



The Newness Effect

Connecting the dots between implicit emotional impact and behavioral disruption

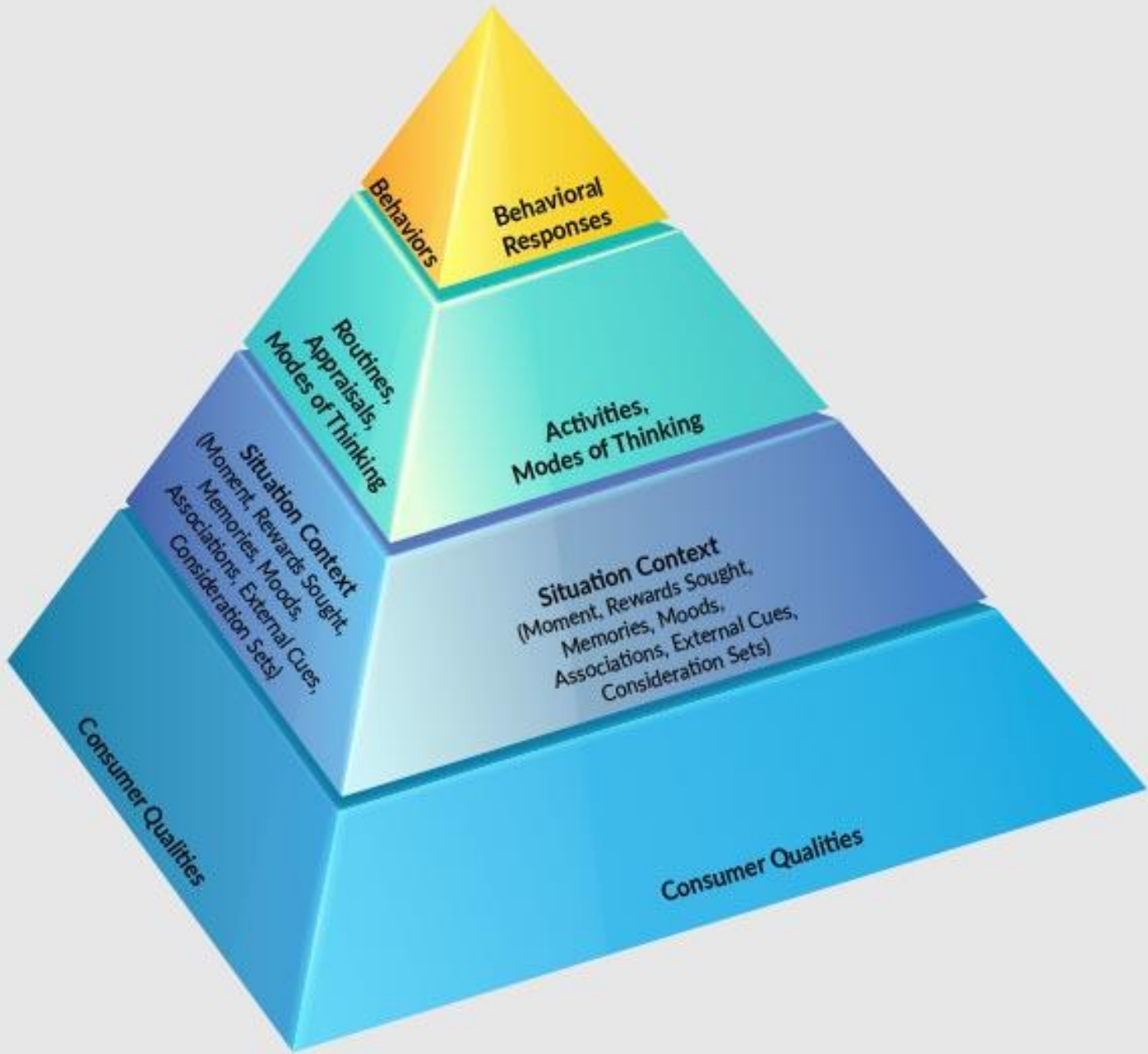


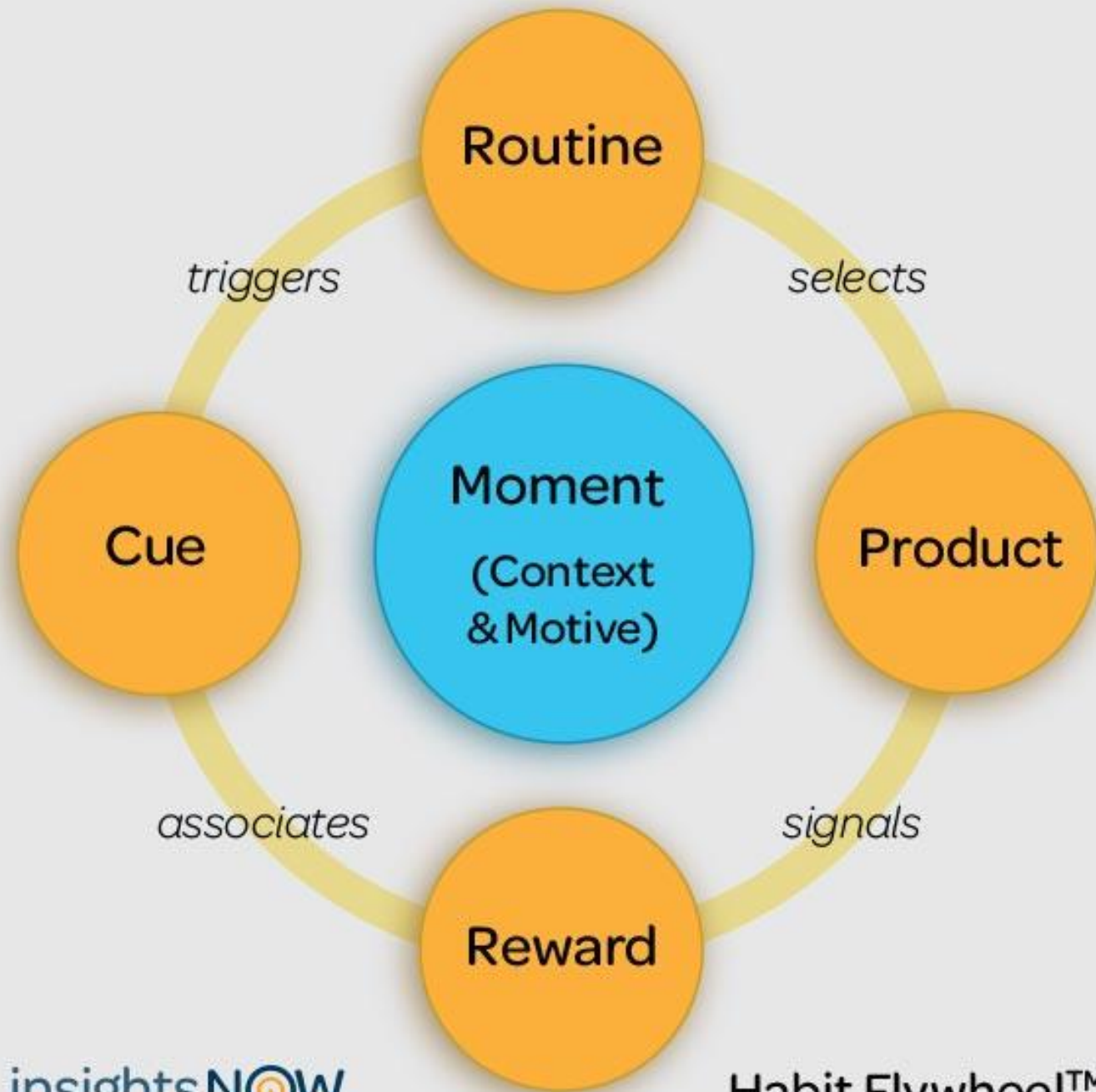
Greg Stucky
CRO, InsightsNow

Quirks NY
November 2, 2021



Newness





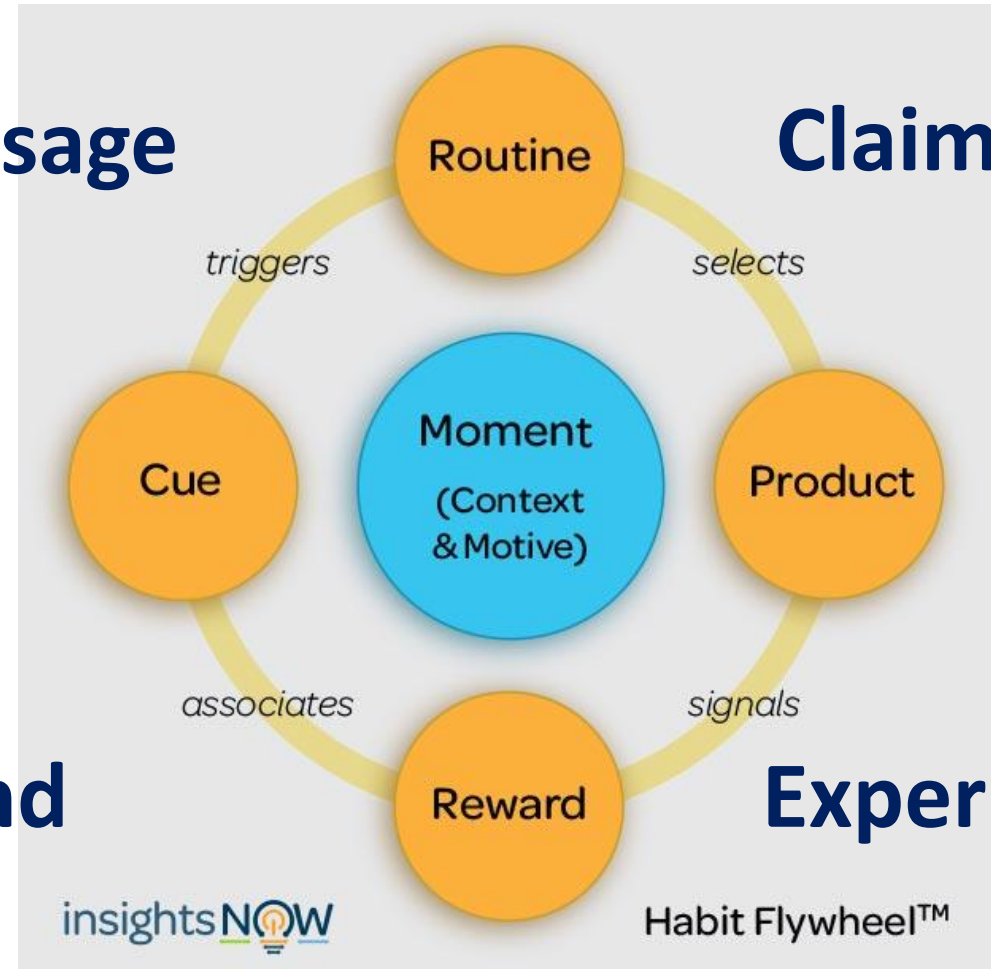


Message

Claims

Brand

Experience

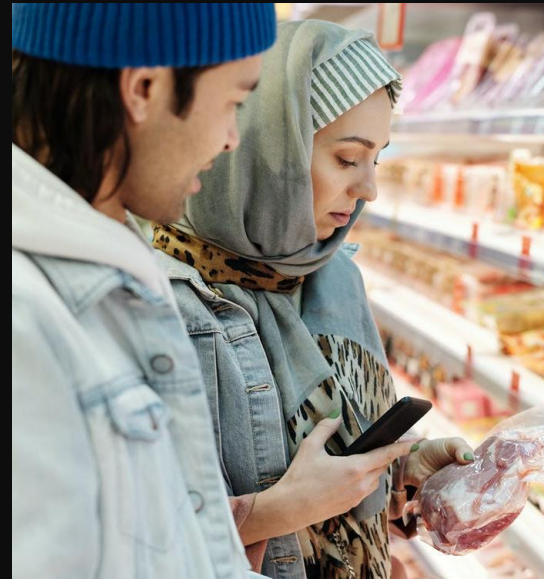


