LET'S MAKE LIFE

Delicious

Kraft Heinz

How KraftHeinz used behavioral science to explore the meaning of 'enhanced' taste

Quirks Chicago 2023, March 27th
Pal Marton Afzelius & Anthony Esposito

Presentation flow

- Protobrand and KraftHeinz

- Consumer decisions and Behavioral Science

- The 'Project'
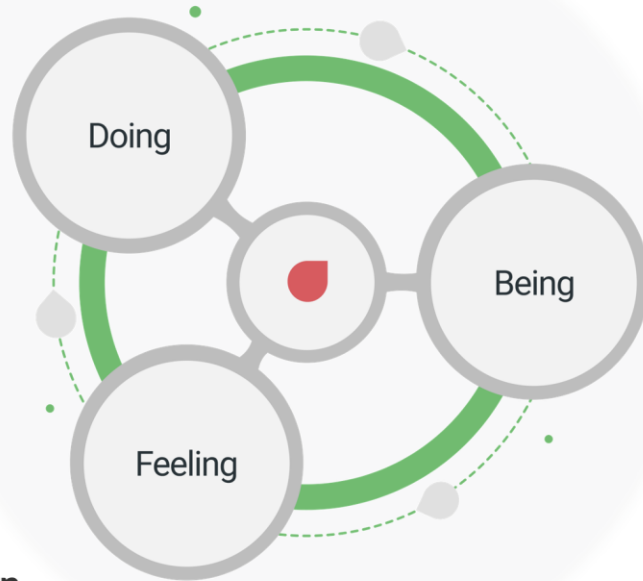
- Key Takeaways

- Summary and Implications

At Protobrand we blend technology and behavioral science to develop insights that transform businesses
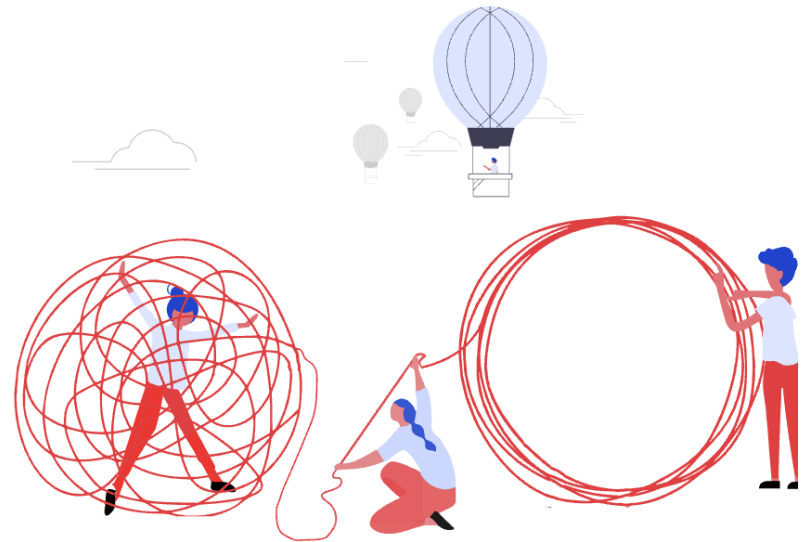
Three drivers of consumer decision making

Functional Characteristics
help you perform activities

Symbolic Properties
help you express who you want to be

Emotional activation
frames your experience

protobrand

We explore and validate Doing-Being-Feeling in one efficient process and uncover how these dimensions are connected

protobrand

Behavioral science unlocks new ways of studying and understanding human behavior

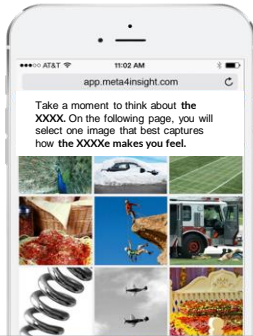**System 1 - Subconscious**

Always on, faster, instinctive and almost effortless thinking

System 2 – Conscious

Slower, requires focus and effort

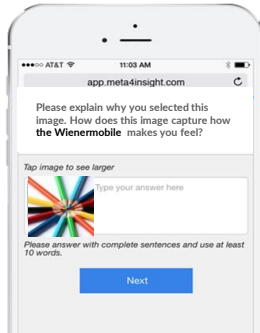protobrand

Methodology: Metaphor Elicitation

Survey UI

Step 1: Image Selection

Respondents select an image to answer a question. ~600 images display in a randomized grid. On average, respondents scroll through 150 images.

