

PROTOCEPTING: TURNING GREAT IDEAS INTO GREAT PRODUCTS

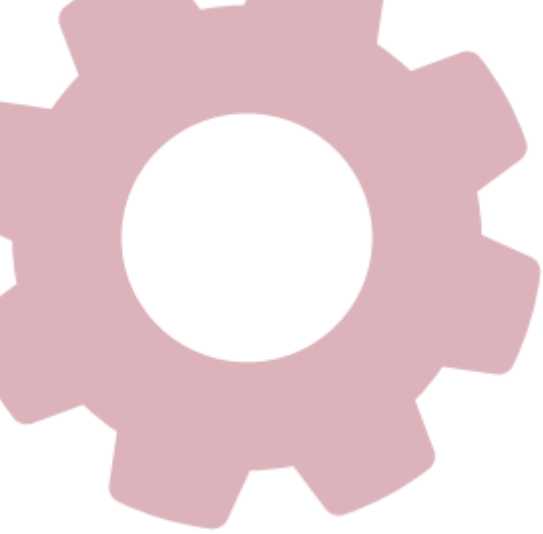
PRESENTED BY:



&



GLJ RESEARCH LLC



THE MARKETER'S CHALLENGE

HIGH INTEREST CONCEPT

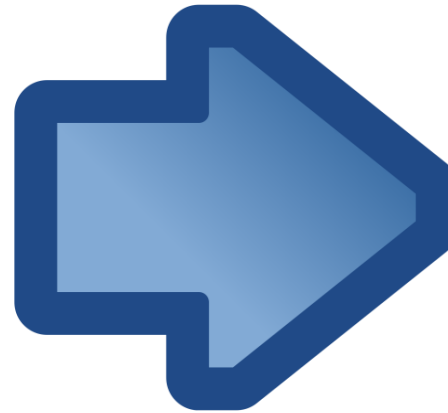
Johnsonville Beddar With Double Cheddar Smoked Sausage Links

You love smoked sausage links with cheese, but the amount of cheese doesn't quite satisfy your desires.

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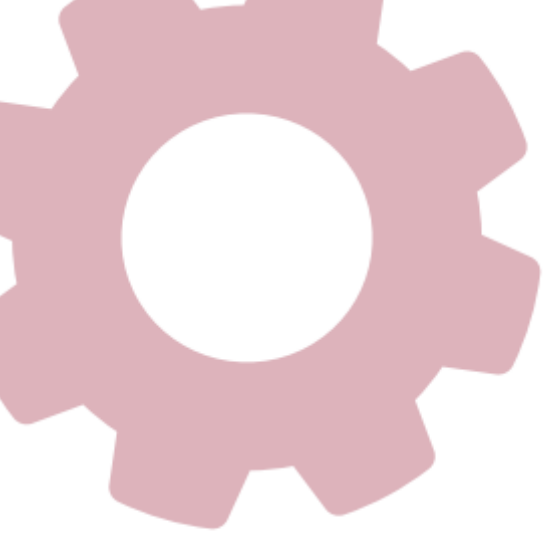
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HIGH PERFORMING PRODUCT





A BLUEPRINT FOR SUCCESS

HIGH INTEREST CONCEPT

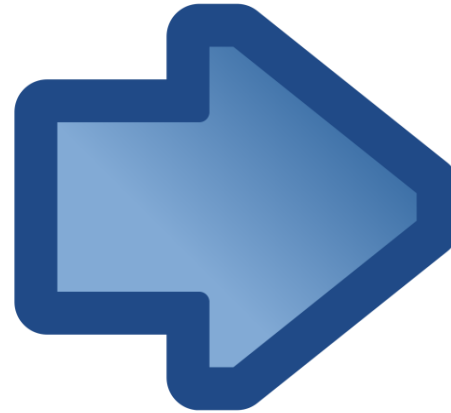
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MARKETING/INNOVATION CREATES THE BLUEPRINTS (AKA 4-BOX)

