

# Will you Accept the **CHALLENGE** ?

An Innovator's Look at Deprivation Challenges Like  
Dryuary



**Quirk's Chicago**

April 2022

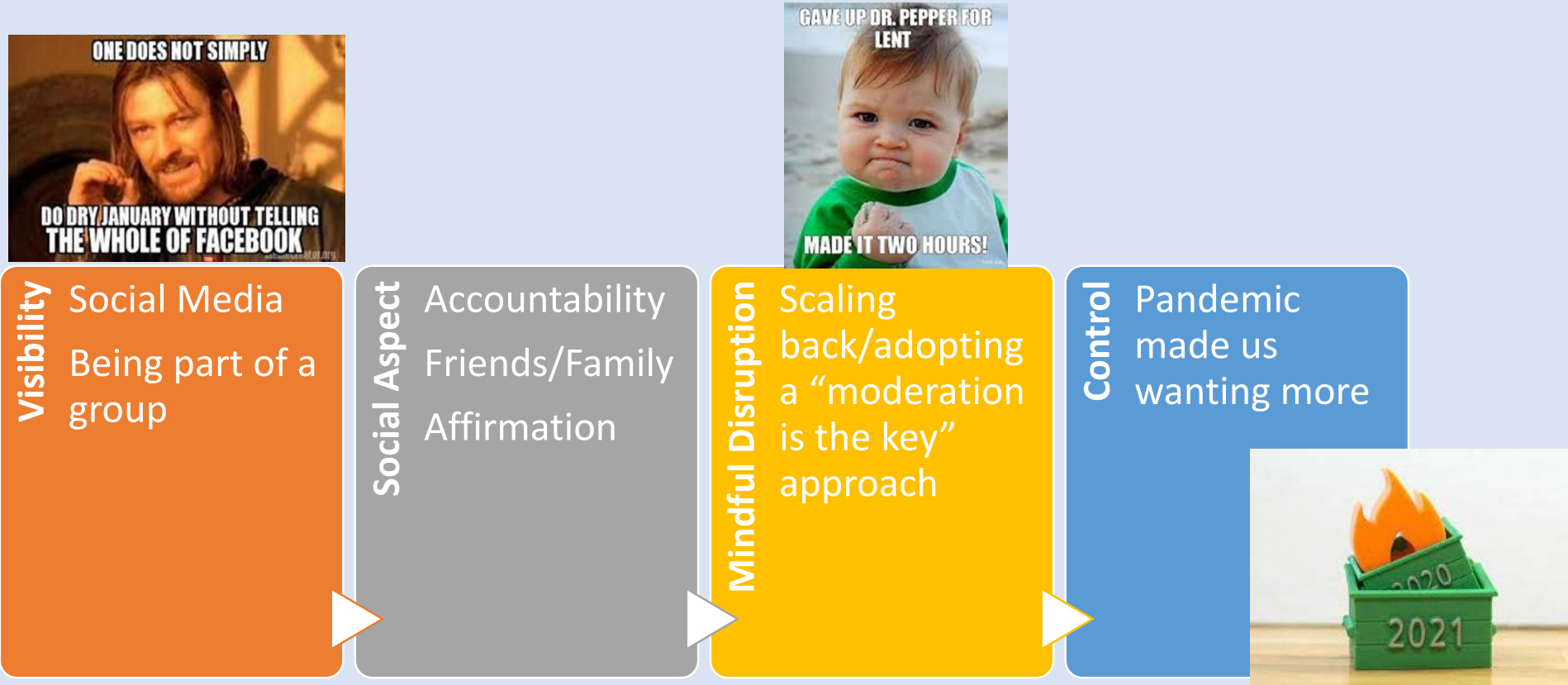
# Would You Rather...

**Be able to  
taste colors or  
see smells?**

**Get a paper  
cut every time  
you turn a  
page or bite  
your tongue  
every time you  
eat?**

**Live in a world  
with no mac  
and cheese or  
a world with  
no pizza?**

# The Idea of Giving Something Up Isn't New, However...



# Self-Deprivation: *Voluntary denial/suppression of one's own interests or desires*

## chal·lenge

- A call to take part in a contest or competition, especially a duel.
- A call or dare for someone to compete in a contest or sport.
- Short-lived not necessarily meant to be a permanent alteration



## Resolution

- A firm decision to do or not to do something.
- Long-term with the intent of a long-lasting effect.



