

curion

Consumer Insights. Delivered.

Ferrara

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Ferrara's new claim to fame: An elevated Famous Amos recipe

Presenters

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Who is Curion?

Curion is a full-service product and package consumer insights firm focused on driving impact for your business. We mitigate risk of marketplace failure by ensuring that only products of quality and character will be introduced to the market, providing repeatable delight to your consumers.

We drive
impact for top
F500 firms



**Food &
Beverage**



**Personal
Care**



**Home
Care**



**Quick Serve
Restaurants**



**Durable
Goods**

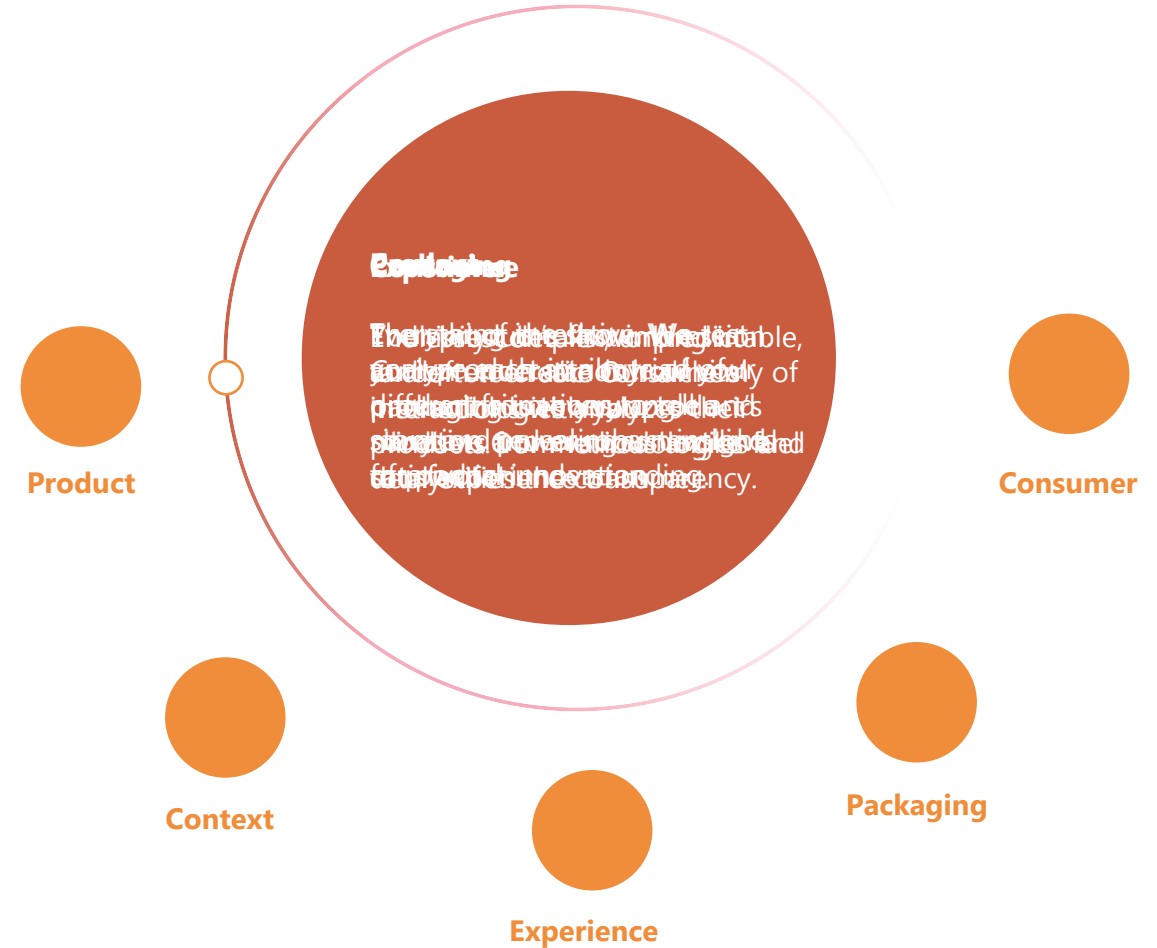


**Alcohol &
Spirits**

Design: a holistic approach to research

With a holistic approach, we design a custom solution leveraging the right methodologies and tools.

The result: better targeting, better positioning, better strategy, and more impact.



How did we support an elevated
Famous Amos recipe?

Ferrara & Famous Amos

Acquisition & Opportunity

Ferrara began managing Famous Amos in **2019** with the aspiration of elevating this well-known brand to invigorate a new generation of cookie buyers.



Famous Amos: Wonders From the World

Part of the journey of relaunching the brand was to bring best in class ingredients to the consumer. Ferrara now needed to capture consumer excitement once they tasted the new recipe.

Ferrara came to Curion with two key objectives:

Objective 1

How do we generate content for sales stories, beyond quantitative data?

Objective 2

How do we generate sales support for a new launch of an in-market product?

The Plan

Seeing and hearing consumer's feedback



35 Famous Amos Heavy Users



30-minute Quantitative Taste Test with Testimonial Style Video Feedback



Curion Chicago and New York Metro sites



How do current Famous Amos users react to when they get to taste the new formula?



How do they react when they know it's a new and improved version?

Study Flow



Quantitative Survey

Key acceptability metrics

Survey >



Video Testimonial

"Describe your overall impression of the product"

Testimonial >



Quantitative Survey

Key acceptability metrics

Survey >



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"Describe your overall impression of the product"

Testimonial >



Reveal

"The first product you tried was the new Famous Amos"

Reveal >

VIDEO

https://curioninsights-my.sharepoint.com/:v:/p/jkreger/Ec3_MBH2eINtQcogEjD6bUBv5LEjdvfYGpTfNLF2WsQag?e=kNG1SX

Key Learnings



"Tastes just like my grandmother's homemade cookies."



"Very chocolatey, which I enjoy. I can really taste all the chocolate chips."



"That is definitely one of the best chocolate chip cookies I've ever had."



"How likely would I be to purchase the new cookie? 100%!"

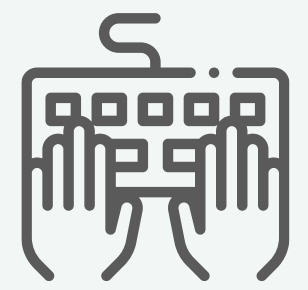


"Because it's Famous Amos, I would pay more it."

Video Analysis Capability



Curion filtered 5 hours of footage into a 2 minute highlight reel



"powdery"



Impact

Benefits of this methodology

- > Observe visceral consumer reactions to our new recipe
- > Capture facial expressions when trying our product
- > Understand how consumers think about our product compared to competitors
- > Opportunity to fine tune our recipe

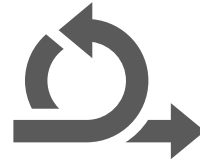


“This research is great! I can’t wait to share it at our next internal review and get the clip over to our buyers.” – **Brand Lead at Ferrara**

Key Takeaways



**VOICE
OF THE
CUSTOMER**



**AGILE, COST
EFFECTIVE
METHODOLOGY**



**RESEARCH
THAT GENERATES
BUZZ**

Q & A

Thank You

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