INNOVATION 4-BOX PRODUCT SCOPE - PROJECT GUPPER

Required

- Develop the product concept
- Develop the product name
- Develop the product description
- Develop the product benefits
- Develop the product features
- Develop the product packaging
- Develop the product pricing
- Develop the product distribution

Desired

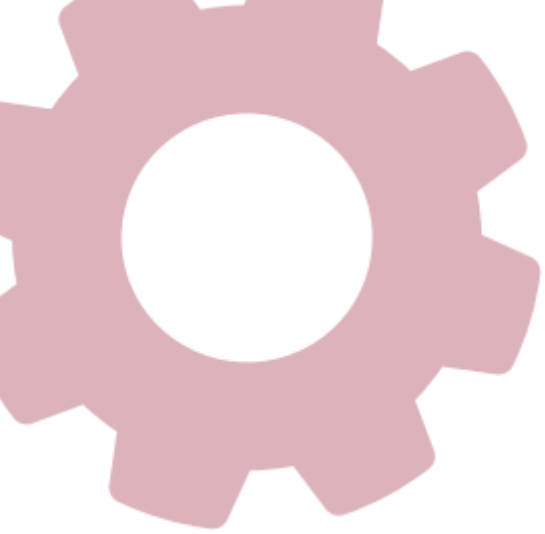
- Develop the product positioning
- Develop the product target market
- Develop the product competitive advantage
- Develop the product unique selling proposition
- Develop the product brand identity
- Develop the product marketing strategy
- Develop the product sales strategy
- Develop the product distribution strategy

Deliverables

- Product concept
- Product name
- Product description
- Product benefits
- Product features
- Product packaging
- Product pricing
- Product distribution

Desired

- Product positioning
- Product target market
- Product competitive advantage
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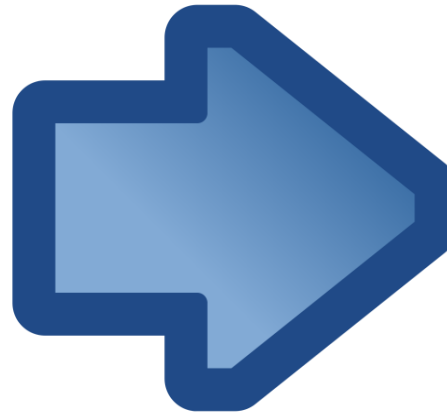
THE DEVELOPER'S DILEMMA & THE MARKETER'S OPPORTUNITY!