Please select one image that best captures the values and personality traits of someone who [eats/doesn't eat] 'product'

Step 2: Description

Respondents describe the image to ground themselves and confirm meaning:

*"It is a circle of colored pencils with their tips all touching in the center"*

Step 3: Interpretation

Respondents explain how the image answers the question:

"Because it is light and fun and makes me think of fun stuff which makes me think the [brand & product] "

Analysis + Output

Verbatim from Step 3 thematically coded with text analytics software to enable the quantification of salient qualitative themes:
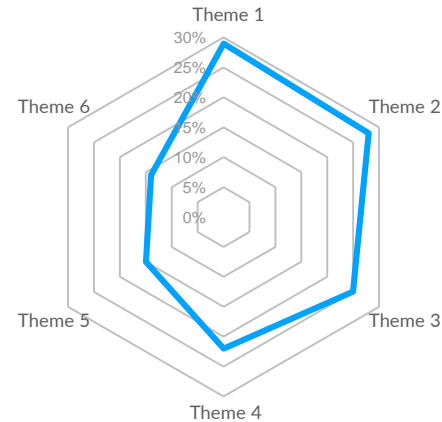
Themes are displayed in a radar chart to infer the general space a category lives in, and to discourage the implication that there are winning and losing themes in the output of natural respondent qualitative text data. Salient themes represent top-of-mind connections. Themes are not mutually exclusive; it's feasible for one respondent to speak to multiple themes in their answer.

Background + Objectives

KraftHeinz is looking to launch a new product line in meats based on offering an "**enhanced**" taste experience that can cater to consumer needs and expand usage occasions.

The goal of the overall project was to create a synchronized and innovative product portfolio in meats that provided enhanced taste at a premium price. This requires us to focus on both taste and WTP.

The research goals were to:
1. Identify characteristics that are associated with…
   - Enhanced taste
   - Increased willingness to pay
2. Asses the consumer perspective and experience with taste (thinking-feeling-being)
3. Size the associations of the themes and attributes related to 'enhanced taste' and WTP

Protobrand developed a behavioral science-based approach to support steps 2 and 3.

Methodology

Screening

- Total n=600 assuming IR 30%+
- Age: 18-65 years
- Frequent Category consumers (L3M)
- Capture demographic information for analysis
- Open to KraftHeinz range
- 1 country (US)
- Priority segment: KHC Segment
- No food related allergies

Emotional Territory

- (Projective) Visual metaphor elicitation to uncover symbolic and emotional territory associated with brand
- Monadic:
  - ○ 300 Respondents score concept of "enhanced taste"
  - ○ 300 Respondents score KraftHeinz brand

RL: Attribute Swipe

- Assess attributes related to Taste & Premium-ness using response latency
- Performance based on speed and frequency

Methodology: Response Latency
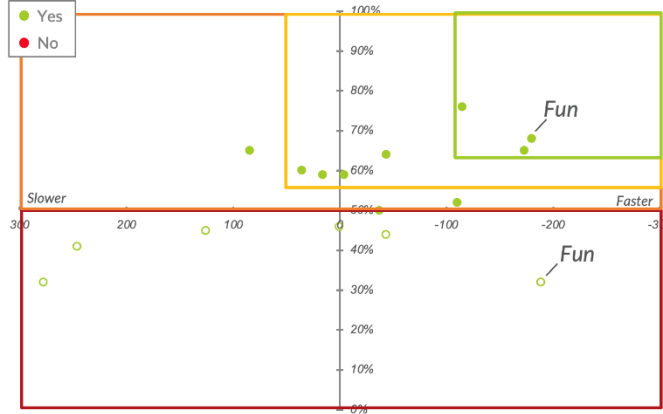
Survey UI

Respondents complete a series of forced choice comparisons with various stimuli options

Analysis

Speed (latency) and frequency of selection are used to complete analysis and reporting

Output

X-Axis: Milliseconds the respondent selected above or below their individual average response time

