

# MTestJapan.com Consumer Testing Physical InfoPack

## (Sample Data Submission)

Project Name: Australian natural honey survey 16Nov2012 v1-6

Customer: Australia Anytime Honey Pty., Ltd.

Completed by: Export Manager, Head Office

Audience: Digital + physical assets, 100 consumer panelists

Explanation: There are 4 steps to using MTest's service, Personal Data -> Survey -> InfoPack -> Quote Request. This template refers to Consumer Testing Physical InfoPack.

The Consumer Testing Physical InfoPack allows you to upload sample data that will be first be translated (if text) by us, then shown to the consumer panelists. You can upload any digital information you want the panelists to see, including photos and captions, text, tables, videos, etc.

How to get there:

- To get to the InfoPack function, first register, then log-in, then click on any Order Now or Quote Requests links. After filling out your Personal Data and Survey, you will be asked to "Create a New InfoPack".
- Upload the actual digital assets files independently (i.e., not embedded inside Word), so that we have the best quality files possible.

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### Digital Assets Information:

1. Check List of what you're uploading – send list as Text file (Microsoft Word or similar)

Include?	Survey Question/Item	Digital Assets You Supply
✓	* Evaluation of product positioning statement	Text in Word format, we translate up to 50 words for free
	Condition of shipping packaging appearance	None, because physical product supplied
✓	Shipping packaging text comments	Text in Word format, we translate up to 50 words for free
	Internal packaging appearance	None
✓	Internal packaging text comments	Text in Word format, we translate up to 50 words for free
	Contents container appearance	None

Include?	Survey Question/Item	Digital Assets You Supply
✓	Contents container text comments	Text in Word format, we translate up to 50 words for free
	Contents physical qualities	None
	If appropriate, taste evaluation	None
✓	Size and weight of product	Text in Word format, we translate up to 50 words for free
✓	Evaluation of contents container functionality	Photos, videos, and related captions (captions in text file, noting related photo filename)
✓	Special certificates, marks, etc.	Photos, graphics files, and related captions (captions in text file, noting related photo filename)
✓	Suggested pricing	Text in Word format, we translate up to 50 words for free
	Why	None
	Suitability as gift	None
	Why	None
	Will consumers buy online internationally?	None
	Why	None
	*Will product sell well in Japan?	None
	*Why	None
	Competition URL(s)	None
✓	Additional open format questions (e.g., "Can you suggest a low-cost but effective way to advertise a product like our's?")	Text in Word format, we translate up to 50 words for free

2. Your product positioning statement

*(Your comments should refer to positioning of product in home market. E.g., who buys it, why, how you are better than the competition, how you see the product fitting in the Japanese market, etc.)*

AA honey is a genuine natural Australian food product, sourced directly from apiarists harvesting the honey. It is heated at low temperature to preserve its natural qualities and flavor. The product is not listed as organic, as our apiarists are unable to certify that all sources of nectar are organically grown. However, we note that we do not harvest within 50km of major areas of manufacturing.

The audience for AA honey is people who appreciate the unique taste of Stringy Bark and Mallee tree flowers. The taste is distinctive of Australian bush honies. Generally people prepared to pay a premium for such tastes are already honey consumers and are looking to experience something different.

3. Contents container text and directions

*(Be sure to type in all relevant information – no photos – to facilitate translation.)*

- Front

Discover  
 Australian Honey  
 Red Stringybark Honey

Flat side

Nutrition Information	Servings per package 20 Serving size 25g		PER SERVE	Per 100g
		Energy	320kJ	1320kJ
		Protein	Less than 1g	Less than 1g
		Fat Total	0g	0g
		Fat Saturated	0g	0g
		Carbohydrate	20.5g	82.1g
		Sugars	20.5g	82.1g
		Sodium	3.5mg	14mg

Our honey is produced in open country areas where everything remains natural. We extract it without extra heat, to conserve the aroma and flavor. Every batch will vary slightly. It may crystallize quickly, but that's proof it's OK. Warm it gently in the sun, the bottle is designed for that purpose, or stand it in hot water. There is no need to refrigerate our honey.

- Back

Discover  
 Australian Honey  
 This honey is from Red Stringybark hardwood trees on the foothills of mountains in NSW. Big white blossoms yield rich smooth nectar, that creates a delicious result. It's ideal on toast, breakfast cereal, as a marinade, and of course, with ice cream for dessert. Bound to become a favorite.  
[www.australianhoney.com.au](http://www.australianhoney.com.au)  
 Australian Honey (Exports) Pty. Ltd.  
 Beecroft, NSW, Australia  
 500gms min.  
 Product of Australia

4. Details on physical size and weight of product

*(Be sure to type in all relevant information – no photos – to facilitate translation.)*

Measure	Value	Comments
Weight filled	500gm	
Height	130mm	To top of cap
Front side width	90mm	
Flat side depth	65mm	Non-beveled side

5. Packaging functionality comments/photos

*(Your photos should be clear, well lit, and show how the functionality works. Provide JPEGs of at least 1MB in size. Remember to add file names to your caption text files.)*



File name: IMG\_8440

Caption: Dispensing honey is easy. Simply open the cap, place the honey over the target and squeeze from the beveled (narrowest) side of the bottle. AA Honey has a membrane in the cap which will cleanly cut off the honey flow when pressure is released from the bottle. This prevents drips and leakage.

6. Suggested pricing

*(Indicate pricing in your home market, and desired pricing in Japan. Type in all relevant information – to facilitate translation.)*

- Australia (home market) – Retail is AUD10 per 500gm bottle
- Japan – minimum retail suggested at JPY1,000 per 500gm bottle

**Note on Physical Assets:**

1. Use the following Check List of the physical assets that you're sending to us, for review by the Consumer Panelists

Include?	Survey Question/Item	Physical Assets Being Supplied
✓	Condition of external product packaging	Must be fresh, clean, and well protected
✓	Condition of internal product packaging	Must be fresh, clean, and well protected, Japanese translation of any instructions should be included, unless you require us to translate
✓	Product itself	Supply commercial version of product in actual retail container – not samples
✓	Contents container	Japanese translation of any instructions should be included, unless you require us to translate
✓	Contents	Should be fresh, resistant to heat damage during transport, commercial version
✓	Ingredients	Should be ingredients that meet Australian and

Include?	Survey Question/Item	Physical Assets Being Supplied
		International standards, and be free of any restricted content
✓	Online references	If you wish to have sales inquiries, be sure to include your product page URL in the packaging