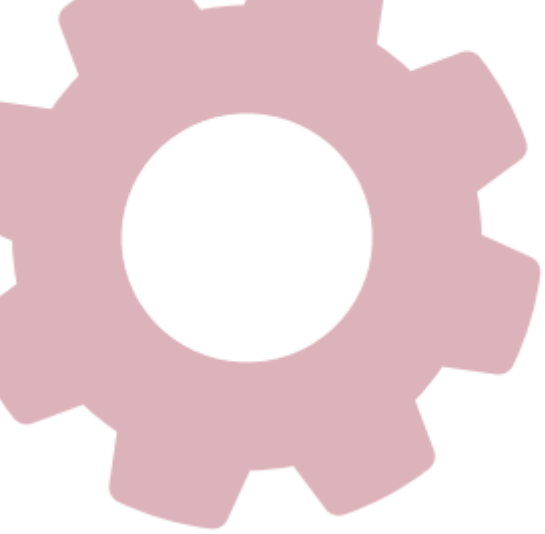
4-BOX PROVIDED BY MARKETING/INNOVATION

INNOVATION 4-BOX PRODUCT SCOPE – PROJECT GIPPER

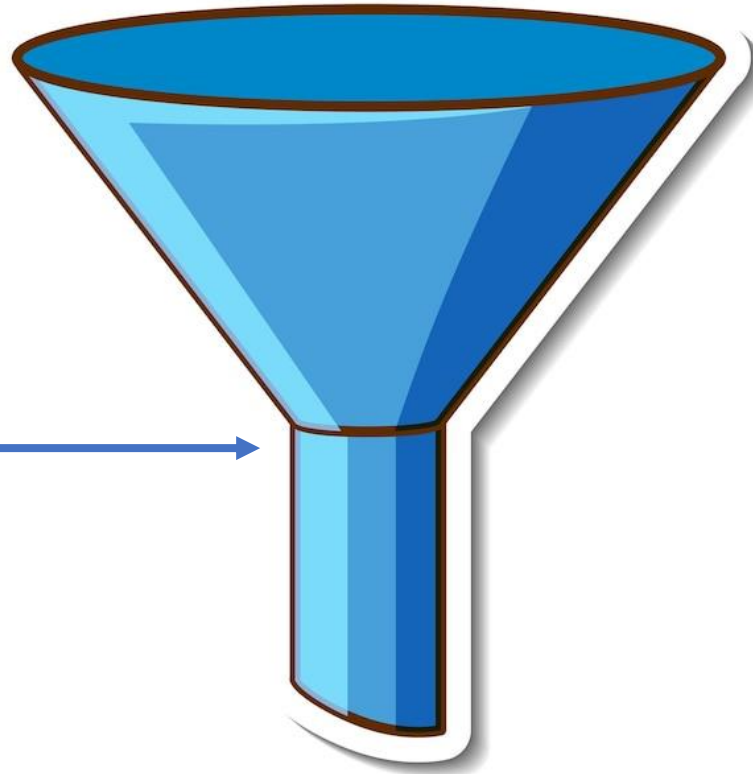
Required The product must be developed and marketed in the United States and Canada.	Desired The product must be developed and marketed in the United States and Canada.
Not Allowed The product must not be developed and marketed in the United States and Canada.	Not Allowed The product must not be developed and marketed in the United States and Canada.

PRODUCT DOESN'T MEET CONSUMER EXPECTATIONS... BUT WHY?





THE PROBLEM

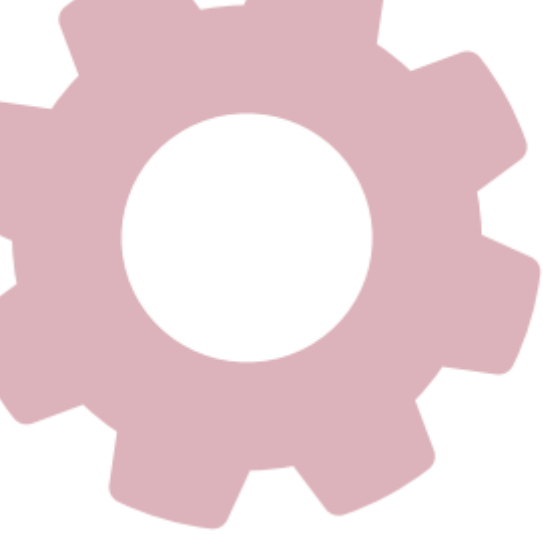


WHERE WE (R&D) OFTEN START
(NARROWLY DEFINED SPECS)



INNOVATION 4-BOX PRODUCT SCOPE - PROJECT GIPPER	
Required The minimum features, functionalities, and capabilities that the product must have to be considered a viable solution to the problem.	Desired The features, functionalities, and capabilities that the product should have to be considered a desirable solution to the problem.
Optional The features, functionalities, and capabilities that the product can have to be considered a desirable solution to the problem.	Excluded The features, functionalities, and capabilities that the product should not have to be considered a viable solution to the problem.

**INITIAL CONSUMER FEEDBACK
VIA CLT OR HUT**



SOLVED VIA THE MAGIC OF PROTOCEPTING



**WHERE WE WANT TO START
(EXPLORE THE POSSIBILITIES)**

INNOVATION 4-BOX PRODUCT SCOPE – PROJECT NAME

Required

Bare minimum features. Non-negotiables.

- Feature 1
- Feature 2
- Feature 3
- Feature 4
- Feature 5

Desired

What "Great" looks like. Features team wants because they likely strengthen chances of success.