Y-Axis: The percent of times the trait was selected in the sample

Very Frequent & Highly Implicit
Frequent & Somewhat Implicit
Neither Frequent nor Implicit
Infrequent
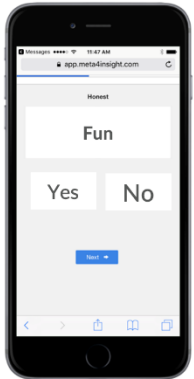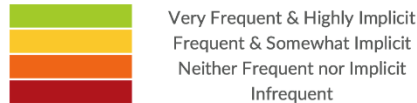
Stimuli
- Convenient
- Consistent
- Appetizing
- Easy Going
- Fun
- Comforting
- Genuine
- Nostalgic
- Wholesome
- Strong
- Exciting
- Modern
- Healthy
- Convenient

Identifying Product descriptors that are both high on taste & premium-ness
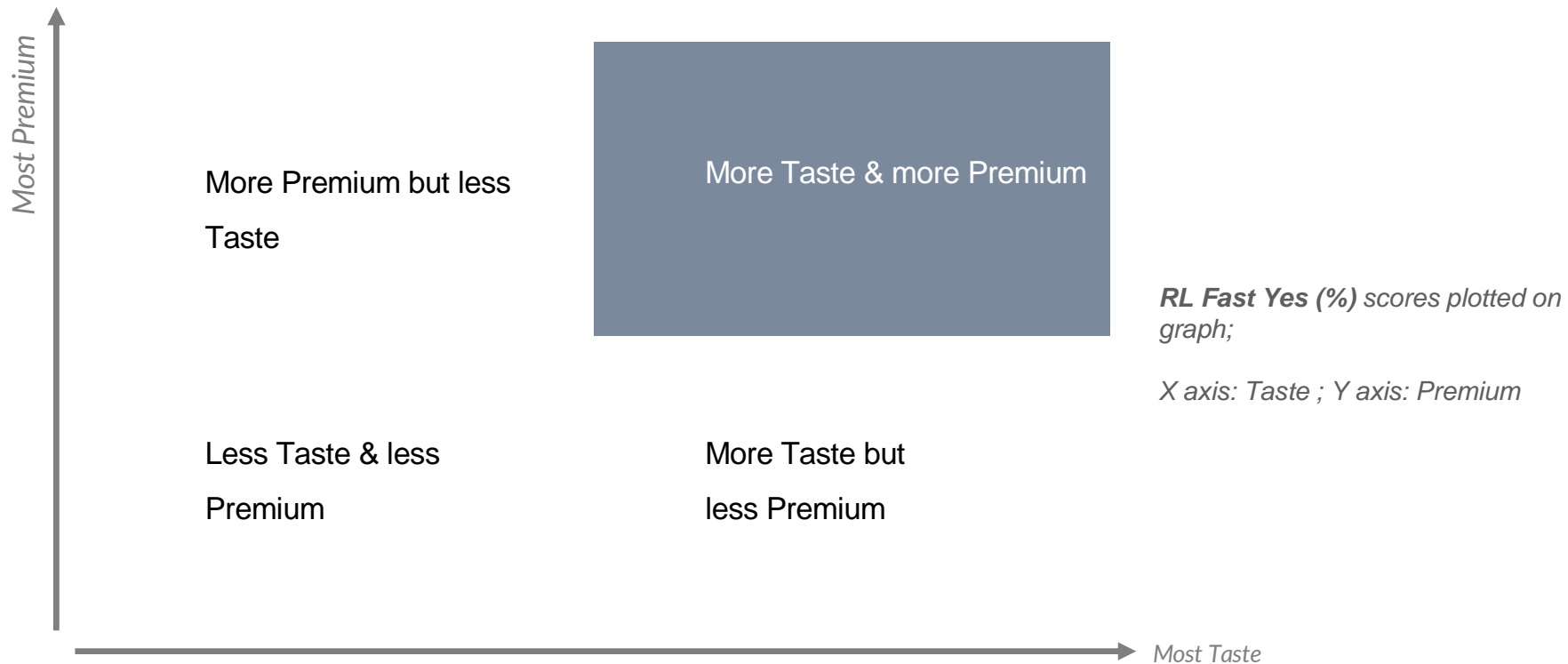
Most Premium

