

Case Study: How Does Our New Product Perform across all Marketing Elements?

Business Problem

Our client was looking to launch a new supplement to help with Mental Clarity. After their Home Use Tests were completed, our client wanted to further explore how to optimize the product.

Our Approach

- A subset of our original Home Use Test participants recorded how they were feeling prior to their trial of the product and then after using the product.
- Two in-market packaging options were delivered to each respondent in advance of the group discussion.
- After reviewing the videos, we selected some participants to participate in online, moderated group discussions.
- Four, 60-minute sessions were conducted with three participants per session.

What We Learned

Consumers rely on various methods to help regain focus.

DRINKS

- Coffee is #1
- Also: Herbal teas, water, smoothies and kombucha

BEHAVIORAL

- Taking a walk / stepping away
- Deep breathing / mindfulness / meditation
- Getting organized

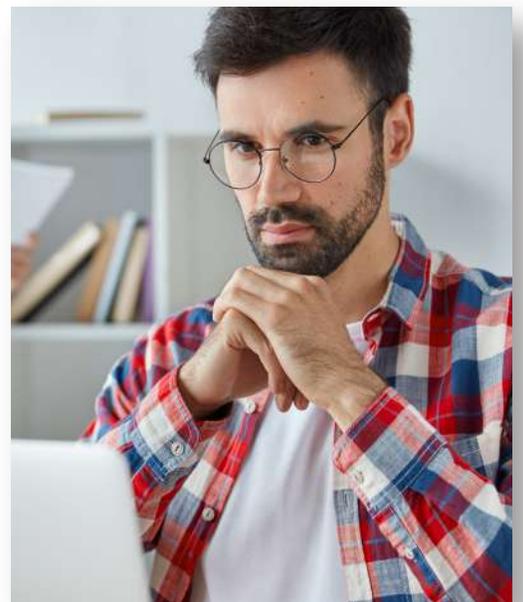
Most are not using supplements to improve focus but are open to the idea.

FEATURE

It can be taken as needed / in the moment.

BENEFIT

Seems safer and therefore less like a drug.



Insights into Action

Concept

Most Appealing

- Focus for work and daily tasks
- Fast-acting
- Range of efficacy
- Caffeine-free

Less Appealing

- Focus for exercise
- Unfamiliar active ingredients

Packaging

Do's

- Highlight the flavor
- Use color to differentiate
- Ensure durability
- Provide portability

Don'ts

- Look too medicinal
- Look like a vitamin
- Be difficult to dispense

Product

White and muted colors set expectations for a medicinal, chalky taste and texture; however, consumers were pleasantly surprised that was not the case.

Taste is flavorful and refreshing but does not last long enough.

Dissolvability is quick and easy.

Pricing

Compared to other supplements, the cost per tablet seems too much.

Possible fixes:
More premium packaging, more intense flavor experience and a longer-lasting consumption experience.

The perception of an expensive supplement means consumers may save it for occasions when serious focus is needed.