The Newness Effect

Brand Trust
Claims Relevance
Experience Uniqueness
Emotional Impact



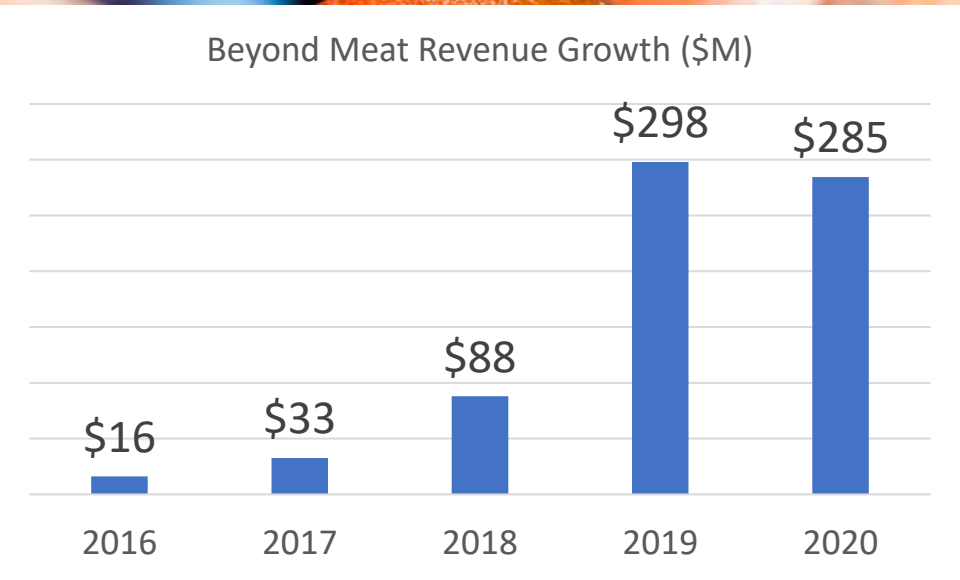
Disruption Lift



Beyond Meat

Case Study

August 2019



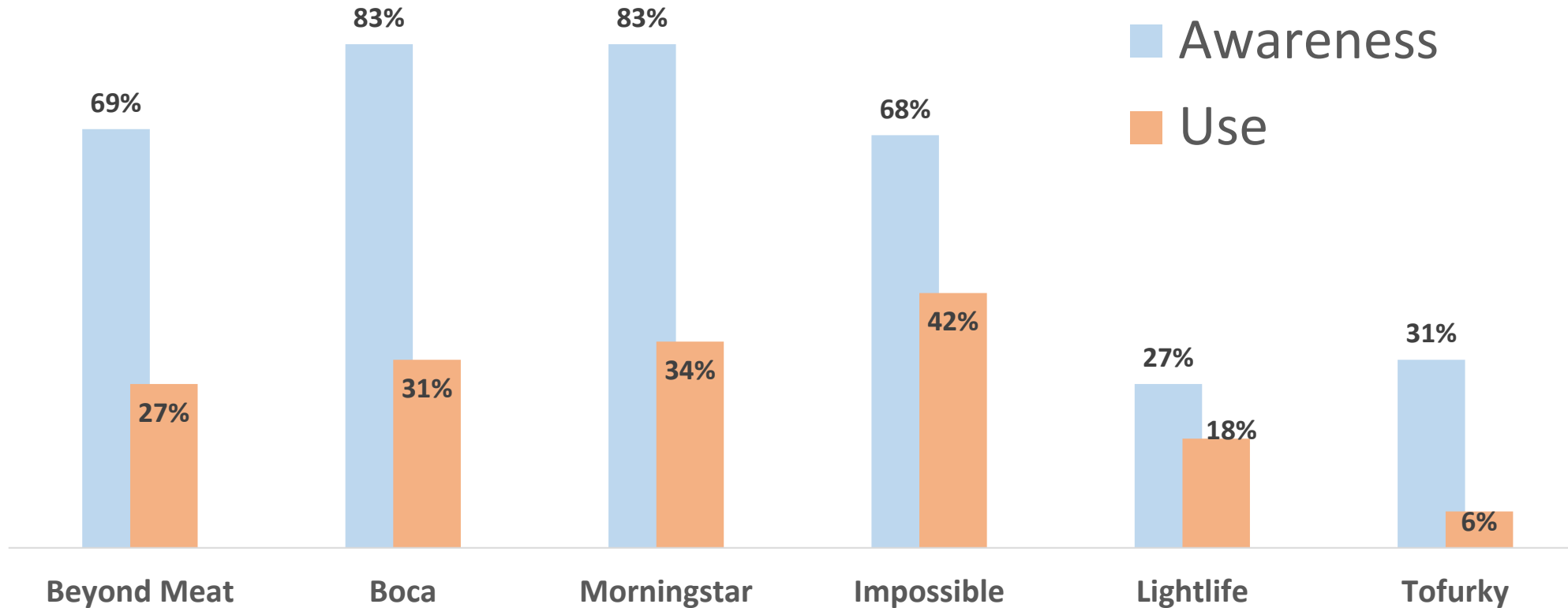
Community of Product Category Advisors™



Hand Selected to Provide In-Home Evaluations and Advice for Product Innovation

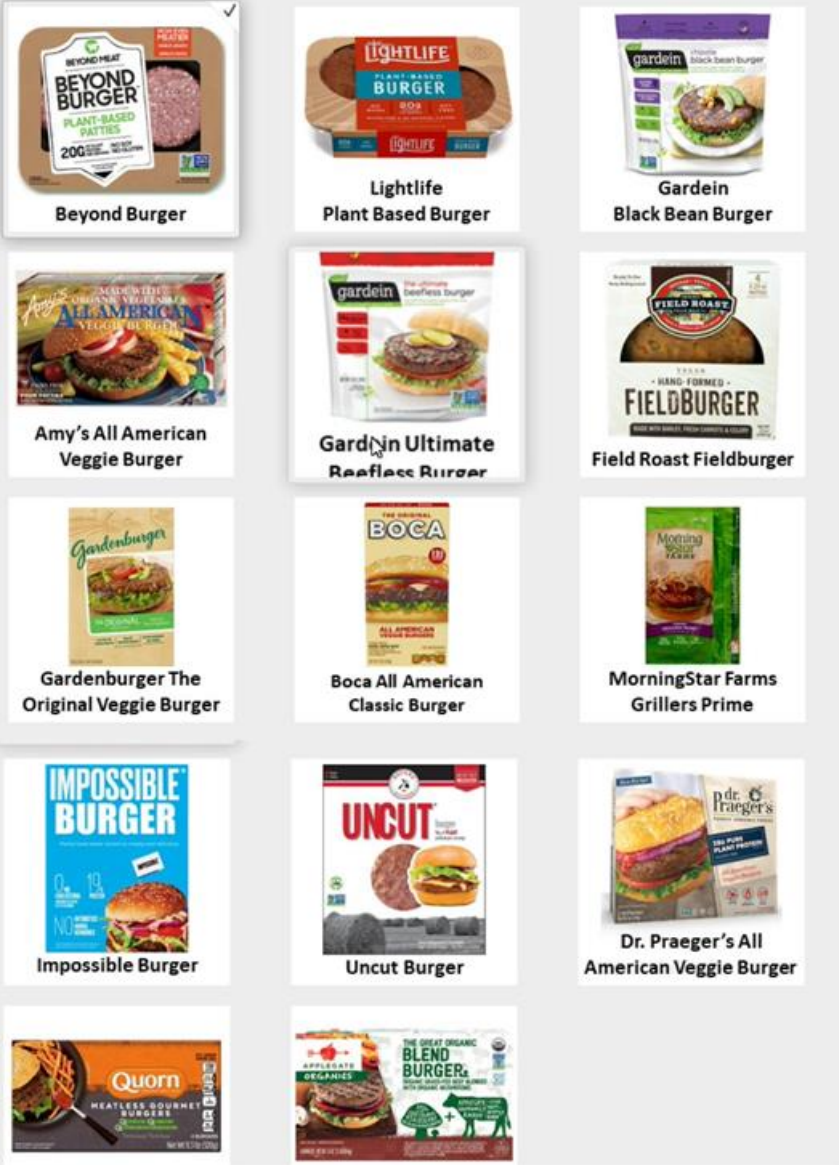
Food, Beverage, Supplements, Beauty Care, Personal Care, Home & Air Care
Community Established in 2019

2019 Awareness & Trial of Plant-Based Burgers



Home Use Test

- Pre-Trial Assessment of the Category
- Trial of Regular Plant-Based Burger
- Post Trial Regular Assessment of the Experience and the Category
- Trial of Beyond Burger
- Post Trial Assessment of the Experience and the Category