More Premium but less Taste

More Taste & more Premium

RL Fast Yes (%) *scores plotted on graph;*

X axis: Taste ; Y axis: Premium

Less Taste & less Premium

More Taste but less Premium

Most Taste

Based on your first instinct, swipe right (or click the right arrow) to indicate that you associate the word at the top with an **enhanced taste experience / willingness to pay more** *of* **'product'**

Key Takeaways – Product Descriptors

3. More Premium & Less Taste

1. More Taste & More Premium

4. Less Taste & less Premium

2. More Taste & Less Premium

Taste

Premium (WTP)
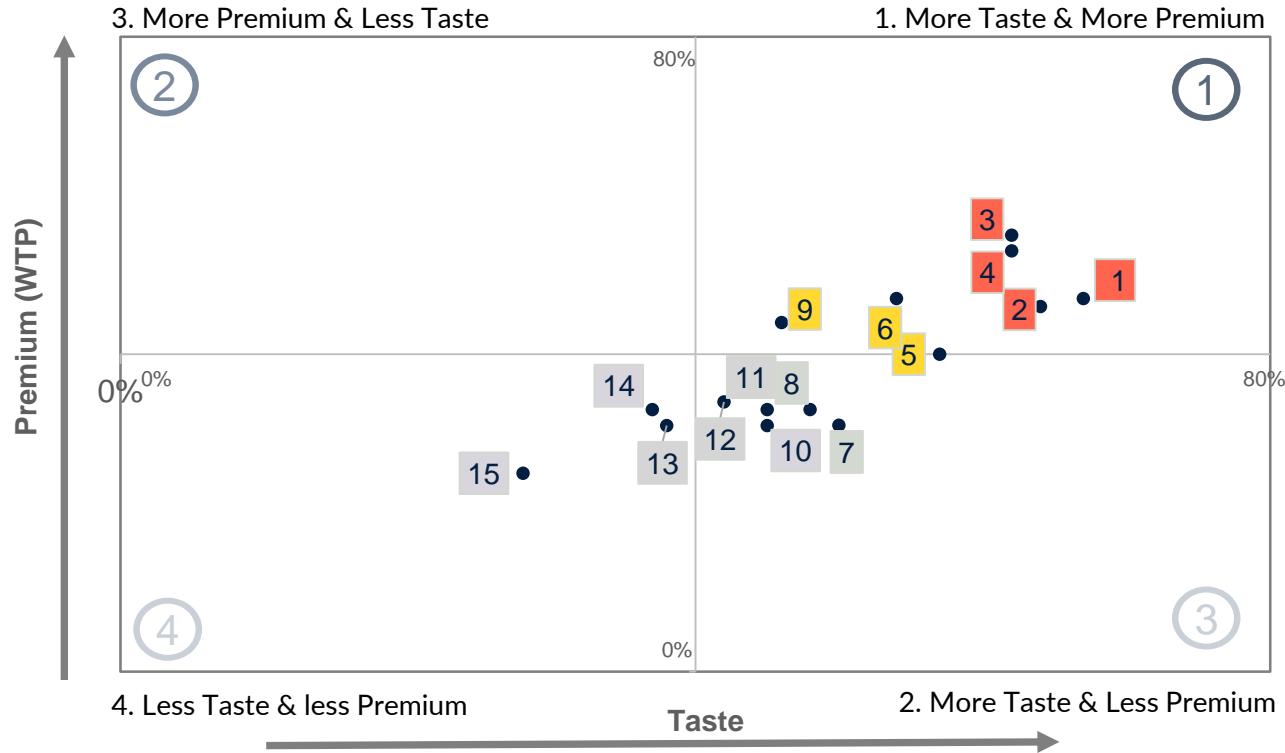
- **"Primary Descriptors"** outperform as product descriptors across taste & premium-ness

- **"Secondary Descriptors"** perform decently on both taste and premium-ness

1	Attribute 1
2	Attribute 2
3	Attribute 3
4	Attribute 4
5	Attribute 5
6	Attribute 6
7	Attribute 7
8	Attribute 8
9	Attribute 9
10	Attribute 10
11	Attribute 11
12	Attribute 12
13	Attribute 13
14	Attribute 14
15	Attribute 15

Based on your first instinct, swipe right (or click the right arrow) to indicate that you associate the word at the top with an __enhanced taste experience / willingness to pay more__ of 'product'

