shipping and packaging policies to consumers report 30% higher average order value

1 in 5

Google estimates that 1 in 5 consumers have watched an unboxing video. In 2017 the term had 3 billion views, so be presentable



52%

52% of online shoppers say that receiving custom packaging makes them more likely to become repeat customers

PACKAGING MOMENT OF TRUTH THE BIG REVEAL

Opened

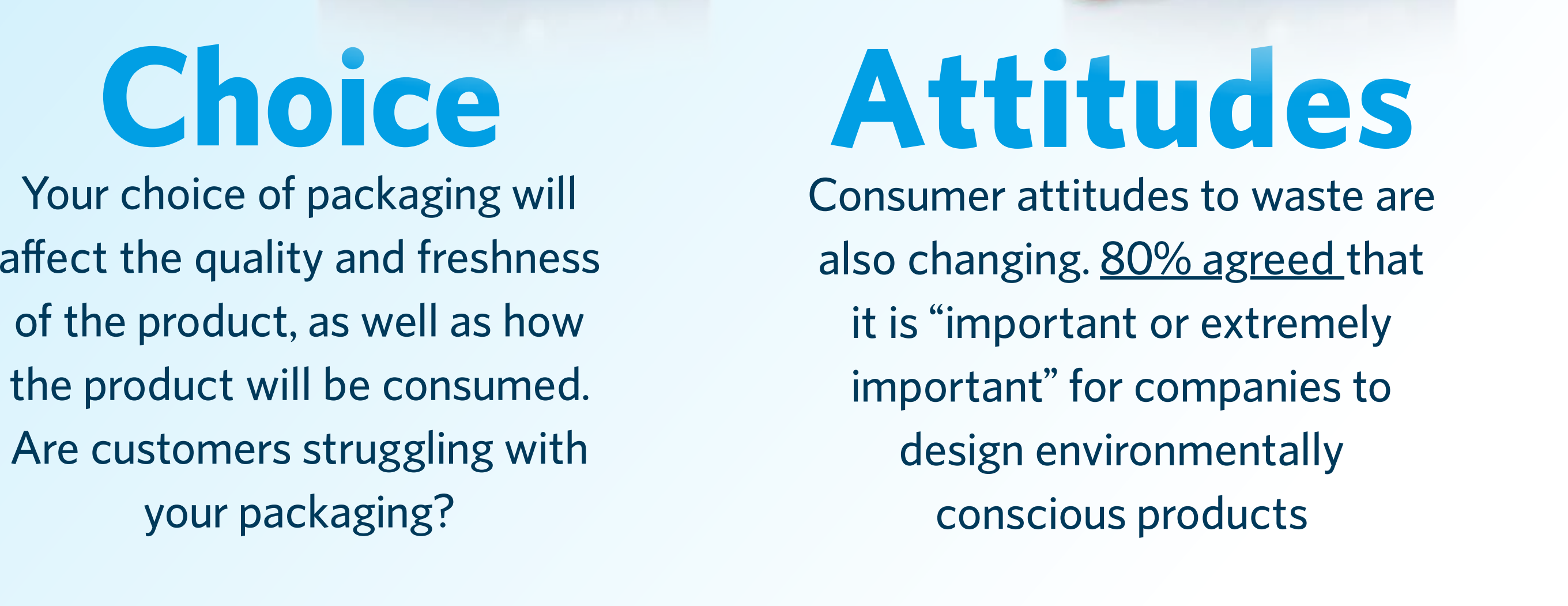
'The Packaging Moment of Truth' is the moment any external packaging is removed and the product and packaging are examined more thoroughly

Choice

Your choice of packaging will affect the quality and freshness of the product, as well as how the product will be consumed. Are customers struggling with your packaging?

Attitudes

Consumer attitudes to waste are also changing. 80% agreed that it is "important or extremely important" for companies to design environmentally conscious products



SECOND MOMENT OF TRUTH EXPERIENCING THE ORDER

Use and experience

The 'Second Moment of Truth' sees the customer use and then experience the product. This is the first real test of your product

ULTIMATE MOMENT OF TRUTH WAS IT WORTH IT?

Share

The 'Ultimate Moment of Truth' sees the customer interact with the brand by sharing feedback online or through word of mouth. This is their verdict on you

42%

A good experience can result in 42% of customers becoming fans of a company, but just a single bad experience can cause 86% of consumers to abandon a brand for good

New

However, smart packaging is giving brands new ways to interact with customers, including the use of loyalty programmes and targeted messaging, to boost post-use engagement

The 5 Moments of Truth provide a detailed look at what is going through your potential customer's mind at any given stage. The easier you can make these decisions for the customer, the more likely they are to trust your brand.

To learn more about how your brand can take advantage of the 5 Moments of Truth in snacks and nuts ecommerce, be sure to check out our in-depth guide [here](#)

AMCOR'S ISTA TESTING LABS

ISTA leads the way for putting ecommerce packaging to the test. ISTA is a non-profit organisation that develops testing standards for packaging. Its tests simulate the conditions a package will encounter on land, sea and by air and whether packaging prevents product damage or failure. ISTA-6 is a series of test protocols created by ISTA members to meet their ecommerce testing requirements.

For example, Amazon has developed the ISTA 6A10 over boxing standard, which determines if a single packaged product, weighing 32kg or less and placed in a master shipping container – or over box – withstands the forces and conditions of its journey to the customer. It also created the ISTA 6A SIOC protocol to challenge the capability of a product to withstand hazards encountered during handling and transportation without an over box. This is the first step towards gaining Amazon Frustration-Free Packaging certification.

Furthermore, Amcor has two ISTA-certified laboratories, in Manchester, Michigan, United States and Ghent, Belgium, that can test and certify packaging against ecommerce standards. The labs will help businesses provide attractive, convenient and sustainable packaging that is also robust enough to prevent breakage or leaking.