The Newness Effect

Brand **T**rust

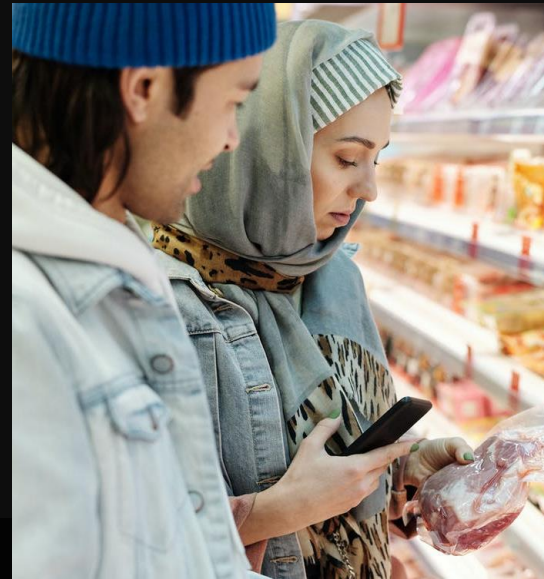
Claims **R**elevance

Uniqueness

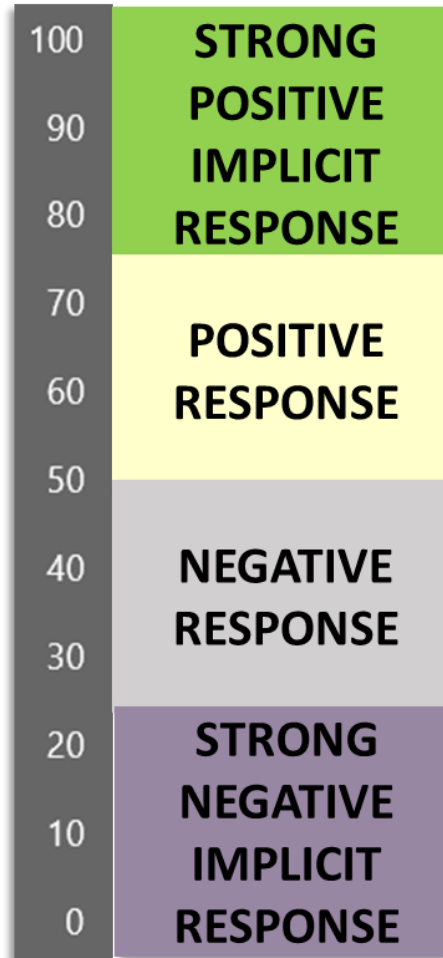
Experience **E**mootional Impact



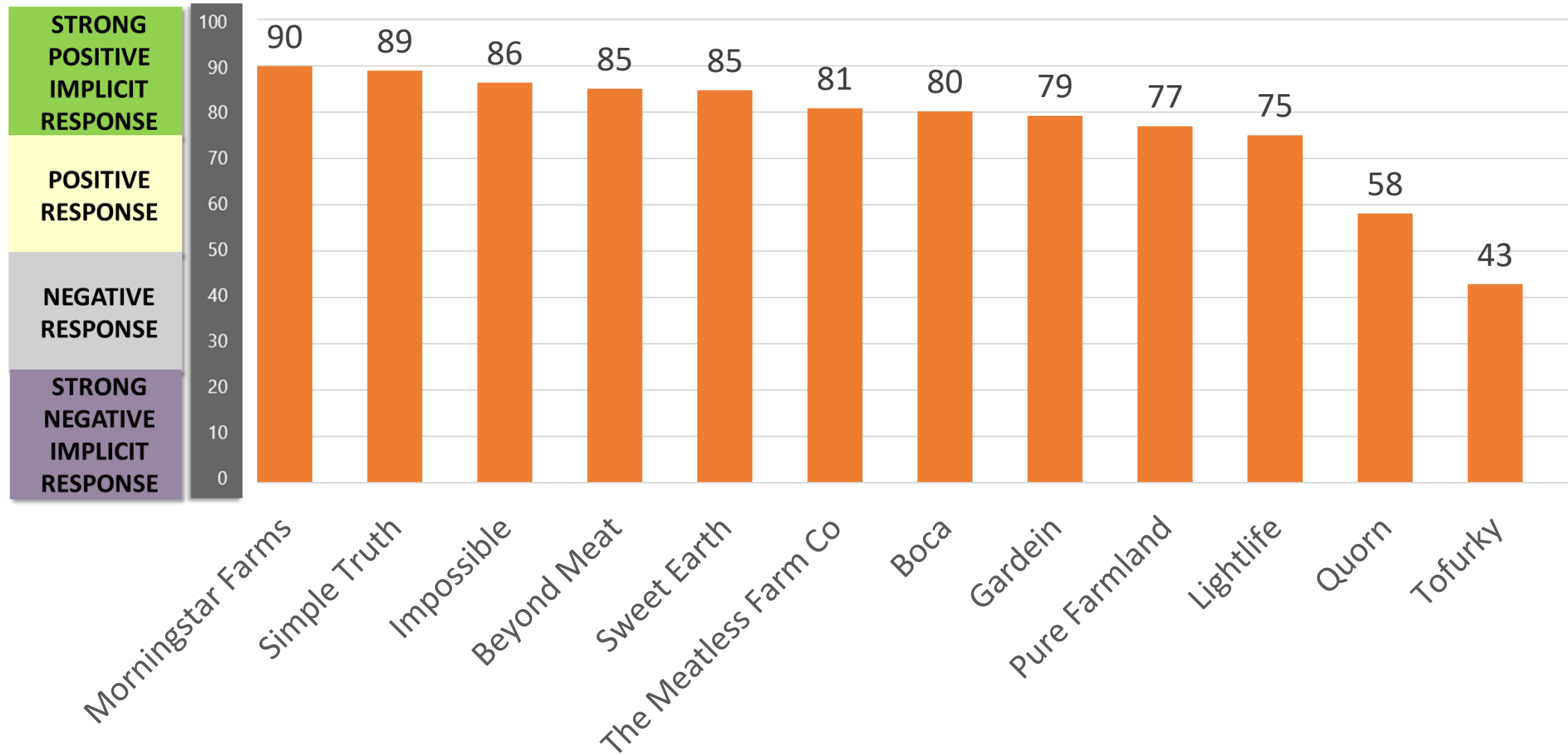
Disruption **L**ift



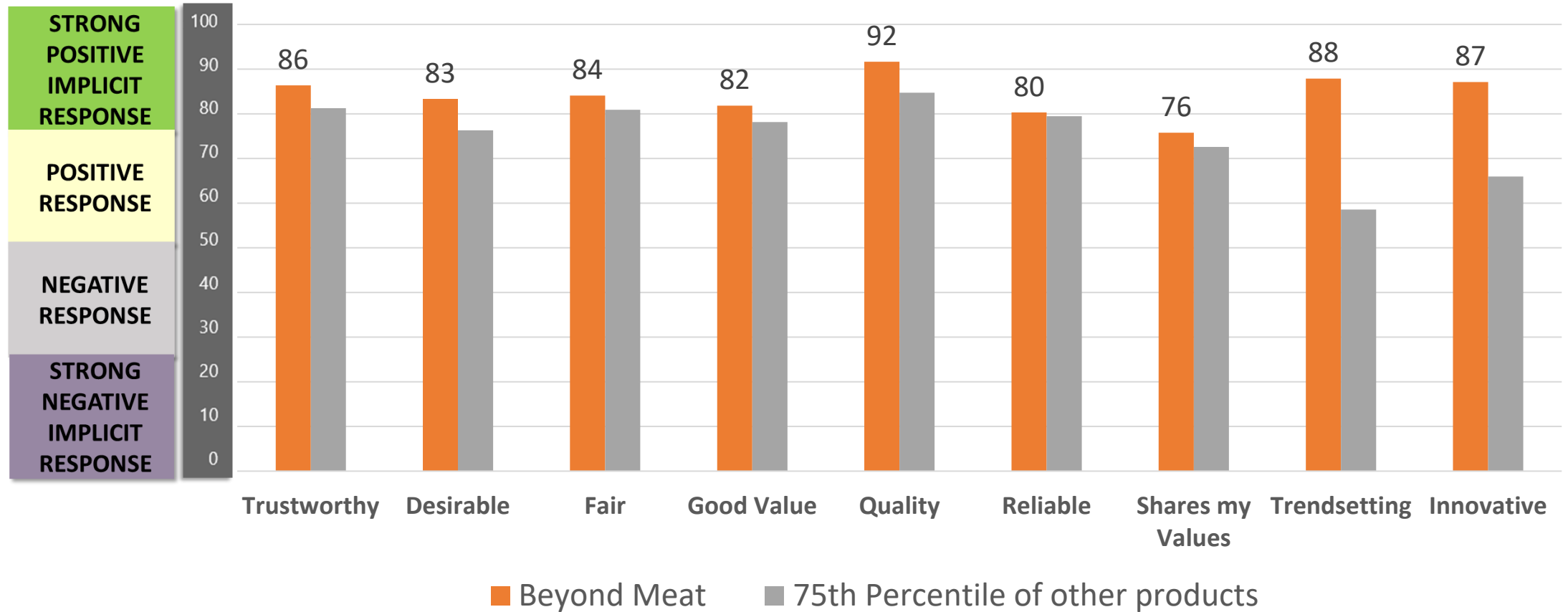
Implicit Brand Trust | Implicit / Explicit Test™