Tolerated

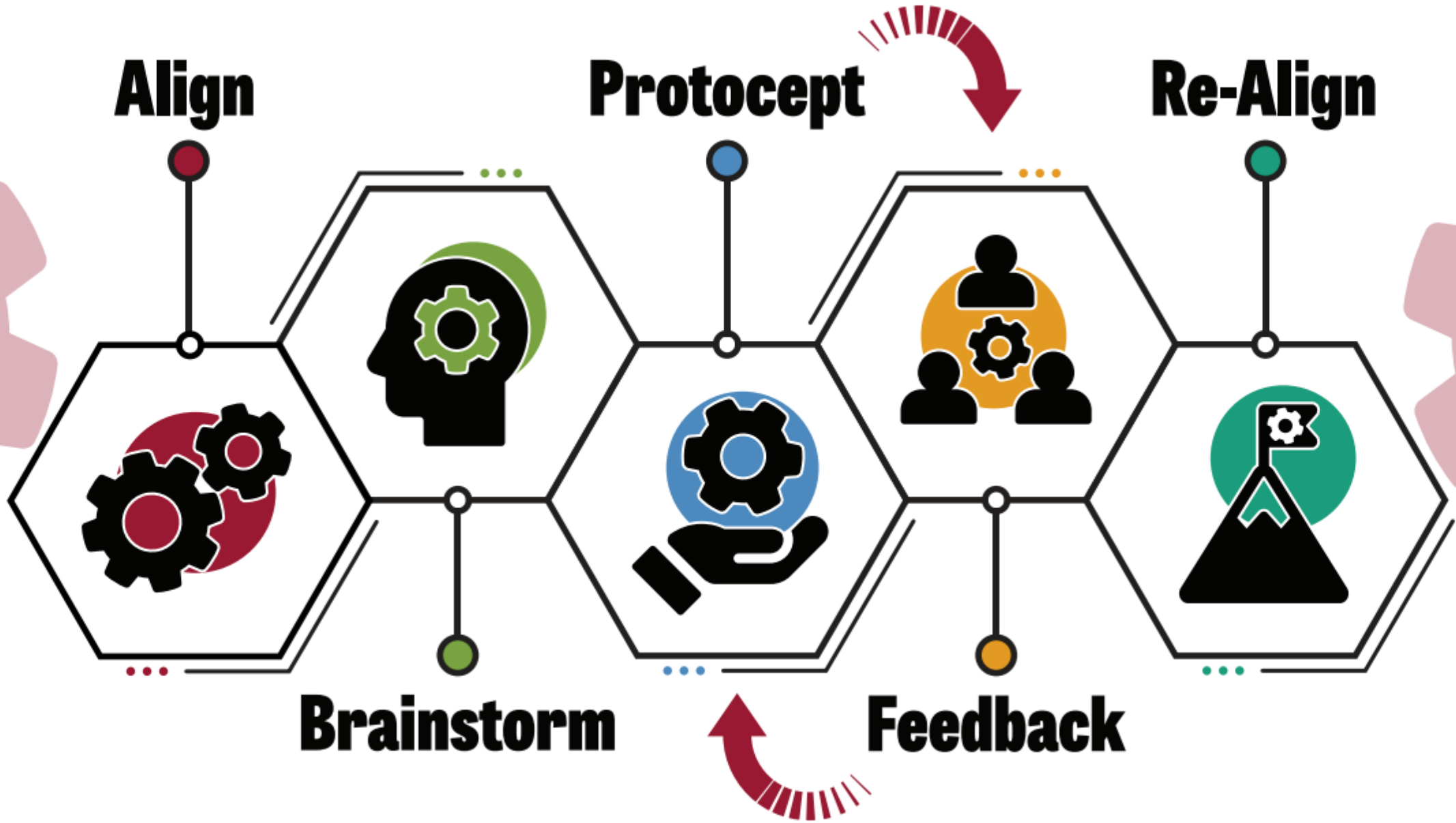
What would make it "less great." Unwanted features because they likely weaken chances of success.

