

Case Study: Understanding Parent-Child Perceptions of a Potential Snack Pack Product Line-Up

Background

Our client launched a Kid's Pudding Pack line that did not perform as expected in market. Post-launch they wanted to understand consumer perceptions of the offering and product performance to help increase sales.

Parents evaluated the concept and observed their kids' evaluation of the products to provide a balanced perspective in order to determine what optimizations could be made to enhance these products.

Objectives

- Determine barriers to purchase among parents based on the concept.
- Determine kids' & parents' overall reactions to the offering.
- Gain a detailed taste evaluation from the kids.
- Understand specific concept likes & dislikes and disconnects in the product experience.

Methodology

We conducted a concept and product test among parent/child pairs (kids aged 6-10) who are Pudding Pack users in two markets.

Study Design :

N= 150 evaluations per product, by Parent/child pairs

Flavors evaluated include:

Super Strawberry, Chocolate Chip Cookie, Very Vanilla, Double Chocolate and Cookies & Cream

Respondents completed a sequential monadic evaluation of the products.

Test Procedures:

- Kids sampled three of the five flavors.
- Products were presented branded and tested in a random fashion.
- Parents evaluated the concept only, to replicate their reactions at shelf.

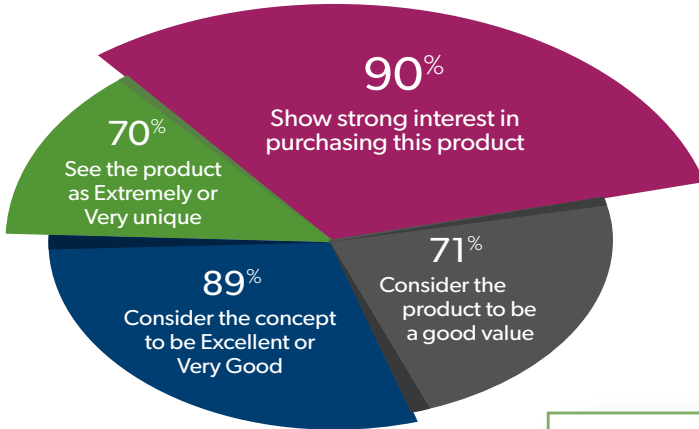
Pudding Pack Concept:

- Single serve pack with dipping cookies
- Perfect for the lunchbox, snack time & on-the-go
- No spoon needed
- Easy-to-open packs
- Low fat & healthy
- Available in 5 fun flavors
- 2 packs for \$1.49



Parents' Perceptions

Parents show strong purchase interest in this concept overall. However, after observing their children consume these samples, Parents indicate Very Vanilla and Super Strawberry deliver better than the more indulgent flavors. The taste and texture of the indulgent flavors are not well-optimized.



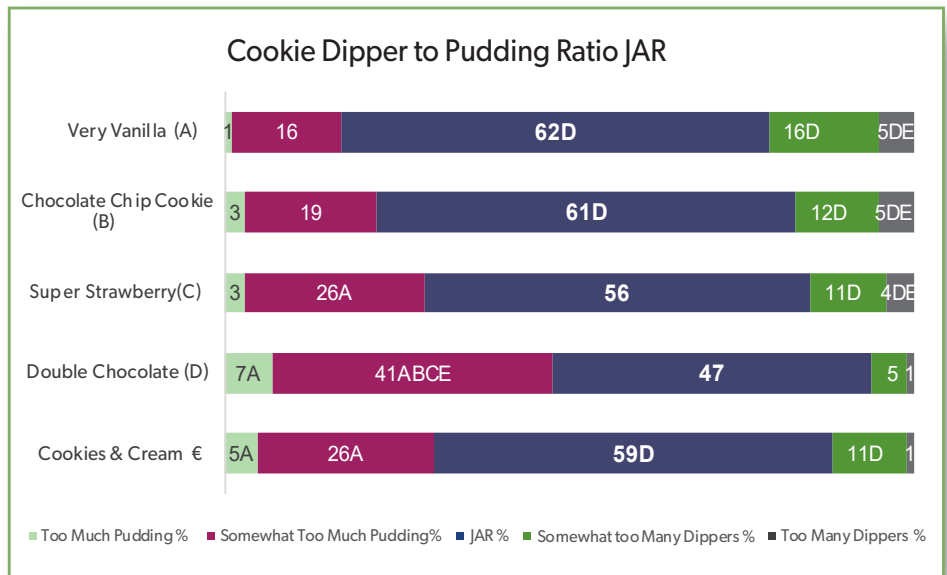
Highest Ranking Attributes:

- Portability / convenience
- Brand trust
- Having likeable varieties for kids

Parents agree less with the product quality and that the product is healthier (than other options).