# What is the Self-Deprivation Journey?



PAST CHALLENGES- VEGETARIANISM

NO SNACKING, DRINK ONLY WATER

EXERCISES EVERY DAY



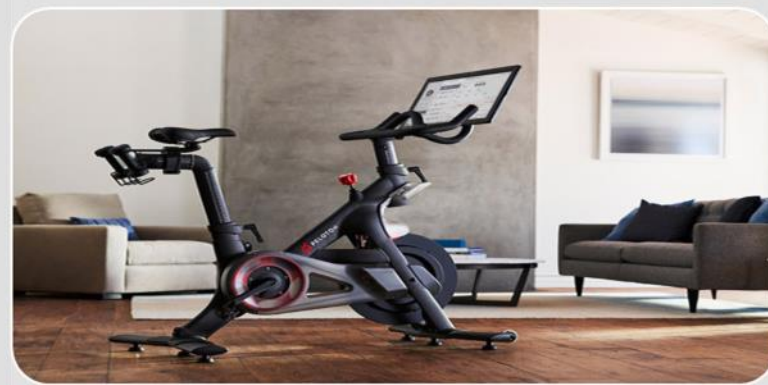




## Intentional Disruption and Seizing on a Disruption

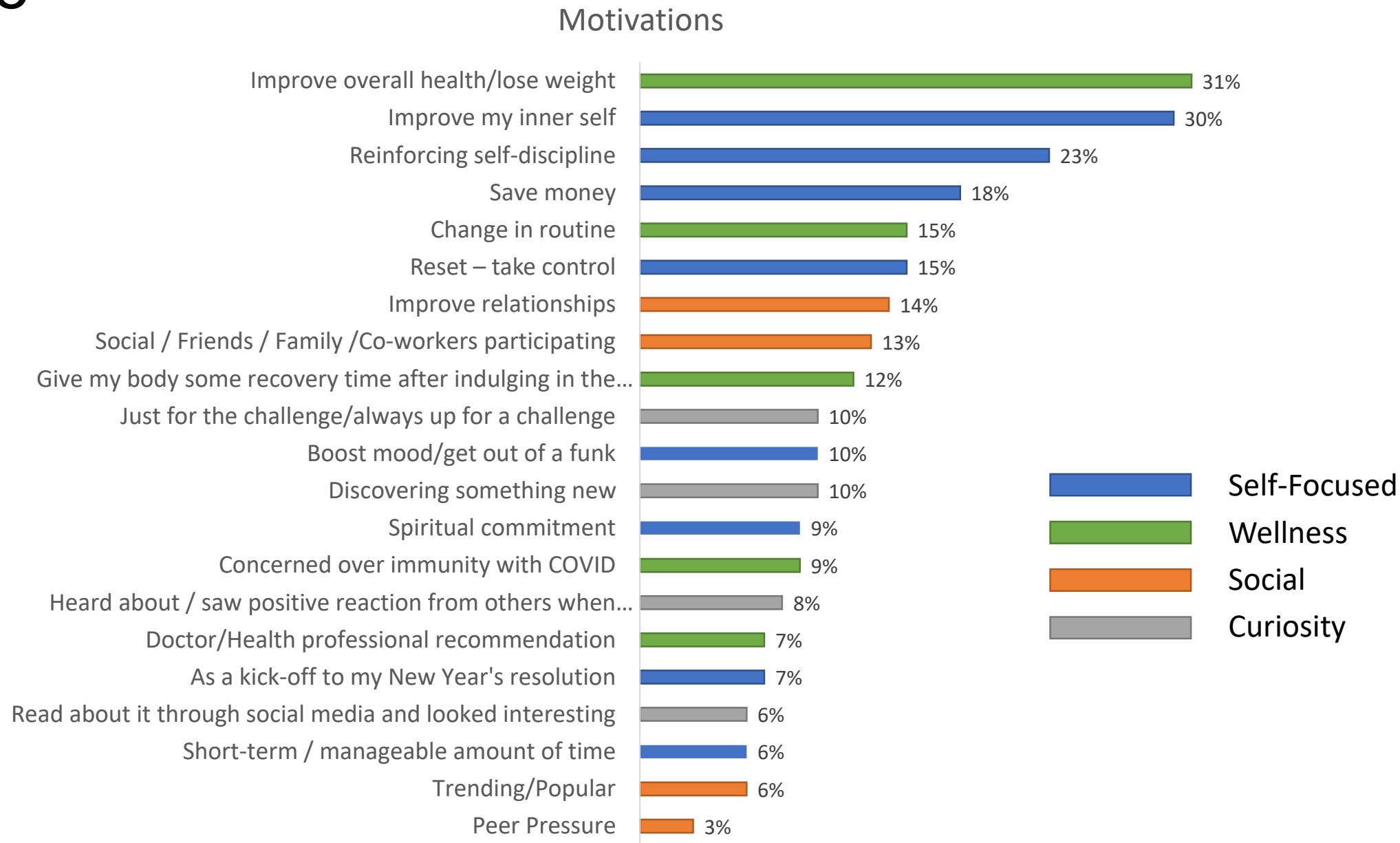


Keurig introduced a new platform to consumers that disrupted the frequent coffee making routine.