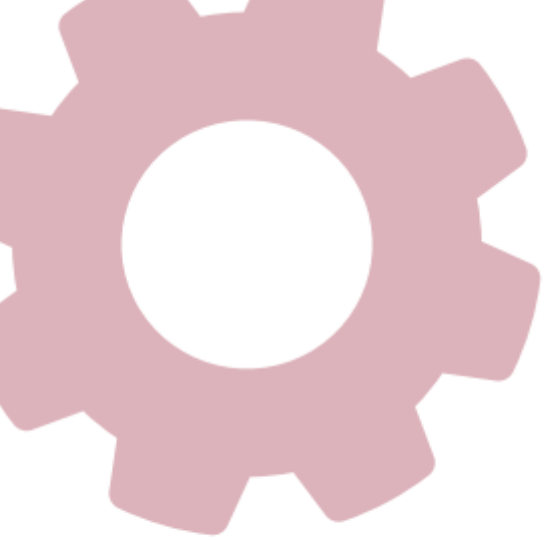
Avoided

Deal breakers. Features that cannot be part of the proposition.

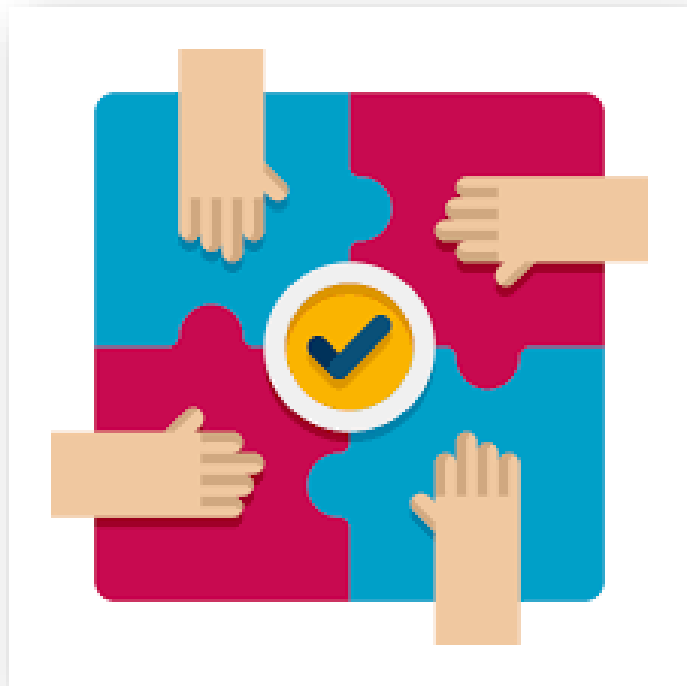
**FINAL CONSUMER PRODUCT
FEEDBACK VIA CLT OR HUT**