Implicit/Explicit Brand Trust



Drivers of Implicit Brand Trust



The Newness Effect

Brand **T**rust

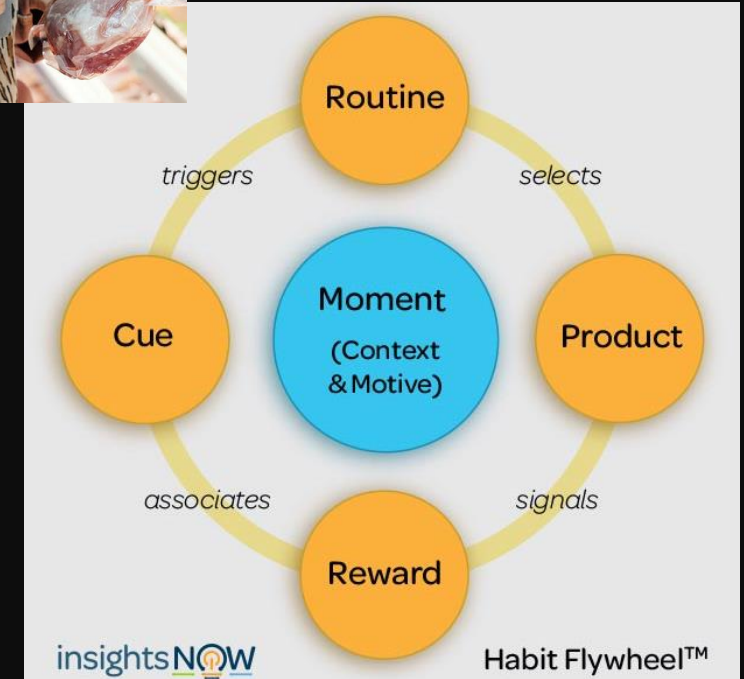
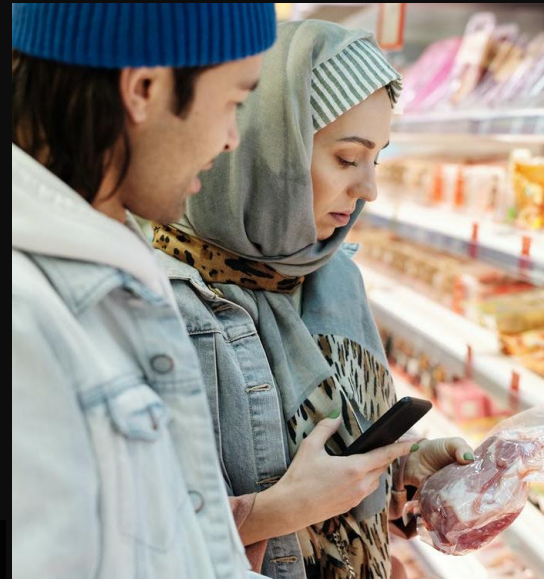
Claims **R**elevance

Uniqueness

Experience **E**mootional Impact

Disruption

Lift



The Newness Effect

Brand **T**rust

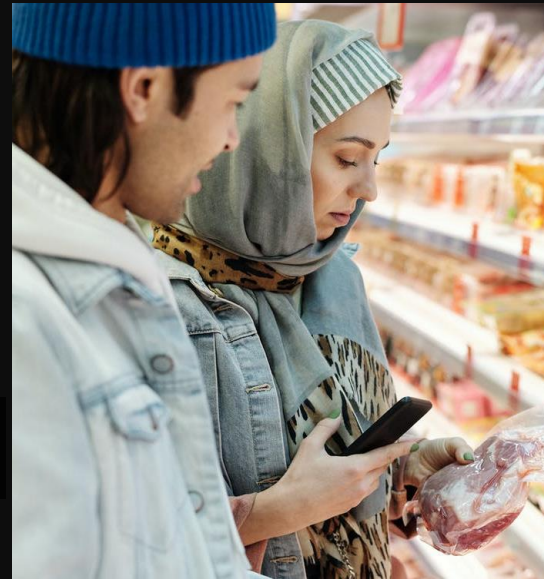
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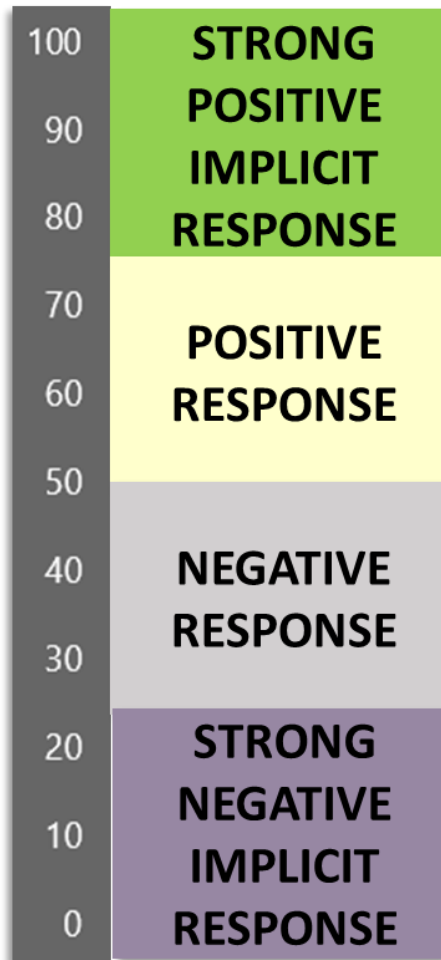
Experience **E**mootional Impact

Disruption

Lift



Implicit Relevance | Implicit / Explicit Test™



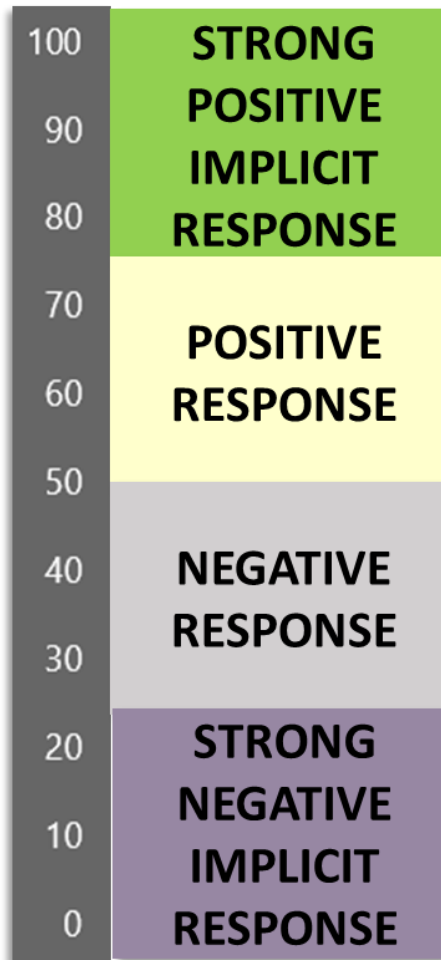
When considering the purchase of a plant-based burger, is this claim relevant to you?
GLUTEN FREE

YES NO

Screen automatically advances when answer is selected.

Implicit Behavioral Measures
% YES/NO
and Time to Respond

Explicit Relevance | Implicit / Explicit Test™



When considering the purchase of a plant-based burger, is this claim relevant to you?

