



PACKAGING EFFECTIVENESS SCORECARD

Packaging is your most consistent sales tool. It has a job to do, and fast: get noticed, make the product easy to understand, and make it feel like the right choice.

This scorecard helps you assess whether your pack is doing that job, and, if it isn't, what needs fixing.

HOW TO USE THIS SCORECARD:

Score only what you can genuinely see at the distance you're testing:

- 3m (shelf impact from a distance)
- 1m (browsing in front of fixture)
- In-hand (reassurance).

Pick one product to score:

- Score it at three distances
- Score each question from 0–5, then add up the section totals.
- Use the final page to turn your score into a prioritised action list.

Scoring guide:

- 0:** Missing or working against you
- 1–2:** Present, but weak or confusing
- 3:** Decent, does the job
- 4–5:** Strong, clear and confident

Tip: If possible, ask someone outside your business to complete the 3m and 1m tests. Familiarity makes packs feel clearer than they are.

Shelf impact

Distance test: 3 metres (shelf impact). Only score what reads at distance.

Why it matters: If you don't get noticed, you don't get chosen.

If you're stuck: Take a photo and zoom out until it's small. What still stands out, what can you read?

Criteria	Score (0–5)
Stand-out: Would you spot it quickly among competitors?	
Brand recognition: Can you spot the brand at a glance, and does it feel unmistakably like you?	
Shelf readability: Does the key line still read from distance?	
Shelf-block effect: Does it look strong as a block of 3–5 units? Does it make it stand out even more?	
Clutter control: Does it feel clear and uncluttered, not busy and confusing?	
Section total (add scores):	___ /25

Reality check: If it could be mistaken for a competitor at a glance, or blends into the rest of the category rather than looking like your brand, it's not distinct enough.

Instant understanding

Distance test: 1 metre (choice moment). If it's not clear here, it won't convert.

Why it matters: Hesitation kills conversion. The pack must communicate the product and the variant quickly.

If you're stuck: Show it to someone outside your category for five seconds. Ask: what is it, what does it do, who is it for?

Criteria	Score (0–5)
What it is: Clear in under two seconds	
What it does: Core benefit is obvious, not implied	
Who it's for / when to use: Use case is clear	
Variant clarity: It's obvious which option this is	
Decision help: It reduces thinking (e.g., 'choose this if...')	
Section total (add scores):	___ /25

Reality check: If it needs explaining, it's not working hard enough.

Reason to choose

Distance test: 1 metre. Can the pack give a clear reason to choose in seconds?

Why it matters: 'Fine' isn't enough. People need a clear reason to pick you over what they already know.

If you're stuck: Complete this: 'Choose this when you care most about _____.'

Before you start: Note the product's intended position: premium / upper-mid / mid-tier / value / mass market.

Criteria	Score (0-5)
Lead claim: One clear reason to choose you	
Specificity: It's concrete, not a slogan	
Reason to trust: It hints at evidence (result, demo, spec, guarantee)	
Price-position fit: Does the pack feel right for where the product sits: premium, mid-tier, value or mass market?	
Difference: It feels meaningfully different, not 'another version of'	
Section total (add scores):	___ /25

A higher price point should signal value. A mid-tier product should feel confident and accessible. A value product should feel easy to choose, not confused by looking overly sophisticated.

Reality check: If your lead claim could sit on three competitor packs, it isn't a reason to choose.

Trust and reassurance

Distance test: In-hand. Reassurance, instructions, and confidence signals.

Why it matters: Most decisions are risk decisions. Your pack needs to earn trust quickly.

If you're stuck: Write the biggest 'what if...' doubt. Does the pack answer it?

Criteria	Score (0–5)
Risk reducers: It addresses the main fear (will it work, is it safe, is it worth it?)	
Credibility signals: Recognisable proof (guarantee, certification, reviews, test, support)	
Claims discipline: Believable, no overreach	
Instructions/expectations: Makes it easy to use and sets people up for success.	
Aftercare / support route: If the customer needs help, advice or reassurance after purchase, is it clear where they should go next?	
Section total (add scores):	___ /25

Reality check: If you're asking for trust without earning it, people will hesitate.

Navigation and hierarchy

Distance test: 1 metre + in-hand. Can you scan, find, and trust what matters?

Why it matters: A good pack leads the eye. A bad pack forces work.

If you're stuck: Cover the bottom half with your hand. Does the top still do the selling job?

Criteria	Score (0–5)
Hierarchy: Brand > headline > support > detail	
Scanning: Key info is easy to find quickly	
Information load: It says enough, not everything	
Consistency: Layout rules are consistent (especially across a range)	
Design discipline: Typography and spacing support clarity	
Section total (add scores):	___ /25

Reality check: If everything is shouting, nothing is.

Your score and what to do next

Add up your section totals. Total possible (5 sections): 125 points.

Overall score:

___ /125

100–125: Strong. Optimise and roll the rules across the range.

75–99: Good bones. Tighten clarity and credibility to unlock conversion.

50–74: Mixed. The pack is costing you sales through hesitation.

Below 50: Rebuild. The product may be good, but the pack is not selling it.

Use your lowest section scores to prioritise fixes. Don't 'average out' the result.

Turn it into actions:

Top 3 fixes (the ones most likely to have an impact):

1. _____
2. _____
3. _____

Quick wins (simple artwork update):

One thing to remove (clutter): _____

One line to rewrite (clarity): _____

One credibility signal to add (trust): _____

Structural changes (needs design work):

One hierarchy change: _____

One layout change: _____

One system change (range/variant): _____

Reality check: The real conversion killers are instant understanding and credibility, fix these first if you identify they need work.