THE PROTOCEPTING PROCESS





THE PROTOCEPTING PROCESS STARTS WITH THE TEAM



COURAGE

TENACITY

UNIQUE

PERSPECTIVE

FLEXIBILITY

TRUST

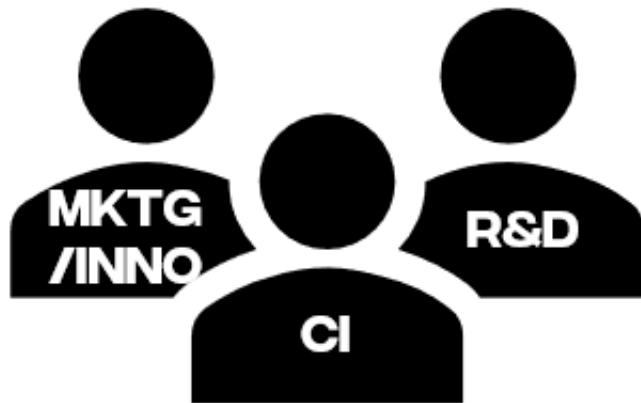
**SHARED
KNOWLEDGE**

**CHALLENGE
THE OBVIOUS**

Align



ASSEMBLING THE TEAM AND GAINING ALIGNMENT



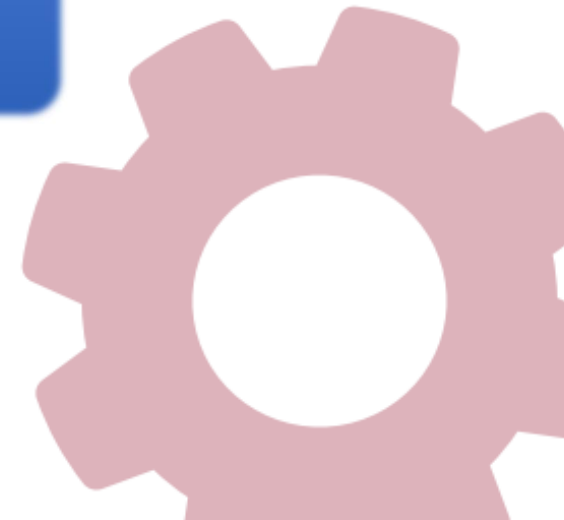
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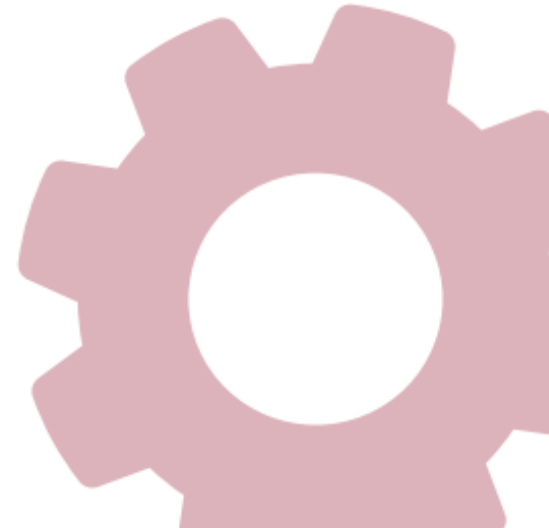
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Brainstorm



KICKING MARKETING & CI TO THE CURB



Protocept



DEVELOP STIMULUS TO HELP CONSUMERS ARTICULATE THEIR DESIRES

INITIAL PROTOCEPTS
(OFTEN NOT EDIBLE)



CONSUMER-READY PROTOCEPTS
(MADE BY HAND OR IN PILOT PLANT)



