

## Methodology

A qualitative study that gathers targeted consumer feedback on late-stage product concepts and identifies key areas to refine.

## Our Approach



Define targeted audience group(s) of 20+ respondents



Provide set of stim to test: concepts, packages, names, etc.



Observe and probe respondents for additional discussion

## Deliverables in 6-10 days

**CHI-YEAH! SUMMARY**  
Perceptions of Chi-Yeah! are mixed where respondents pick up on health elements but find the flavor unappealing

- The package design and name are particularly unappealing, childish, and the image of the product doesn't look flavorful.
- The flavors seem healthy as blueberries, flax, and Chia are contributing to perceptions of nutrition.
- The amount of protein for the calories listed is appealing for respondents looking for a filling snack that's low calorie.
- Respondents are confused by the bar being found in the vitamin aisle, as opposed to the snack or bar aisle.

**IMPACT OF BRAND**  
*Chi-Yeah!*, Good 4 U brand, and the packaging are key barriers to consideration as they seem childish like a 'marketing ploy'

*The design of the packaging needs an upgrade. The "Good 4 U" name is very outdated. As a 24 year old, I can tell you that the name just makes me think of a company trying to appear "hip".*  
- Haley, 24

**CHI-YEAH! IN THEIR WORDS...**  
Chia is appealing but doesn't feel like an indulgent snack choice and, for the price, health consumers want the best of both worlds

*Chia is good for you but I don't always want to eat things that are good for me. I love the low caloric content. The price is reasonable but only if it taste good.*  
- Darlene, 58