Peloton grew tremendously during the peak of the pandemic and also inspired “me, too’s”

# Considerations for Selecting the Deprivation Challenge



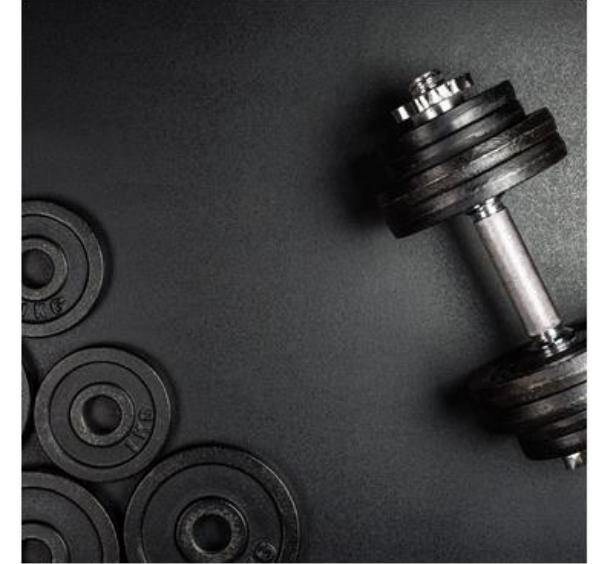
# Decision Drivers

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Self-Focused 81%



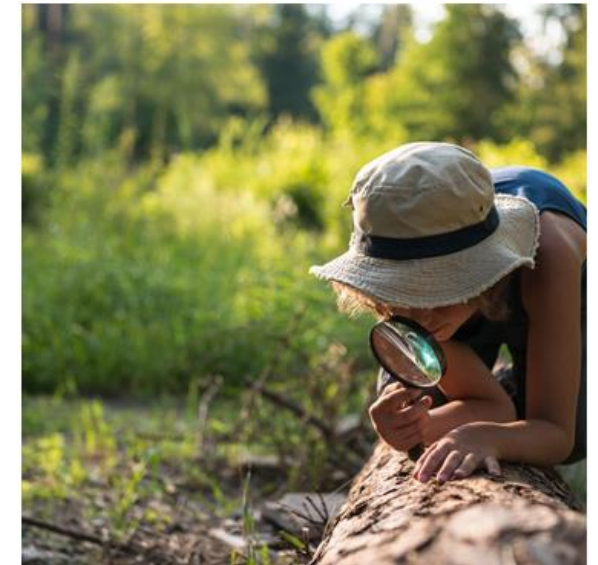