C



L



R

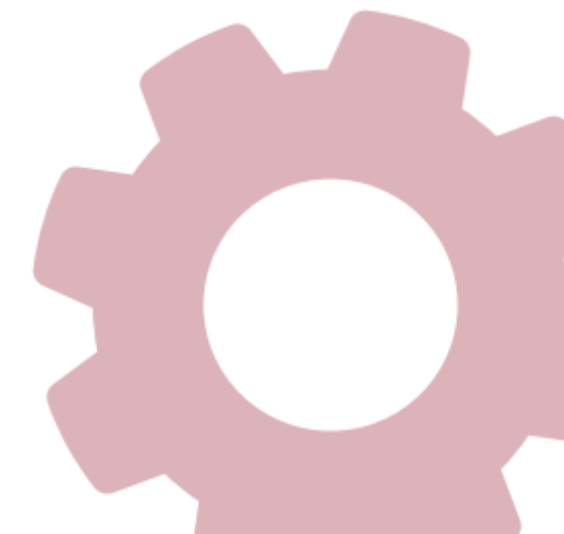
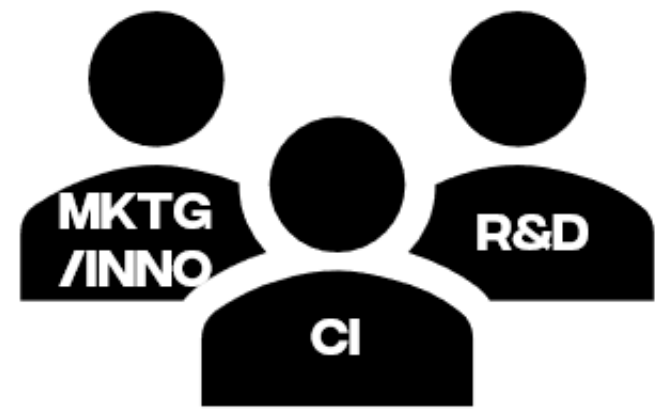
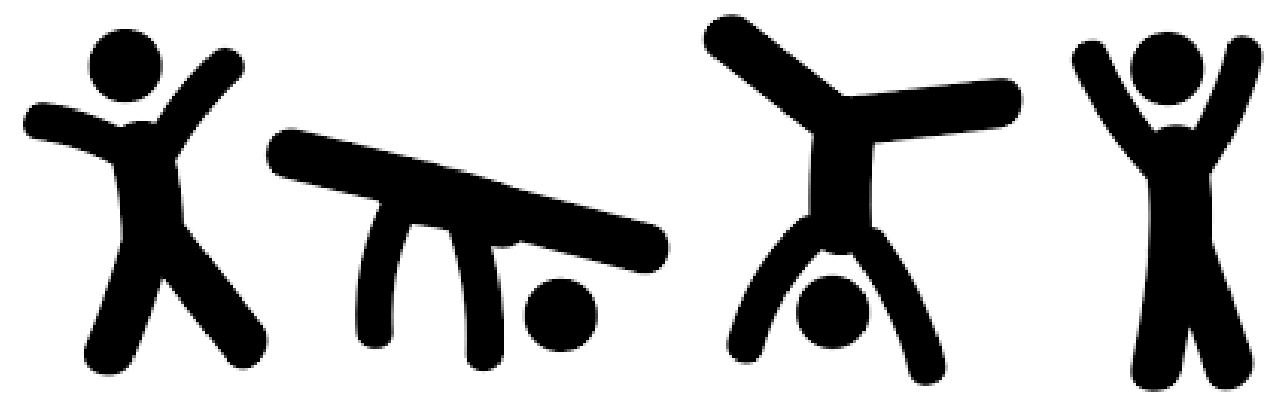


Q

Feedback



CHOOSING THE RIGHT MODERATOR



Feedback



METHODOLOGY



Feedback



DISCUSSION FLOW

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C



L



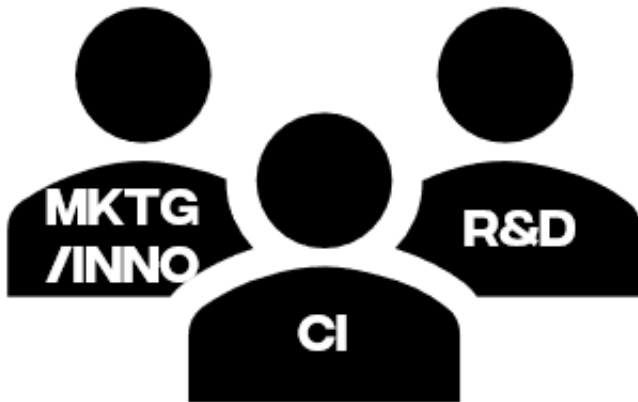
R



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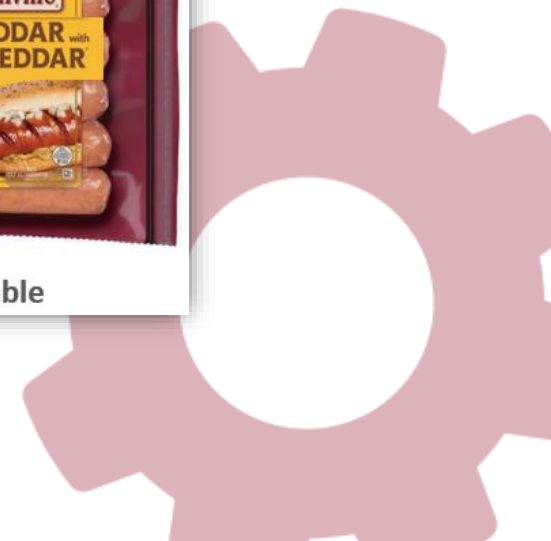


