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PRODUCT & PACKAGING OPTIMIZATION TO DEVELOP A WINNING FORMULA FOR A US LAUNCH, A TRANSLATIONAL STUDY



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Background

- A global CPG company wished to bring a very successful line of non-dairy frozen desserts to the US.
- Testing for the launch in the US needed to ensure that not only is product integrity maintained, but that US consumers will like it, especially compared to US competitive products.
- This research design involved **iterative consumer co-creation** and allowed for feedback on a variety of flavors, base options and packaging/purchase behavior.
- Over the series of tests, multiple analyses were conducted to ensure the most optimized product & packaging was launched, including ANOVA, TURF analysis, correlations and penalty analysis.

Methodology

Central Location Test

- Each study was a 1-day CLT study
- 2 cells per tests
  - 2 flavors & 3-5 samples total per cell
  - Samples within each flavor were presented in a randomized complete block design
  - Like flavors were blocked together
- Minimum N=100/cell per study
- 2-3 US locations, including East & West Coast
- 40% Male & 60% Female
- 50% Millennials, 50% Gen X
- Must have at least 50% of shopping responsibility
- Purchase & Consume Non-Dairy Frozen Dessert at least every 1-2 weeks

Findings and Implications of this Approach

- **Using successful overseas profiles as a base, the *iterative co-creation process* quickly identified flavors that were well received and allowed for testing of optimized formulas. Rapid iteration allowed for optimization of product and pipeline in a short time frame resulting in the successful launch of 4 optimized flavors.**
- Flavor and Aftertaste were most highly correlated with Overall Liking, followed by Texture. While the % correlation varied in each test (and therefore is reported as a range in the corresponding chart on this poster), the ranking of most to least correlated attributes was the same.
  - This is an important finding for a non-dairy product, as texture is often different than a traditional dairy formulation.
- Comparing consumer segments (Millennials vs Gen X) generally mirror total population for each test, indicating this line is well received across the target age range.

Iterative testing ensured all potential varieties were tested and those that had merit could be further optimized and retested

Test 1 Initial Test	Test 2 Reformulated	Test 3 New Varieties	Test 4 Optimized Final Varieties
Vanilla 1	Vanilla 1	Vanilla 1 Alternate Base	Vanilla 1 Alternate Base
Chocolate	Vanilla 2	Vanilla 3 Alternate Base	Vanilla 1
Berry 1	Berry 1	Peach	Berry 1
Berry 2	Berry 3	Mango	Berry 3

Varieties introduced / optimized from previous round

Poor performing Flavors; did not pursue

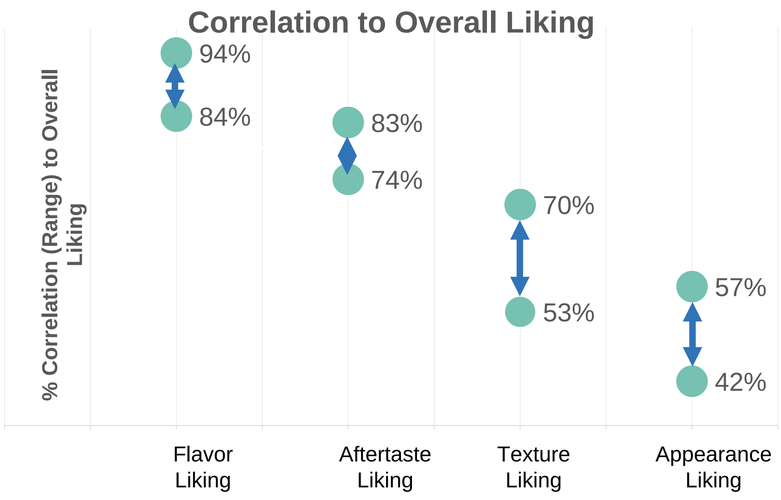
Varieties Launched in US Market

Client & Competitive packages were displayed together, and consumers were instructed to allot their next 10 non-dairy dessert purchases, both Pre-Taste & Post-Taste

Next 10 Purchases…	Pre-Taste: Based on Packaging (A)		Post-Taste (B)	Difference
Client		**21%**	**27% A**	**+6%**
Competitor 1		**36%**	**50% A**	**+14%**
Competitor 2		**26% B**	**13%**	**-13%**
Competitor 3		**17% B**	**10%**	**-7%**

- The packaging of Competitor 1 is advantaged both Pre & Post-Taste
- **Both Client & Competitor 1's levels of purchase increase after tasting, indicating the packaging can be improved to better communicate the product inside**.
- Purchase Interest for Competitors 2 & 3 decline post-taste, meaning **the product is underperforming compared to the expectations from the package.**

Flavor and Aftertaste are most highly correlated to Overall Liking



- Texture is moderately correlated to Overall Liking, behind Flavor and Aftertaste.
- Appearance has the lowest correlation to Overall Liking

TURF Analysis shows the combination of Berry 1, Vanilla & Berry 2 brings in the most diverse set of consumers when looking at 3 flavors for introduction

TURF ANALYSIS OF NON-DAIRY FROZEN DESSERT FLAVOR VARIETIES				
Reach (%)	**Frequency (%)**	**Product 1**	**Product 2**	**Product 3**
99.024	76.423	Berry 1	Vanilla	Banana Split
99.024	74.797	Berry 1	Vanilla	Black Cherry
99.024	72.195	Berry 1	Vanilla	Pineapple
99.024	70.407	Berry 1	Vanilla	Berry 2

If three were introduced, all 4 flavor groupings have 99.024% reach; with Berry 1, Vanilla & Berry 2 is the best combination option as it has the lowest frequency (70.407%).