Wellness 48%



Social 34%

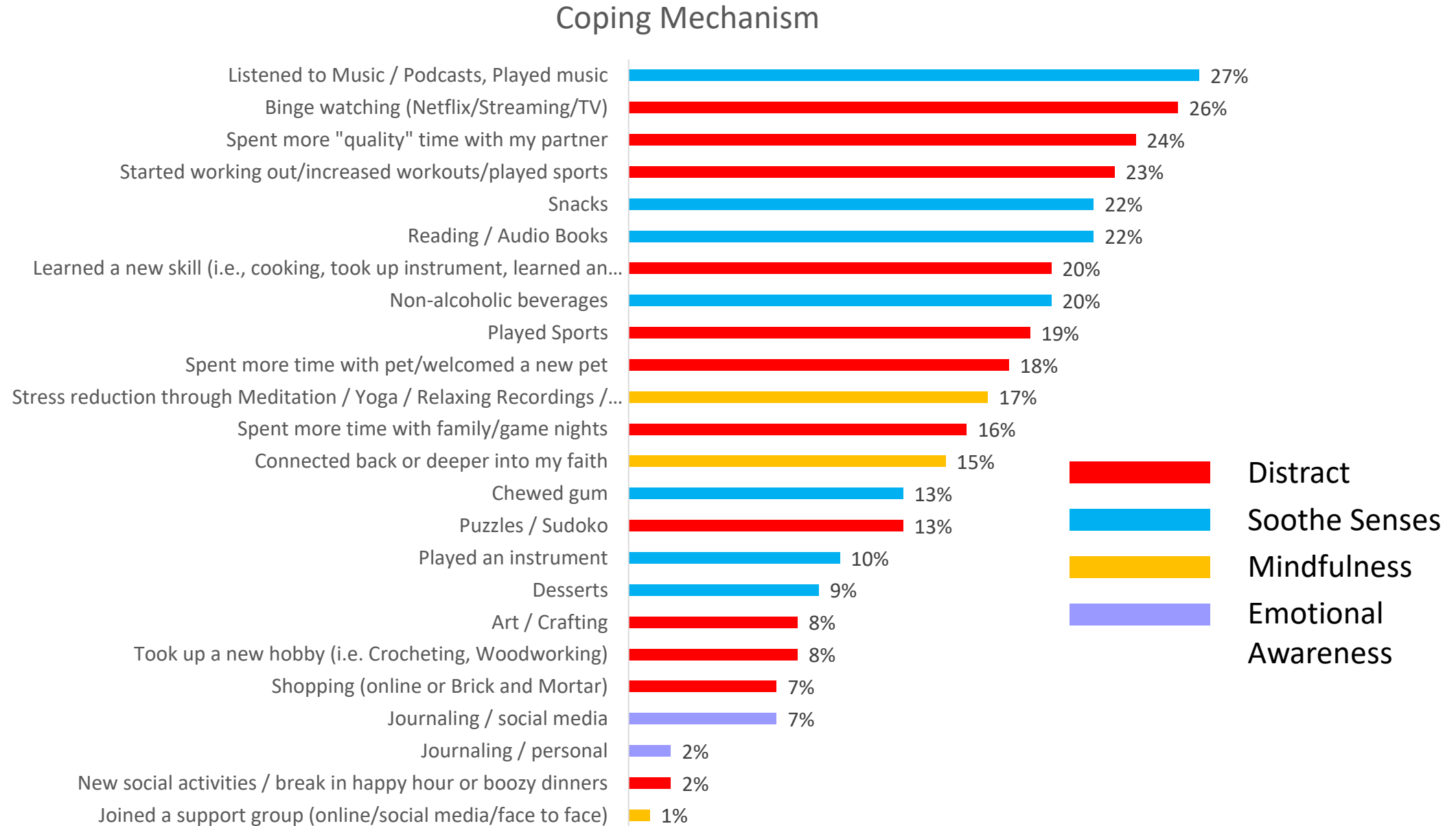


Curiosity 29%





# It Takes More Than Willpower



**Distract 78%**



**Soothe Senses 61%**



**Mindfulness 22%**



**Emotional Awareness 7%**



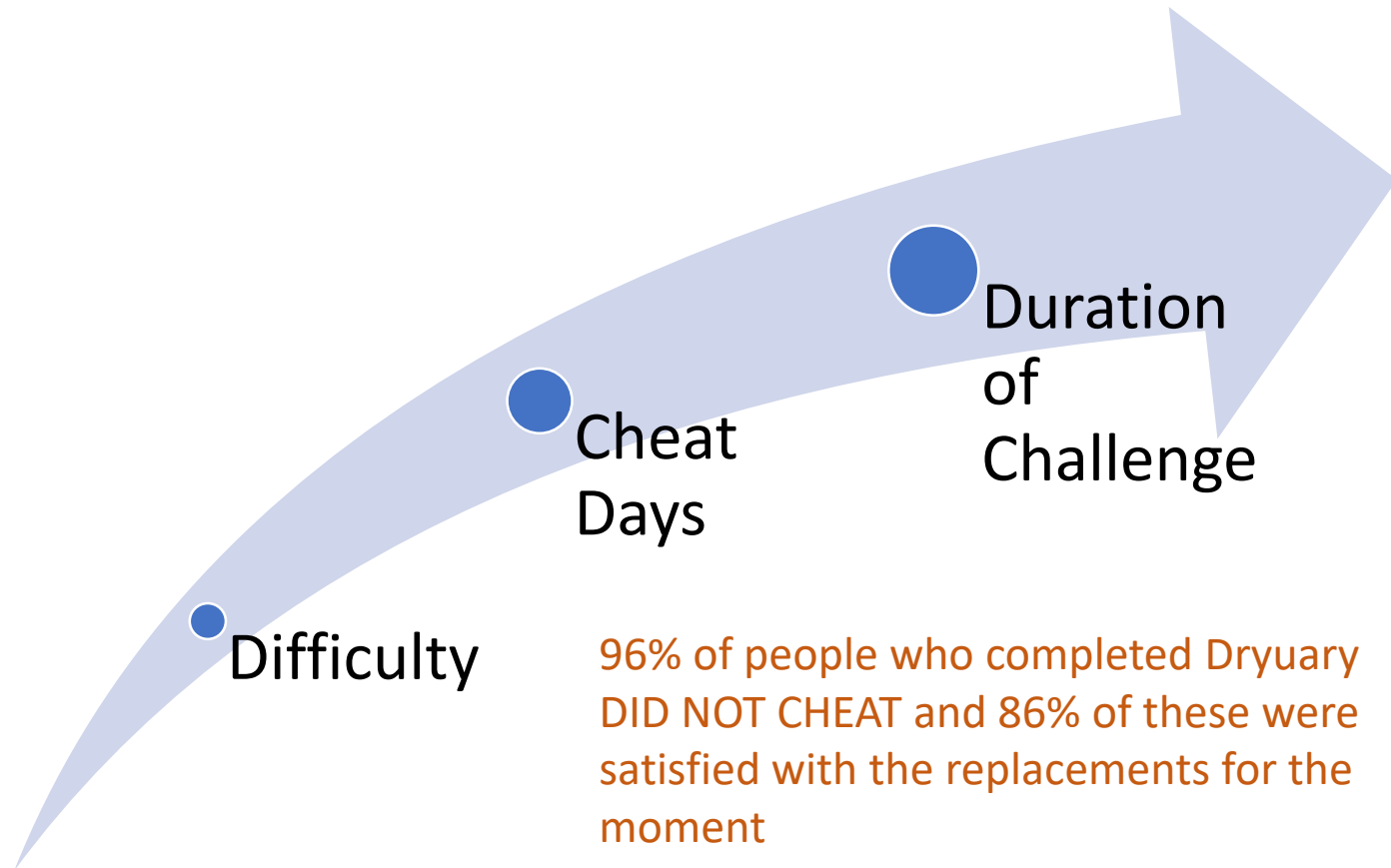