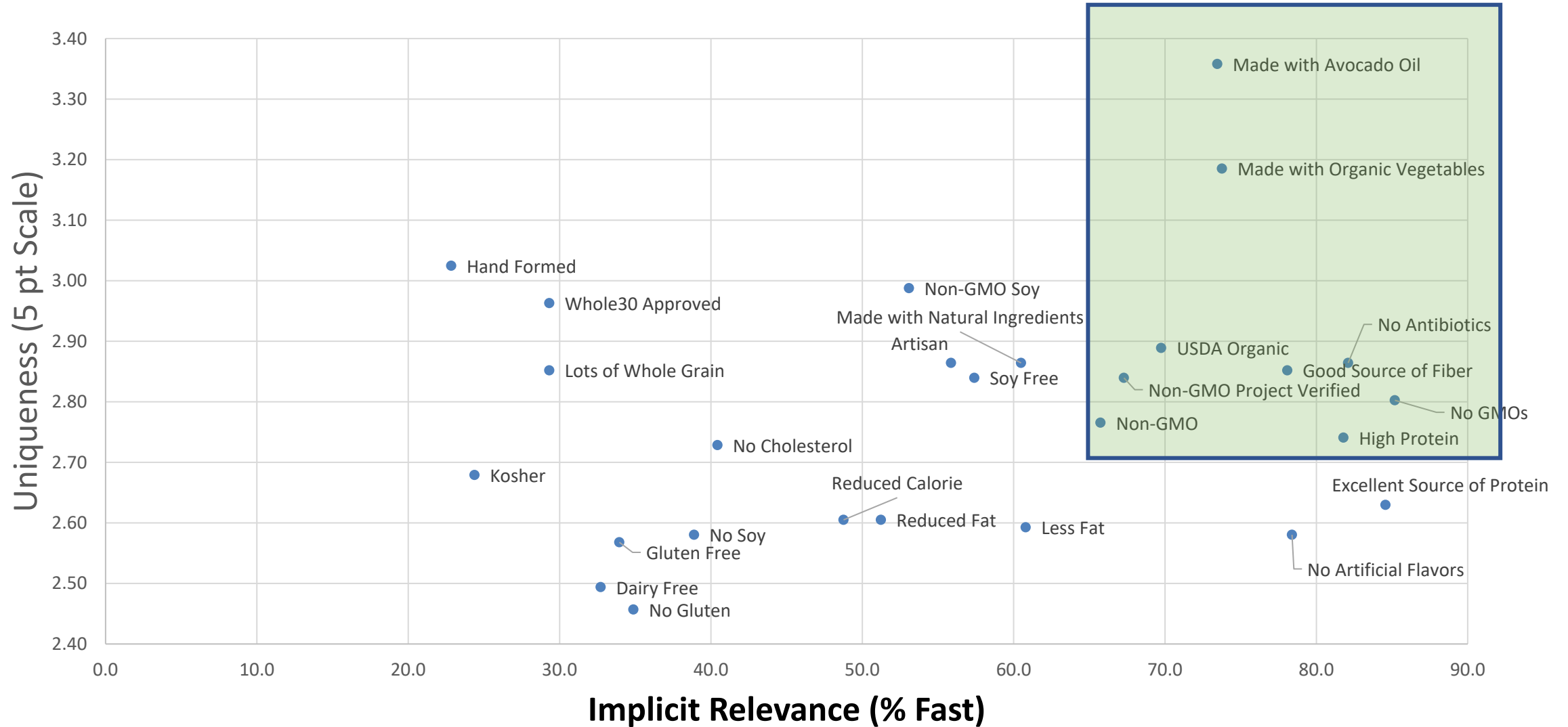
USDA ORGANIC

YES NO

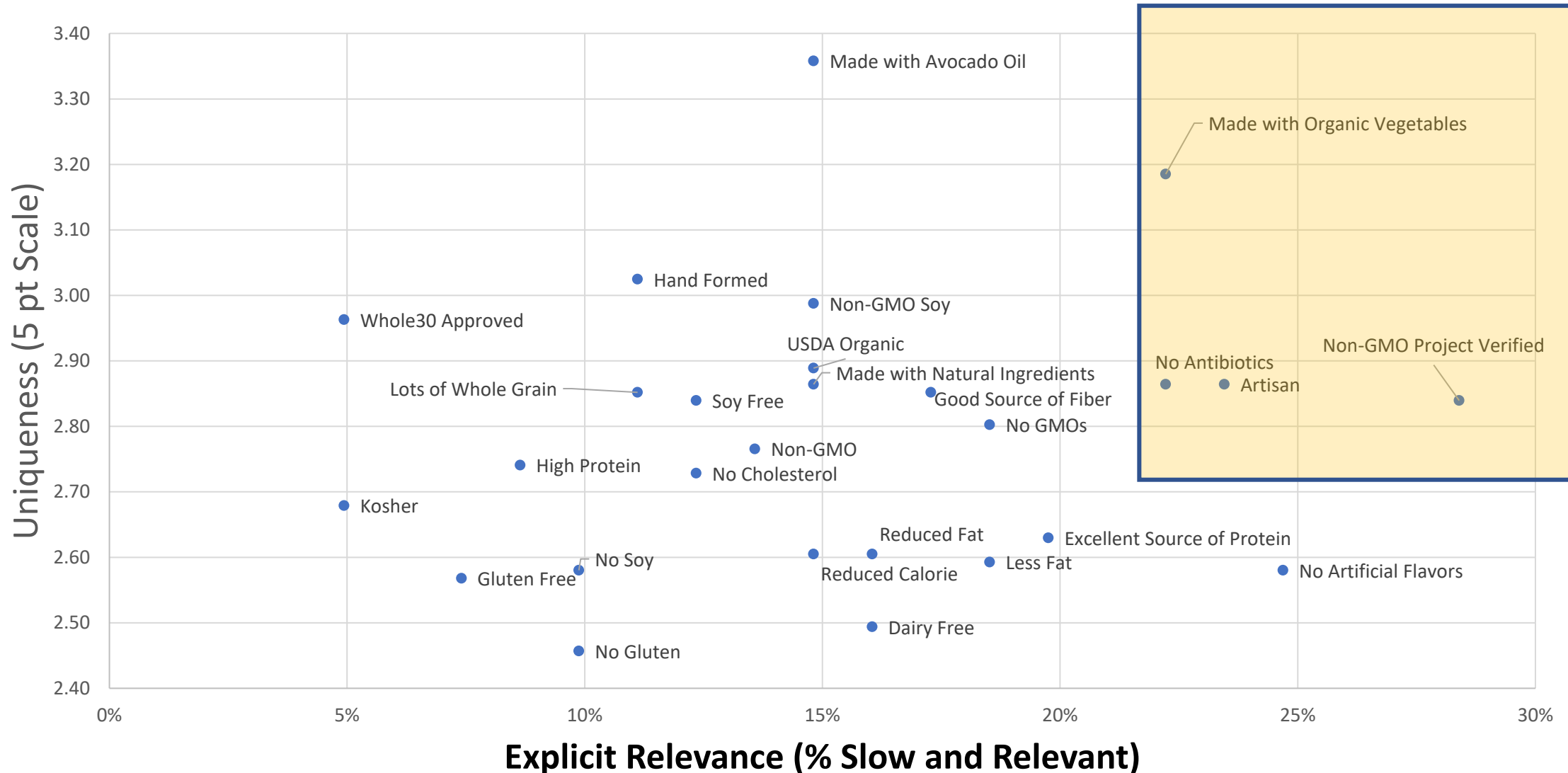
Screen automatically advances when answer is selected.

Implicit Behavioral Measures
% YES/NO
and Time to Respond

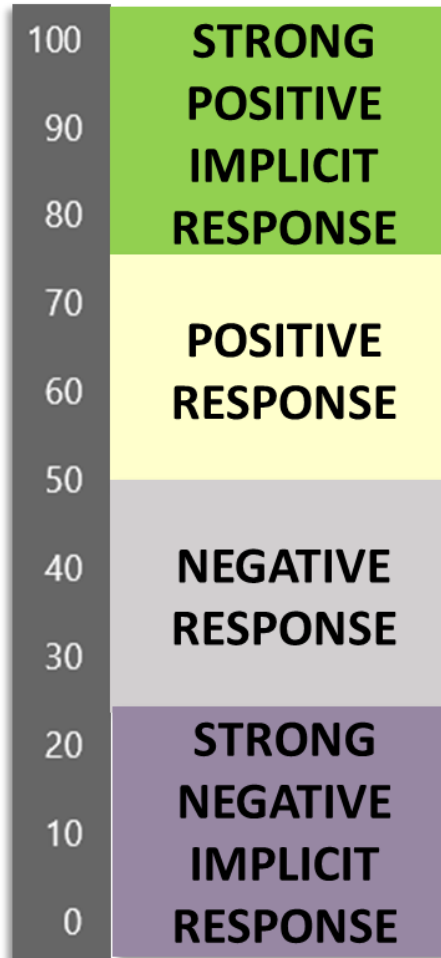
Uniqueness and Implicit Relevance – Claims for Nudging



