

Methodology

A qualitative study that presents a set of early-stage concepts and gathers consumer feedback from discussion to identify opportunities to enhance the product.

Our Approach



Define targeted audience group(s) of 20+ respondents



Flavors

Apple Crunchy Chicken
Pineapple Herb Marinade with Crunchy Pecan
Mint
Lemon Crunchy Chicken
Lemon Thyme Marinade with Crunchy Onion and Bacon

Early-stage stim: sketches, names, claims, packaging, concepts, etc.



Align on discussion guide and key questions

Deliverables in 6-10 days

FRUIT WATER SUMMARY
Consider refining the reasons to believe for the Fruit Water concept, where respondents felt they didn't apply to their healthy lifestyle.

- The name itself is appealing for its simplicity and clarity in representing product benefits.
- Reasons to believe were not relevant to most respondents who feel they get enough fruits through the day.
- Respondents were confused about the packaging, which looks too basic.
- The images used to represent the mood of the concept were relevant because respondents participate in similar activities. They related to the healthy aspects.

DEEP DIVE REASONS TO BELIEVE
Respondents feel that they are already living healthy, and suggest revisions to RTBs to be in line with their active lifestyle.

- This is not seen as accurate
- Target consumers are eating healthy
- This is the only relevant phrase
- I don't eat enough fruits.
- It's inconvenient for me to eat nutritious.
- I need something for on-the-go.

WHAT THEY LIKE
Respondents appreciate the product description and see it as a unique offering, however, they'd like to see more detail about the ingredients.

Something that was unclear to me was **what superfoods were they putting in this drink?** I could be allergic to a type of superfood that they are putting in their bar. That is something important the consumer needs to know! These also aren't a popular brand, so this is making me skeptical because I am always scared being the first one to try something out of my friends and family.

-Male, 36