**Making it Work**

**Making it Relevant**

**Get on the List**

# Let's do a Deeper Dive on Coping and Difficulty of the Challenge

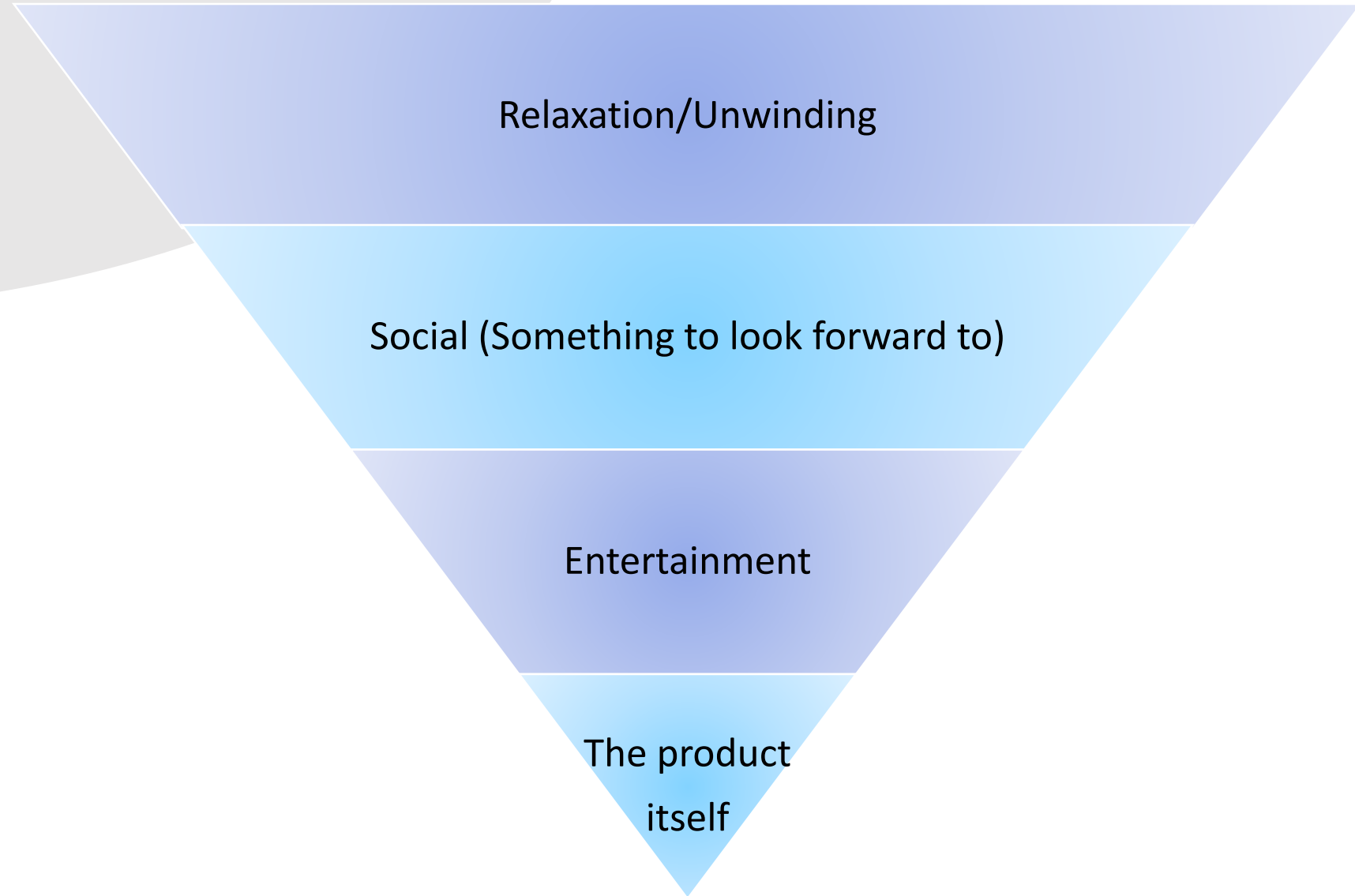
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96% of people who completed Dryuary  
DID NOT CHEAT and 86% of these were  
satisfied with the replacements for the  
moment



