

Methodology

A quantitative test that presents a set of stimuli to targeted consumers to rate on key metrics. Statistical testing is leveraged to identify top performer(s) quickly and confidently.

Our Approach



Define your target audience, min. 100 respondent views per concept

Claims

1. Tastes like sugar
2. No bitter aftertaste
3. Nature's favorite sweetener
4. Like brand X, but better
5. 9 out of 10 prefer the taste

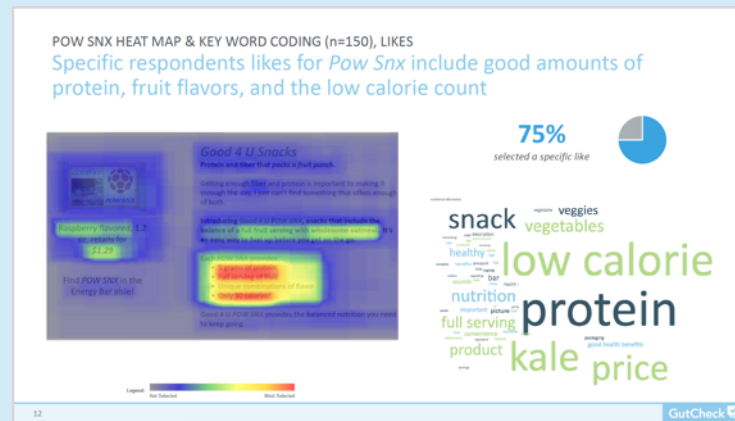
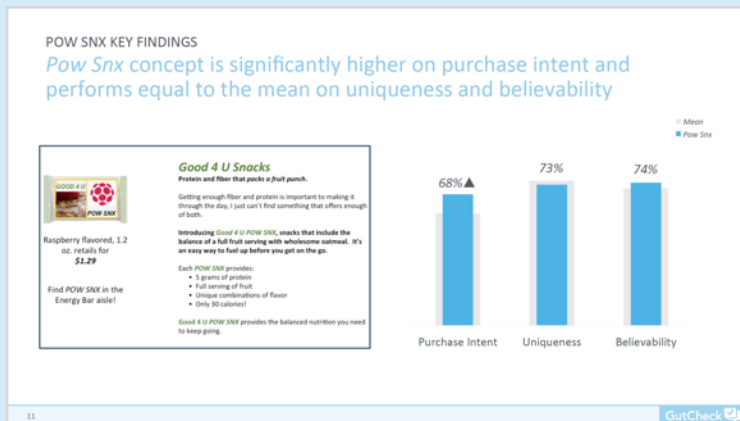
Good 4 U Snacks
The taste you want. The nutrition you need.
I love getting all the benefits of kale when I cook at home, but there's no quick snack that provides that level of nutrition.
Introducing Good 4 U KALE™ snacks that hold the power of kale in the convenience you love. It's an easy way to get all the nutritious benefits of kale on the go.
Each KALE™ provides:
• 5g grams of protein
• Full serving of vegetables
• Combinations of different veggies
• Only 45 calories!
Good 4 U KALE™ provides the balanced nutrition you need to keep going.



Align on up to 6 key metrics to evaluate

Provide set of stim: concepts, names, packaging, varieties, etc.

Deliverables in 6-8 days



SCORECARD METRICS (N=200), TOP TWO BOX
Concept vs. Mean Scorecard

Concept Name	Metric 1	Metric 2	Metric 3	Metric 4	Metric 5	Metric 6
Guarantee you'll love the taste or your money back	68%	60%	53%	63%	59%	48%
Tastes like sugar	64%	59%	33%	38%	54%	42%
Sweetness the way nature intended	63%	52%	46%	47%	39%	52%
No bitter aftertaste	59%	56%	36%	43%	48%	35%
Guarantee you will like the taste better	59%	52%	46%	43%	50%	43%
Sweet like sugar	56%	55%	33%	48%	50%	47%
Ideal for the whole family	53%	55%	36%	44%	41%	42%
Tastes better than sugar	44%	41%	36%	35%	29%	32%
Tastes better in hot tea	42%	42%	35%	40%	31%	37%
Tastes better in cereal	41%	39%	35%	36%	32%	34%
Like sugar, but better	39%	29%	26%	39%	34%	30%
9 out of 10 prefer the taste	36%	36%	30%	32%	32%	31%
No sweetener tastes better	35%	37%	34%	33%	40%	44%
Mean	51%	48%	37%	41%	41%	40%

Statistical significance is determined by a 2-tailed test and sample size of 10-200 per concept. Sorted by Metric 1. Scores are TB on a 5-point scale.