Uniqueness and Explicit Relevance – Claims for Disrupting



Ingredient Clean Label Score | Implicit / Explicit Test™



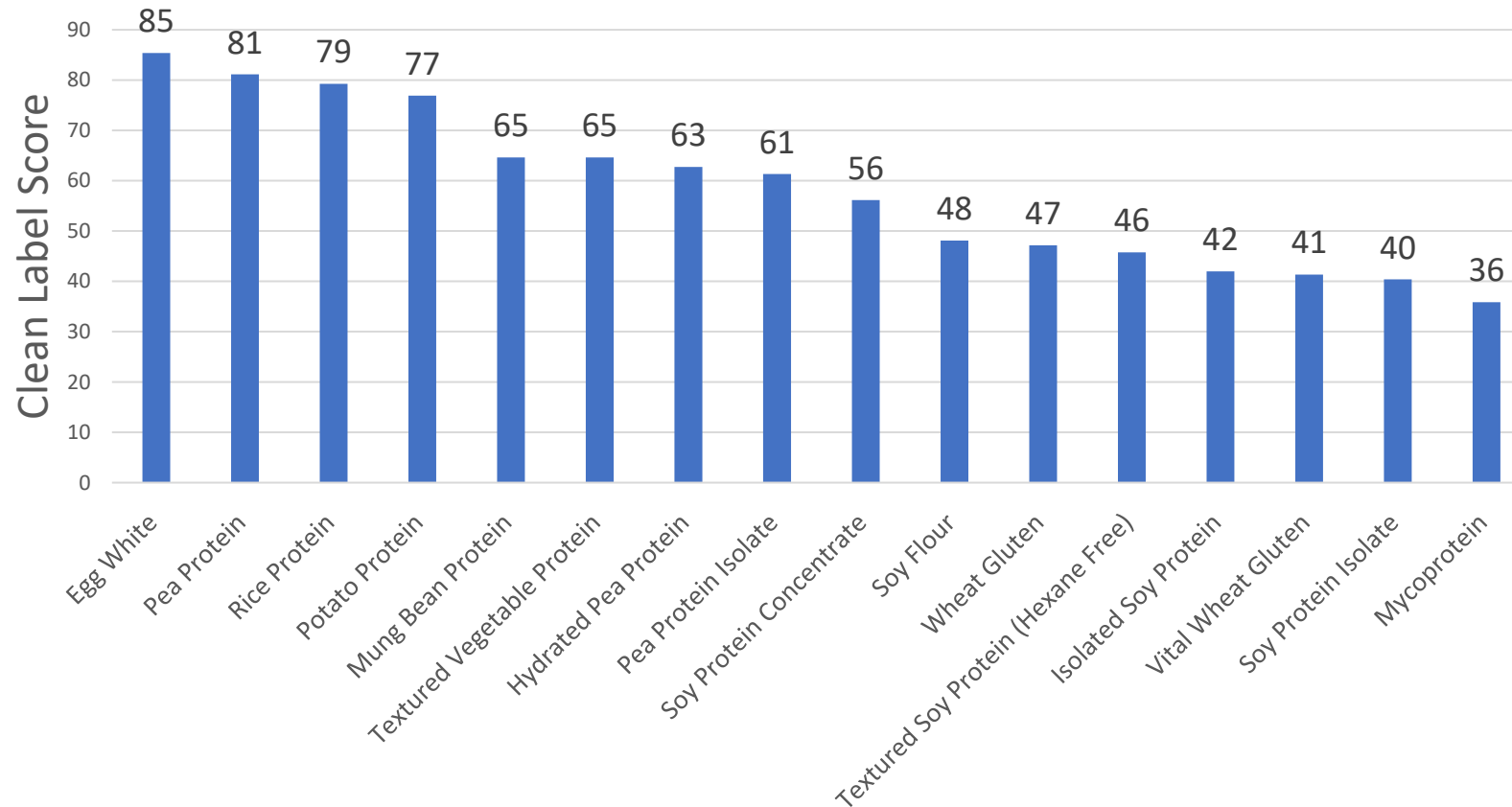
When considering the purchase of a plant-based burger, how will you feel about the following Soy Protein Isolate

OK AVOID

Screen automatically advances when answer is selected.

Ingredient Design for Clean Label

Proteins



**BEYOND
BURGER®**

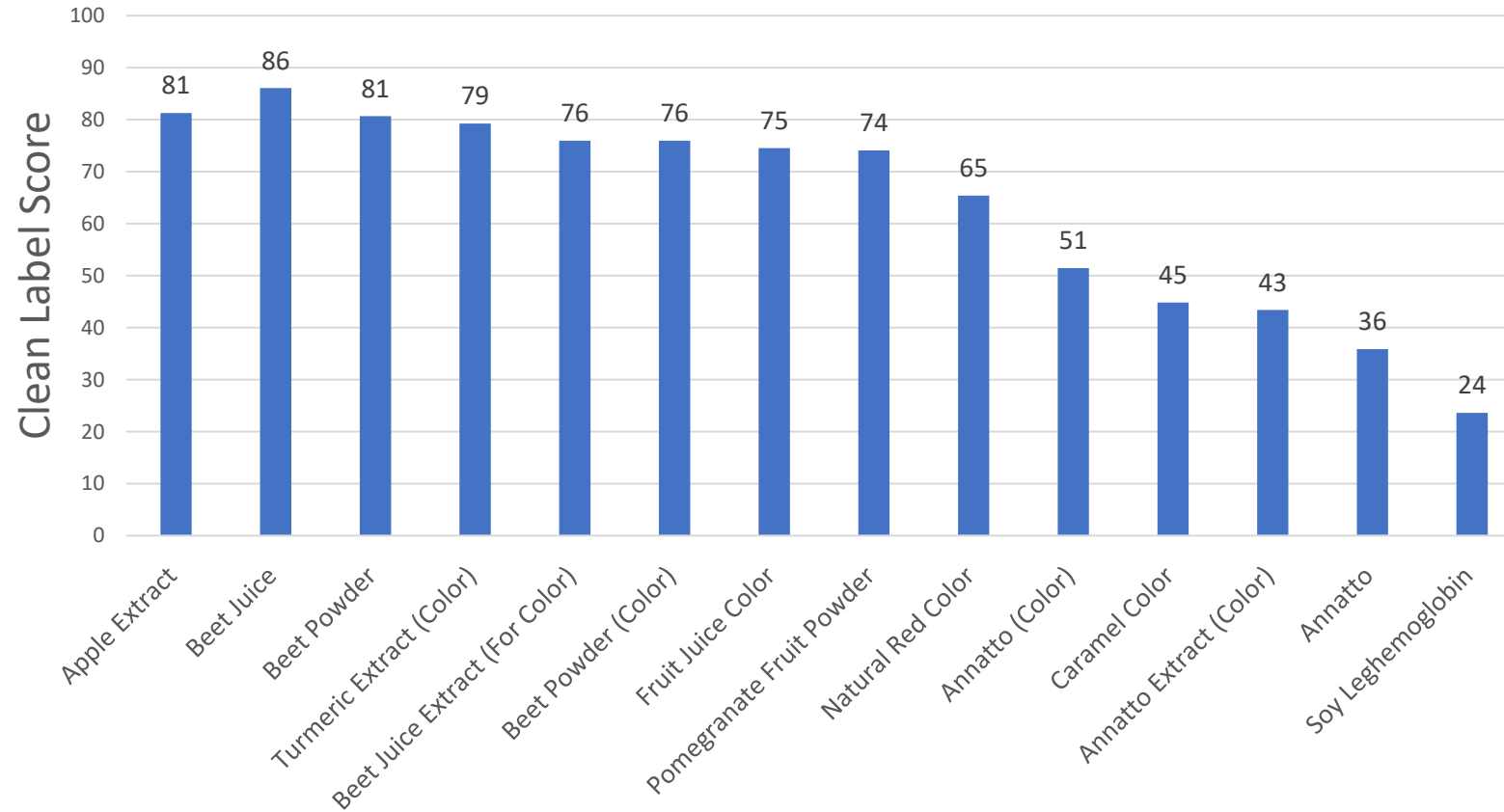
Ingredients: Water, Pea Protein Isolate, Expeller Pressed Canola Oil, Refined Coconut Oil, Rice Protein, Natural Flavors, Cocoa Butter, Mung Bean Protein, Methylcellulose, Potato Starch, Apple Extract, Salt, Potassium Chloride, Vinegar, Lemon Juice Concentrate, Sunflower Lecithin, Pomegranate Fruit Powder, Beet Juice Extract (for color).