Xtra Small (17mm diameter) Current (26mm diameter) Jumbo (32mm diameter)



Current

Double



Re-Align



REPORT OF KCAS FROM CONSUMERS' PERSPECTIVE

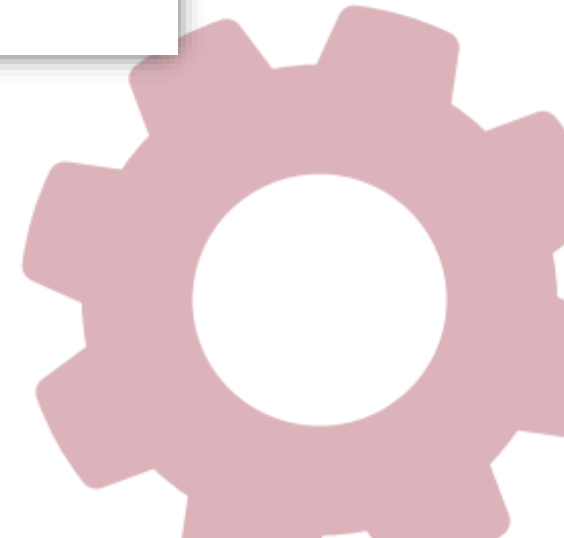
IN CONSUMER PRIORITY

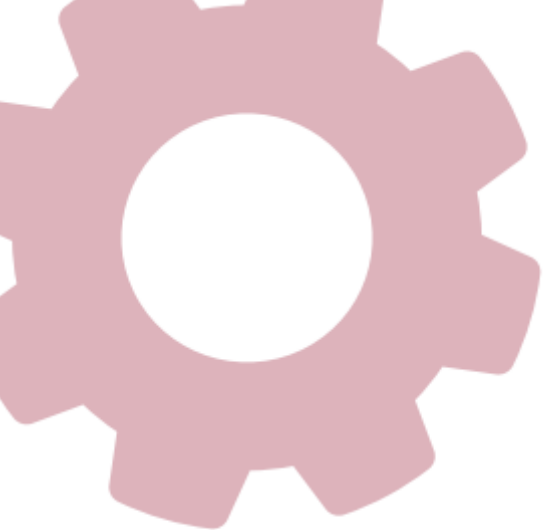
1. Cheese Amount KCA
2. Cheese & Sausage in every bite (details on what that means)
3. Cheese Visual KCA
4. Sensory Experience KCA
5. Flavor KCA
6. Flavor KCA Watchout
7. Cheese Flavor KCA
8. Cheese Texture KCA
9. Temperature Watchout
10. Size KCA



ALIGNED TO 4-BOX

Require	Desire	Tolerate	Avoid
<ul style="list-style-type: none"> • Cheese Amount KCA • Cheese and sausage in most bites • Visual KCA • Meat Flavor KCA • Texture KCA • Cheese Flavor KCA 	<ul style="list-style-type: none"> • Cheese Amount KCA • Cheese and sausage in all bites • Visual KCA • Sensory KCA 	<ul style="list-style-type: none"> • Cheese and sausage in more bites than current • Texture KCA • Cheese Flavor KCA • Size KCA 	<ul style="list-style-type: none"> • Current cheddar experience • Visual KCA • Sensory KCA • Texture KCA





THE RESULTS

AVAILABLE AT SELECT
RETAILERS BEGINNING
APRIL/MAY 2023

**FINAL HIGH PERFORMING FORMULATION
READY FOR SELL-IN WITHIN 8 MONTHS**

Key Measures	
Total (N=xxx)	Beddar with Double Cheddar
Overall Liking	✓
Purchase Intent (T2B)	XX% ✓
Better Than Expected (T2B)	XX% ✓
Better than Current Cheddar Link (3pt TB)	XX% ✓
Critical Penalties	None
Moderate Penalties	None





QUESTIONS

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