GutCheck

HOW A SNACK FOOD BRAND GOT 24-HOUR INSIGHTS WITH QUICK CP

While pursuing a new product line of flavors for their Greek yogurt, Good For All, a packaged snack food brand, realized they had an opportunity to further differentiate themselves in the market by improving upon packaging. The team had a tight deadline for incorporating any refinements before the launch of the new line. As a result, Good For All worked with GutCheck to prioritize Greek yogurt packaging designs to choose a clear winner to move forward with. Because the insights were generated so quickly, the team was also able to respond to organizational questions related to the packaging—in real time.

THE METHODOLOGY

Concept Prioritizer™
(Quick CP)

24 Hours
From Scope to Insights

4 Packaging Design
Concepts

100 Respondents
Per Concept

Concept 1 Concept 2 Concept 3 Concept 4

THE AUDIENCE

Demographics
Ages 18–66,
Males & Females

Purchase Behavior
Have purchased yogurt in the past 3 months

THE METRICS

The metrics tested against all four of the Good For All packaging concepts included...

Purchase Intent • Uniqueness • Appeal • Brand Fit • Stand Out on Shelf

Key Drivers Analysis

This analysis empirically identifies the metrics that have the greatest impact on purchase intent, which helps narrow focus for resources during refinement.

THE RESULTS

The winning packaging concept...

Performed directionally higher on all metrics, and significantly higher on Stand Out on Shelf

Scored higher on Appeal and Fit with Brand as shown in the key drivers analysis

Received more likes and fewer dislikes within the heatmaps compared to the other concepts

THE CONCLUSION

This fast solution enabled the Good For All team to...

- Make consumer-driven decisions in real time
- Easily view different data cuts within the flexible platform
- Confidently influence next steps of the development process
- Easily share answers with other teams in the organization
- Meet a tight deadline

Learn more about GutCheck's concept testing solutions, including Quick CP.

See Solutions

GutCheck

About GutCheck

We pioneered agile market research to provide our clients with actionable answers and insights, globally, at the speed of their business. Our team of experts uses our analytics platform to help clients make more confident business decisions by connecting them with their target consumers more often and earlier on in development. **For more information:** gutcheckit.com

Quick CP is an agile quantitative concept test that identifies your strongest performing concepts within 1-3 days.

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