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**A SPLASH OF FLAVOR IN
PRODUCT TESTING EXCITES NEW
DEVELOPMENTS IN BEVERAGES
FOR GEN Z CONSUMERS**



Quirks Chicago Event Speakers



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Who is Curion?

Curion is a product and package consumer insights firm focused on driving impact for your business. We get to know your consumers by testing concepts and products from innovation to launch, seamlessly transferring knowledge within one team. As your trusted partners, we apply fresh thinking, with a range of proven methodologies, to ensure only products of quality and differentiation are introduced to the market and provide repeatable delight.



Agile Solutions

AGILITY.

“Innovation is key. Only those who have the agility to change with the market and innovate quickly will survive.”

- Robert Kiyosaki -

However, it isn't just about agility, it is about getting good and usable results!

Definition of Agility: the power of moving quickly and easily; nimbleness.

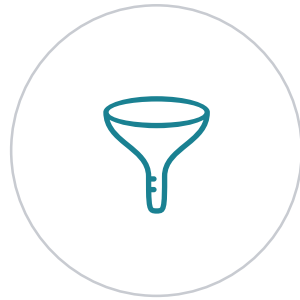


What is Blueprint?

The Blueprint Method: When To Use?



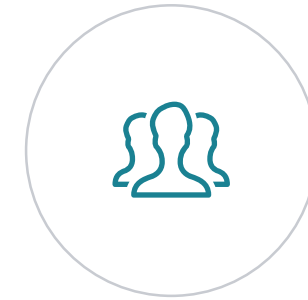
**A Draft That May
Require Just A Few
“Tweaks.”**



**New Properties or
Ingredient Discovery.**



**When You Want to
Connect Your
Product To Your
Package Imagery.**



**When Your Team
Wants More
Rationale Behind
the Data.**

The Blueprint Method: How It Works



01. Your Team.

Reach out to Curion

Determine Key Variables

Create Options



02. Consumer Recruit.

Day 1 Quantitative

80-100 Consumers
10 Per Session

Day 2 Qualitative

Subset of 24 Consumers
6 Per Session



03. Station Set-up.

Concept

Tastings

Visuals

Competitive Review

Benefits

Packaging





04. Quantitative Questionnaire Set-up.

- A. Overall Liking
- B. Purchase Intent
- C. Price Value vs Competitor
- D. Preference/Ranking



05. Moderator Led Discussion

Investigate the “Why’s” & “Motivators”

- A. Other Key Properties That May Have Been Left Out
- B. Usage Occasions vs Competitors
- C. Packaging Feedback
- D. Additional Follow-up Regarding Any Quant Data Surprises



A photograph of a person's hands using a water fountain. The person is wearing a purple t-shirt and colorful beaded bracelets. They are holding a blue water bottle under the fountain's spout. On the counter of the fountain, there are several MIO liquid water enhancer bottles in various flavors: MIO FIT (blue), MIO LIQUID WATER ENHANCER STRAWBERRY WATERMELON (white), MIO LIQUID WATER ENHANCER ORANGE VANILLA (gold), and MIO LIQUID WATER ENHANCER FRUIT PUNCH (red). The fountain has a sign that says "SQUEEZE MORE INTO LIFE". The background is a wall with a poster that says "ROUND ONTR".

Addition of MIO Varieties For Gen Z



MIO Flavored Water Enhancers.

—
Add a squeeze to transform
your water into a reflection of
your crazy, amazing lifestyle.

Project Goals.



What is the ideal color for flavored water enhancers?



What is the optimal sweetness level?



Communication around the appeal of flavored water enhancers – why should Gen Z use them?



Most appealing flavor varieties for now and in the future.



Package design feedback.

Who is Gen Z?

Gen Z spans from 1997 to 2012, meaning anyone born within those years belongs to this generation.

Gen Z Facts:

- Social Media Obsessed
- Mental Health Priority
- Seek New Experiences
- Multi-cultural



Results



The Appeal Around Flavored Water Enhancers.

Flavors Make it Better

“You know you have to drink water, stay hydrated. Adding a little sweetness and a little flavor makes it more enjoyable.”

“It makes it more relaxing.”

“It sort of makes ordinary water into more of a treat.”


Familiar Variety

“When you’re drinking water all day, you get tired of the same old thing.”

“The reason I use these is for the taste.

Water has no taste.”






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The **Most Appealing** Flavor Options Can Be Described As...

- ✓ Fruit forward
- ✓ Offers a new twist on familiar favorite
- ✓ A main flavor that is recognizable but “modernized” by the infusion of an unexpectedly complementary flavor
- ✓ Flavorful but still “light and refreshing”
- ✓ Balanced in sweet and sour flavor
- ✓ A thirst-quenching experience which doesn't overwhelm the tongue
- ✓ Sweet but not too sweet
- ✓ Less artificial sweetener tasting and more "natural" sweet





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Optimizing Color For Gen Z.

Station

- How much do you like the color?
- How natural or not natural is the color?
- Ranking based on best fit to name



Result

Consumers choose the middle color

- Lighter colors are perceived as natural, but “watered down”
- Darker colors are perceived as less natural

	BD#3	BD#2	BD#3
Ranked 1st	22%	48% A	30%
Color Liking	5.5	6.9	6.5
Natural Appearance	52%	42%	22%

Optimizing Sweetness For Gen Z.

Station

- How much do you like the FLAVOR?
- Sweetness Just-About-Right
- Did you detect an aftertaste? If so, how pleasant or unpleasant was it?
- Preference Ranking



Result

The sweetest product wins; Gen Z isn't picking up unpleasant aftertaste from the sweetener.

		BD High	BD Med	BD Low
Ranked 1st		42%	24%	34%
Flavor Liking		6.8	6.1	6.1
Sweetness JAR	Too Strong	16%	6%	2%
	Just Right	54%	48%	48%
	Too Weak	30%	46%	50%
Aftertaste Pleasantness		65%	70%	59%

Optimizing The Package For Gen Z.

Station

- How much do you like the PACKAGE OPTION?
- How well does it communicate the Benefits?
- How well does it communicate the flavor?
- Which Set do you prefer?

Result

The New Design outperforms the current design

	Current	New
Ranked 1st	26%	74%
Appearance Liking	6.5	7.3
Package Communicates Benefits	50% E/VG	80% E/VG
Package Communicates Flavors	48% E/VG	60% E/VG

New Design Can Be Enhanced Based on Discussions With Gen Z.

“A new look for Mio described as bright, fun, youthful, fresh, and eye-catching. It is something I would notice if they saw it at the store”

Consumer 1

“However, the use of color is puzzling, as I expect the dominant color of the package to be linked to the flavor”

Consumer 3



“I want to know what it tastes like. Not what mood I should be in when I drink it.”

Consumer 2

“I want to know what flavor this color stands for. Like why is orange in a green bottle? That doesn’t make sense.”

Consumer 4

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In Two Days, The **Blueprint Method** Sped Up The Development of New Flavors.

- Feedback on New Flavors
- A checklist for future innovative flavors for Gen Z
- An optimal color level for Mio products
- Direction on ideal sweetness levels
- Reactions and opportunities for new package design
- Positioning ideas

The Future of **MIO** & Key Takeaways.

Packaging tweaks adjustments based on feedback
& Gen Z focused **Product Concepts**.

**Agile
Approach**



**Obtain Learnings From
Target Consumer**



**Deliver On Consumer
Expectations & Quality.**





Thank You!

We invite you to continue the discussion at our booth.

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ATTENTION SWIFTIES!!!!