# Dryuary Pain Points Along the Way...





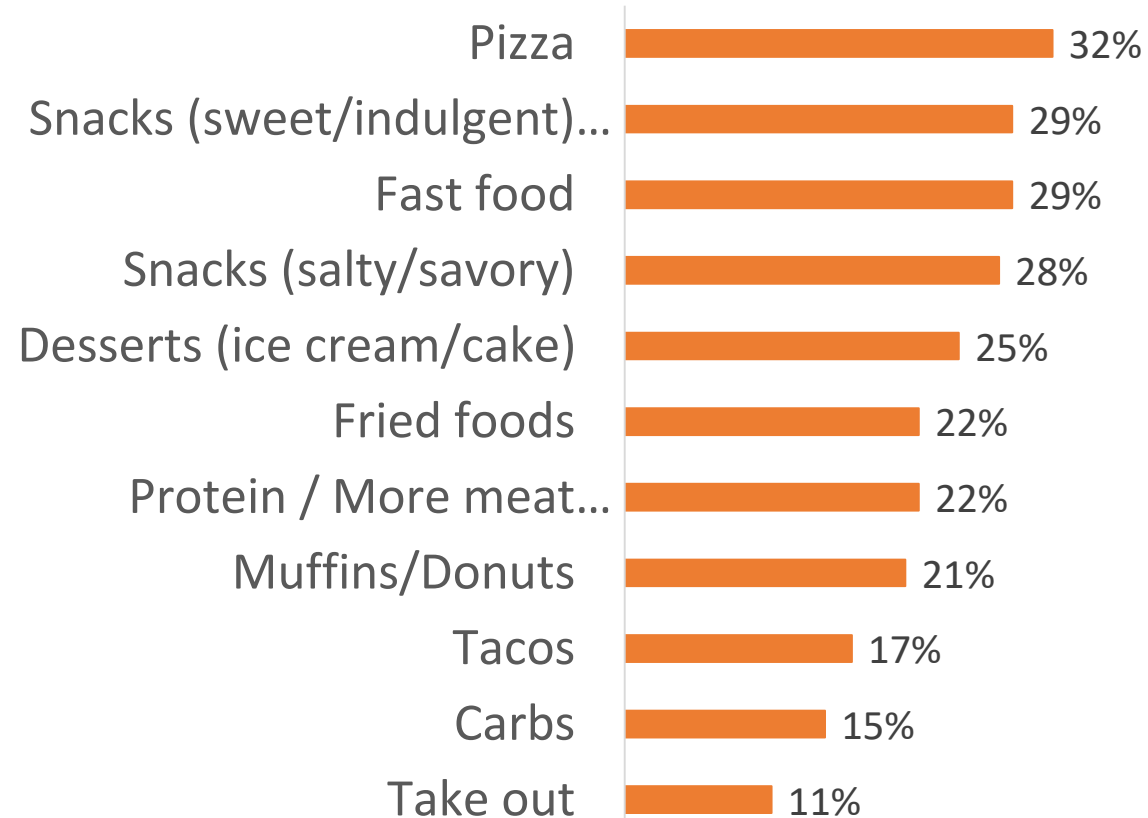
# S-U-CC-E-SS

What does a successful replacement or alternative need to do? What does it look like?

## Replacement Products (Dryuary) Should...



## All Bets Are Off





# The Solves for the Disruption of the Challenge can Become Routine

**86%** of Dryuary challenge participants said they would adopt a new lifestyle and use their alternative activities/food, beverage choices or incorporate those alternatives into their routine.

"You'll never change your life until you **change** something you do daily. The **secret** of your **success** is found in your **daily** routine."