Despite the concept likeability, none of the products meet the Action Standard.

- The Very Vanilla and Super Strawberry have the strongest purchase interest, although after tasting do not generate strong repeat.
- Both chocolate variants are **not** well-optimized, resulting in weak purchase interest for both.
- The amount of pudding provided is right; however, the ratio between the dipping cookies and pudding is not optimized.



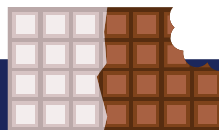
Kids' Perceptions



Vanilla & Strawberry Varieties

The pudding tastes better than the chocolate pudding cups.

The pudding/cookie ratio is better optimized than the chocolate varieties.



Chocolate Varieties

Appearance does not deliver - look the least appetizing.

Cookie/Pudding ratio is off – too much pudding, not enough cookies.

Pudding texture is too thin and the taste is too strong.



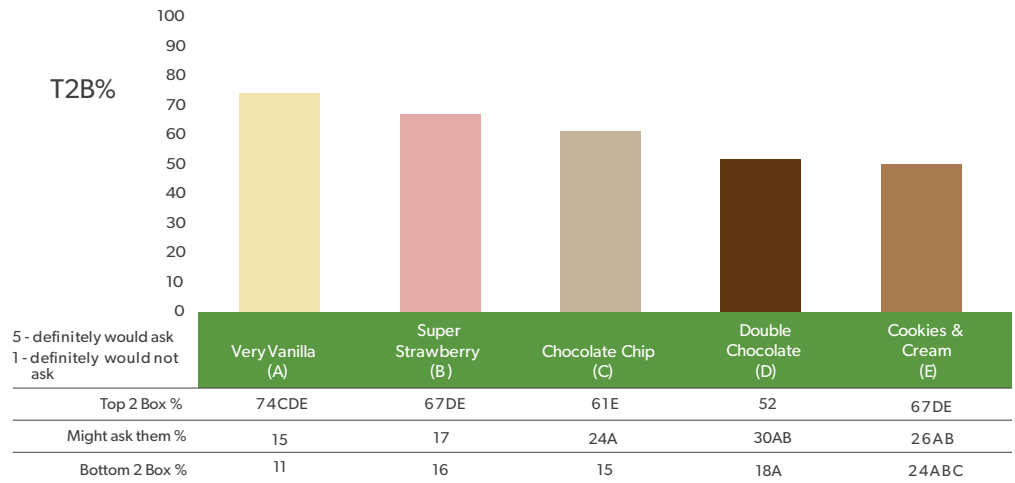
Portability

At least half of kids feel these Pudding Packs are not messy.

Kids' Perceptions



Children are more likely to ask parents to purchase the Very Vanilla, followed by the Super Strawberry Pudding Pack.



Conclusions & Recommendations

Although the Pudding Pack concept is well-liked – specifically for its convenience and health benefits – the 67% fulfillment action standard is not met for any of the varieties.

Very Vanilla is the clear winner followed by Super Strawberry.

- Very Vanilla generates the highest purchase intent among parents and kids, and the product is very well optimized.
- The Super Strawberry and Chocolate Chip varieties are equally liked, however, they comprise a second tier compared to Very Vanilla.

Double Chocolate and Cookies & Cream are the weakest performers.

- They skew too runny and tart, and have too few cookies /dippers.
- Double Chocolate receives a critical penalty for overall flavor being too strong.

The research reveals many of the snack packs contained broken cookies, which erodes perceptions of quality and also diminishes perceptions of ease of use.

Our recommendations included optimizing Double Chocolate and Cookies and Cream to deliver equally to Very Vanilla and Super Strawberry. This included improving the texture and flavor delivery for these samples. Additional recommendations were also made:

- Increase the quantity of cookies
- Improve cookie quality to avoid broken pieces.