Key Takeaways – Enhanced Taste Themes

A wide spectrum of themes emerge falling into three different dimension of taste experience: **emotional payoffs, product experience drivers** and **consumption context**

Joyful	Stimulation	Flavor Profile	Relaxing
Setting	Exciting	Indulgence	Smoked
Satisfied	Healthy & Natural	Flavor Add-Ons	Texture

Themes have been listed in L/R and row-wise in descending order of saliency
Emotional Payoffs | Product Experience drivers | Consumption context

Enhanced Taste: Themes

Joyful ❤️%

A **delightful** and **pleasurable** mood elevator & source of joy

Stimulation ❤️%

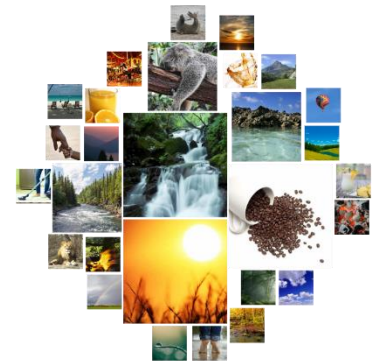A **bold, intense taste** and **a burst of flavors** offering a stimulating experience

Flavor Profile ❤️%

A variety of flavors such as **Fresh** and **Sweet** but **Spicy** is the most dominating

Relaxing ❤️%

Manifests as a feeling of **relaxation, refreshment & comfort**

Enhanced Taste: Themes

Joyful

*"It signifies **being elated** by something and that is how I would feel if I found a hot dog that tasted that great."*

Stimulation

*"Like an **explosion inside my mouth** like all the flavors shooting in at once. Like **making my taste buds all light up** at the same time."*

*"It seems to encapsulate the feeling that **my tastebuds are excited, stimulated**, and bursting for delicious flavor as if it is something I've never tasted or experienced before in such immensity."*

Flavor Profile

*"It captures them because when I think of enhanced flavor **I usually think of spices** or smoking techniques that can be used to heighten flavor. "*

*"The image represents a **variety of flavors** and textures to me which is something I like looking for in cold cuts."*

Relaxing

*"This is a very relaxing view for me because of the water. Bacon is so good that it **makes me feel relaxed** while savoring its goodness. "*

*"I chose this image because eating pre-packaged cold cuts and lunch meat **makes me feel calm** and happy. It makes me feel **like I'm on vacation** because it doesn't take long to prepare."*

Please explain <u>why</u> you selected this image. How does this image capture your thoughts and feelings about the <u>enhanced Taste Experience</u> of "products" ?

Key Takeaways – KraftHeinz Taste Themes

Taste associations of brand KraftHeinz invokes major category themes along with the emergence of one distinctive theme of Nostalgia

Joyful

Stimulation

Flavor Profile

Relaxing

Setting

Exciting

Indulgence

Satisfied

Healthy & Natural

Flavor Add-Ons

Nostalgia

Nostalgia cued from Brand Imagery of KraftHeinz

Conclusion and Application

Product innovation through Taste x WTP

We began product concept design by prioritizing attributes that offered strong associations with both enhanced taste and WTP

- Prioritizing "enhanced taste" and WTP helped to maximize the potential for creating a line that elevated taste in a way that commanded a premium price

- Primary focus is to enhance taste through product attributes (product experience drivers)

- Secondary focus is on satisfaction and other emotional payoffs that relate to the eating experience

Portfolio, packaging, and graphics optimization

Created an optimization approach to align product portfolios and assets across meat categories – We wanted a clear and consistent architecture of enhanced taste

- Creating an "enhanced taste" line of products across meat categories, combining multiple attributes to provide flexibility within and across meat categories (because different meat types favored different attributes)

- Leveraged past learnings and insights with taste-centric attributes to create targeted packaging and graphics, creating clear value propositions within our portfolios

Communication strategy

Developed campaigns for existing products and new innovations to create a comprehensive message around providing great taste experiences at varying preferences and price points

- Elevated taste theme aligns with KraftHeinz personality and emphasis on fun, family, and nostalgia

- KraftHeinz goal of "Sparking Smiles" with consumers aligns with learnings about emotional themes of joyful, fun, mood elevator and pleasure in meats