John C. Maxwell

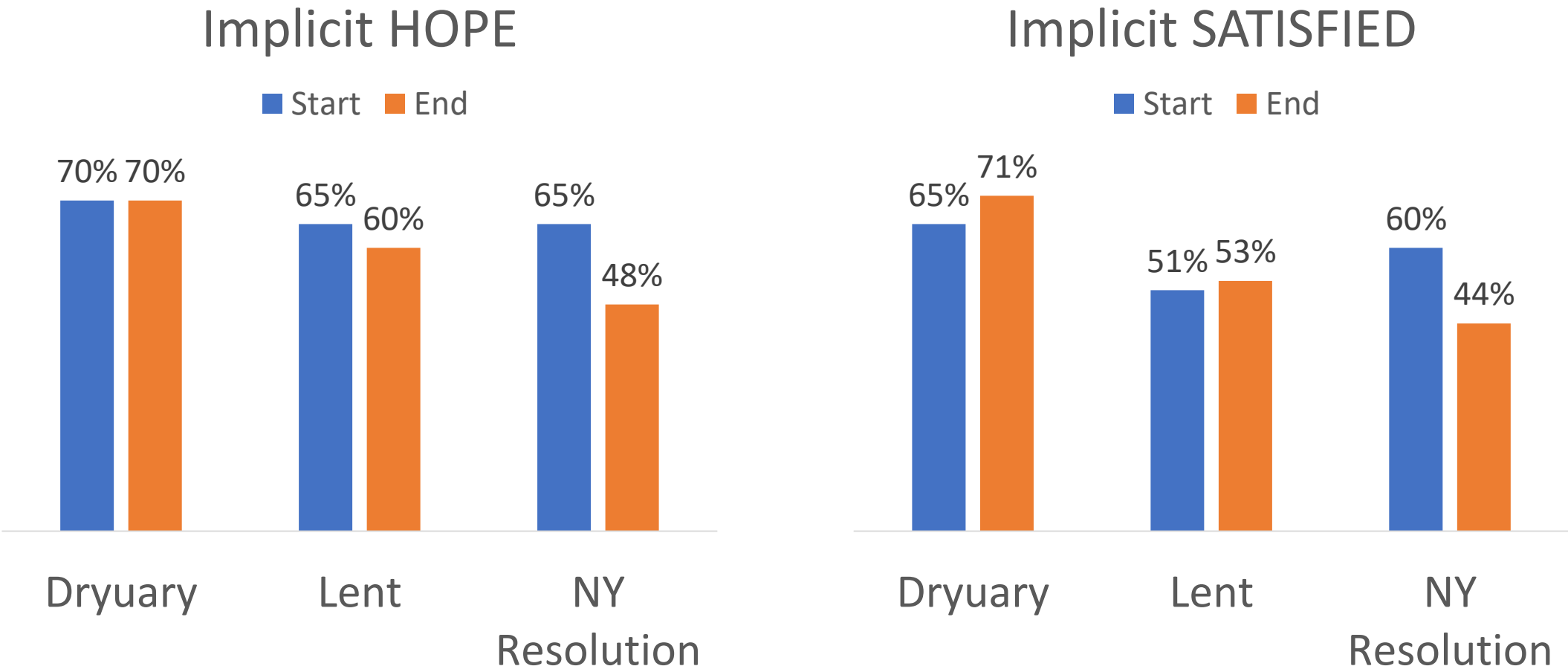
# Make it Emotional

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- Products are only successful when they can trigger the specific intended emotions. We know that understanding the emotions elicited by specific sensory experiences improves product design. It ensures the product is custom fit.
- How can we use emotional insights to connect products better or innovate for the challenge journey?



# Shorter Challenges More Likely to Maintain Emotions





# Emotions: Dryuary

## Start

Pure, I wanted to improve my soul and spirit, Calming.



I felt a sense of personal peace when I decided to do it.

## Finish

I was proud of my accomplishment. My life is full of a different mood



I felt empowered and on top of my doubts. I have the ability to take on anything.

# Emotions: Lent

## Start

Cheery, Hopeful, Calm & Peaceful



I have a sense of clarity and taking on something new, while being open to it. That I'm on a path to living my fullest life.

## Halfway Through

It feels slow, not committed – crawling.



While this caterpillar is hopeful that he will soon be a butterfly, I'm hopeful to finish the Lenten season strong and maybe changed for the better as well!



# Emotions: New Year's Resolutions

## Start

Excited. Jump to the new sign and start to renew my life, free and able to conquer anything that comes your way.



I feel a sense of clarity and taking on something new, while being open to it. That I'm on a path to living my fullest life.

## Three Months In

Unenthused, losing the focus and hope and concentration.



I feel like I'm underwater. I'm on a path looking for success, but unsure of how and where to look for it. Fear that I may fail at the things I need the most. Suffocating because some days I feel non-existent.

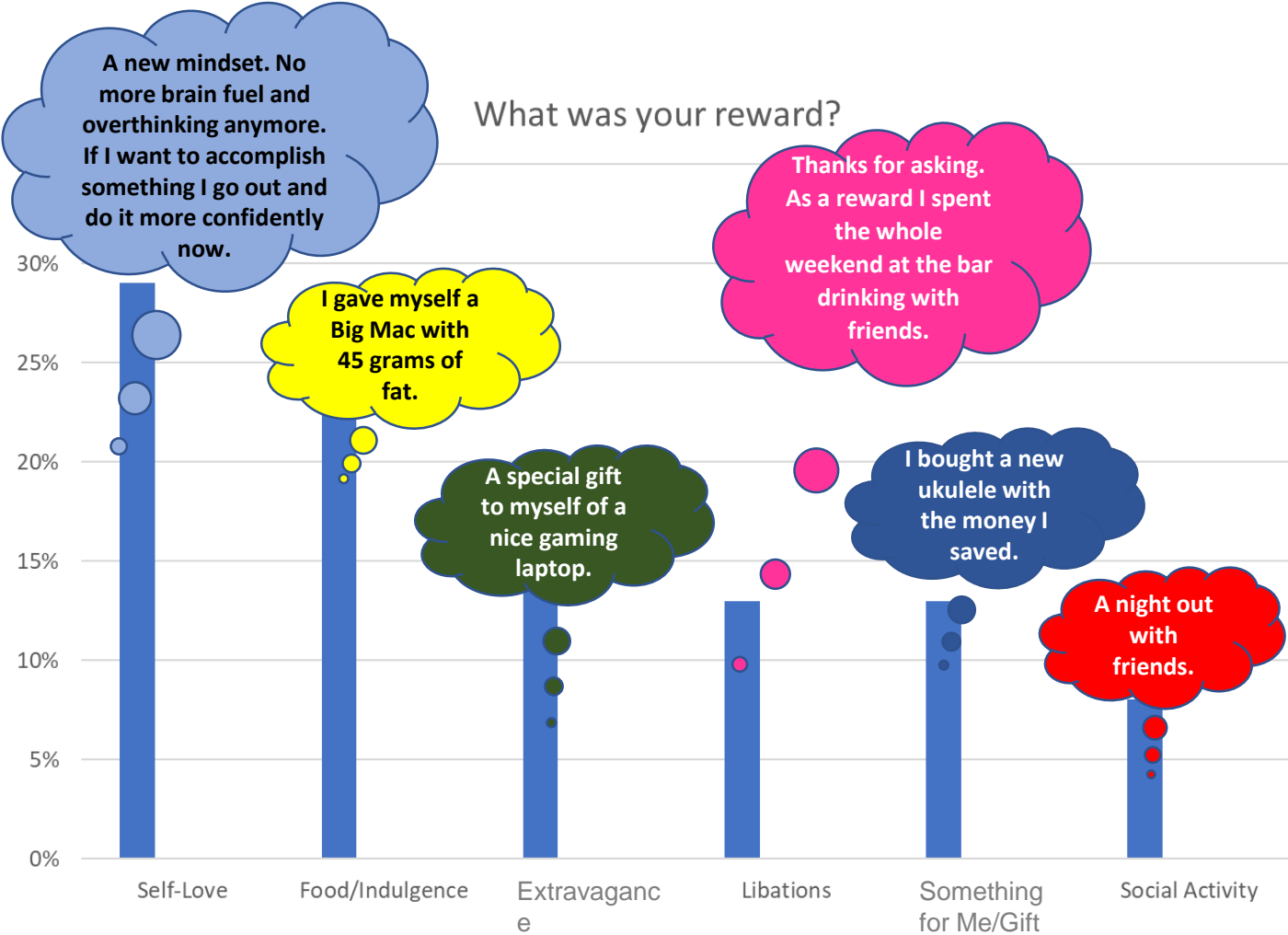
# How Can Brands Help?

- The opportunity lies in how to message your product or brand by reinforcing those positive emotions to support success and potentially adopt or incorporate the new routine.
- Focus on providing satisfaction and confidence, when inserting your product into the challenge moments.
- To adopt your product and change the routine - Don't lose that **Loving** Feeling.

# Make It Rewarding

*“Did you reward yourself for what you completed of the challenge?”*

55% of Dryuary participants used a reward  
60% NYR Participants used a reward



# Opportunity: It's All About the Perspective



The real pain-point for self-imposed/deprivation challenges is not about giving up **just** the product but giving up the **MOMENTS** it's used in.

- **Takeaway:** The job to be done is not about replacement but rather providing a solve for the **moment**
- **Takeaway:** The replacement must meet the **moment**

People are disrupting themselves and in **SEEKING MODE** throughout the challenge

- **Takeaway:** Great opportunity for brands as you have increased opportunity to get into their consideration set at multiple moments


Replacements are not singular/consistent throughout the challenge

- **Takeaway:** Multiple use opportunities for your products can lead to **adoption** into their **routine** once the challenge is over
- **Takeaway:** Alternative products that help distract or provide entertainment are your way in to trial and prolonged use post-challenge

Challenge participants **MAKE ALLOWANCES** and partake in off-limit or limited food selections during this disruption. Guilty labels are dropped.

- **Takeaway:** Reframe current product portfolios, it's **PERSPECTIVE**

***The Challenge is  
now yours, should  
you choose to  
accept it!***

A scenic view of a mountain peak, likely El Capitan in Yosemite National Park, at sunset. The sky is a mix of orange and yellow, and the mountain is silhouetted against the light. A quote is overlaid on the image in white text on a dark background.

Innovation is the ability to  
see change as an  
opportunity – not a threat.

Steve Jobs

quoteaiday



**THANK YOU**