**IMPOSSIBLE™
BURGER**

Ingredients: Water, Soy Protein Concentrate, Coconut Oil, Sunflower Oil, Natural Flavors, Potato Protein, Methylcellulose, Yeast Extract, Cultured Dextrose, Food Starch Modified, Soy Leghemoglobin, Salt, Soy Protein Isolate, Mixed Tocopherols (Vitamin E), Zinc Gluconate, Thiamine Hydrochloride (Vitamin B1), Sodium Ascorbate (Vitamin C), Niacin, Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Vitamin B12.

Ingredient Design for Clean Label

Colors



**BEYOND
BURGER®**

Ingredients: Water, Pea Protein Isolate, Expeller Pressed Canola Oil, Refined Coconut Oil, Rice Protein, Natural Flavors, Cocoa Butter, Mung Bean Protein, Methylcellulose, Potato Starch, Apple Extract, Salt, Potassium Chloride, Vinegar, Lemon Juice Concentrate, Sunflower Lecithin, Pomegranate Fruit Powder, Beet Juice Extract (for color).

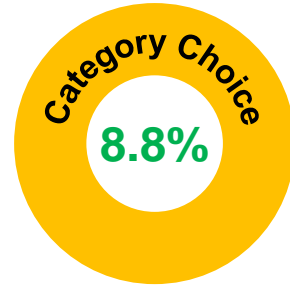
**IMPOSSIBLE™
BURGER**

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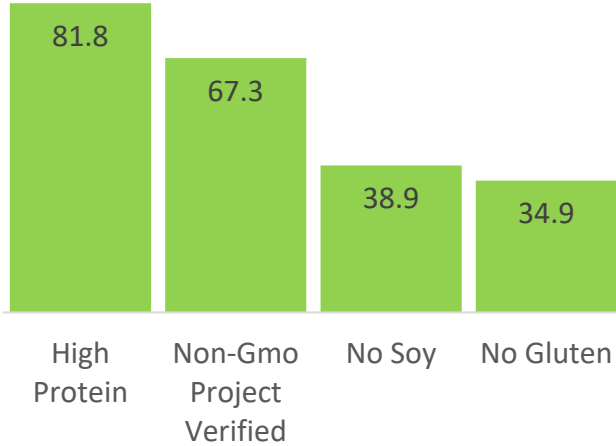
Product Label Scorecard | Pre-Trial Category Baseline



**BEYOND
BURGER®**

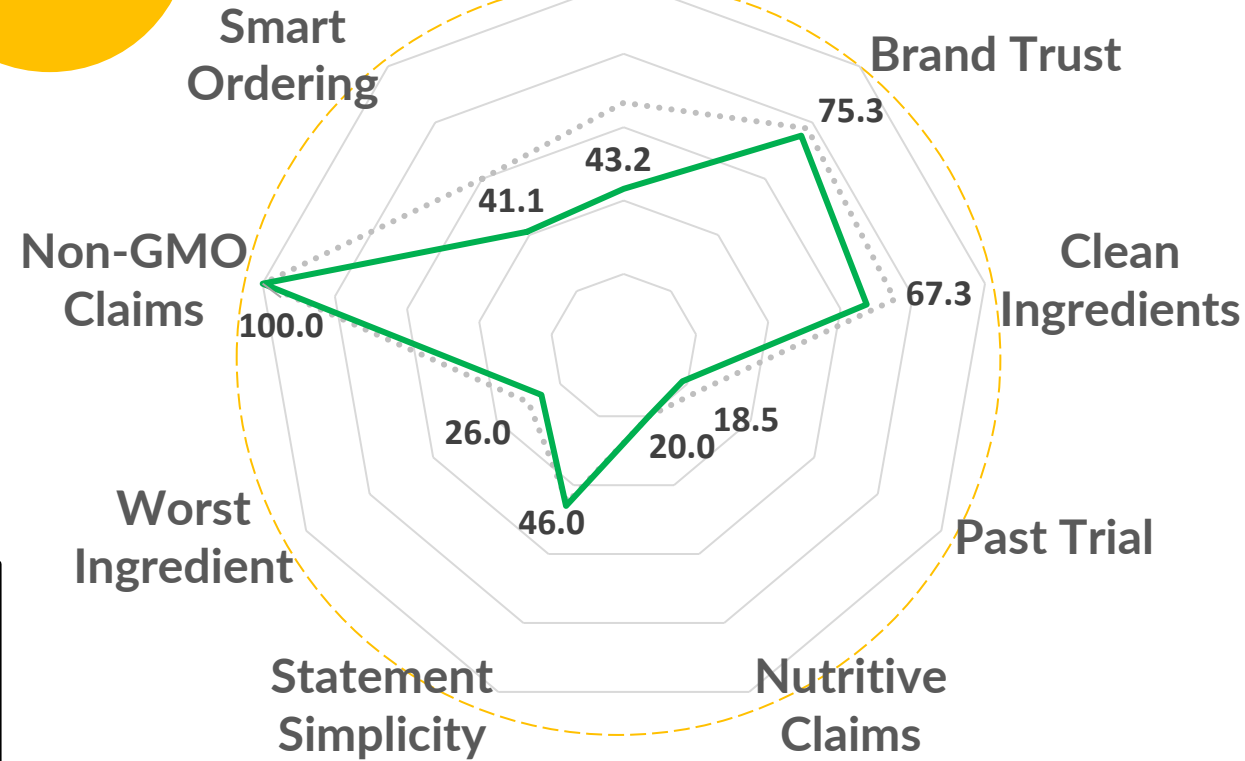


Top Claims

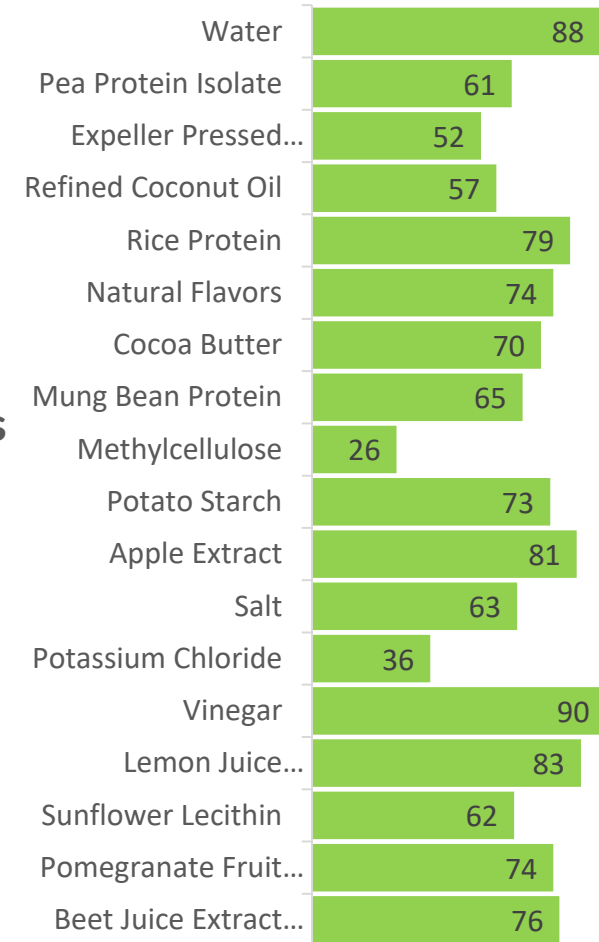


Ingredients: Water, Pea Protein Isolate, Expeller Pressed Canola Oil, Refined Coconut Oil, Rice Protein, Natural Flavors, Cocoa Butter, Mung Bean Protein, Methylcellulose, Potato Starch, Apple Extract, Salt, Potassium Chloride, Vinegar, Lemon Juice Concentrate, Sunflower Lecithin, Pomegranate Fruit Powder, Beet Juice Extract (for color).

KPI Scores Brand Awareness



Ingredient Scores



The Newness Effect

Brand Trust

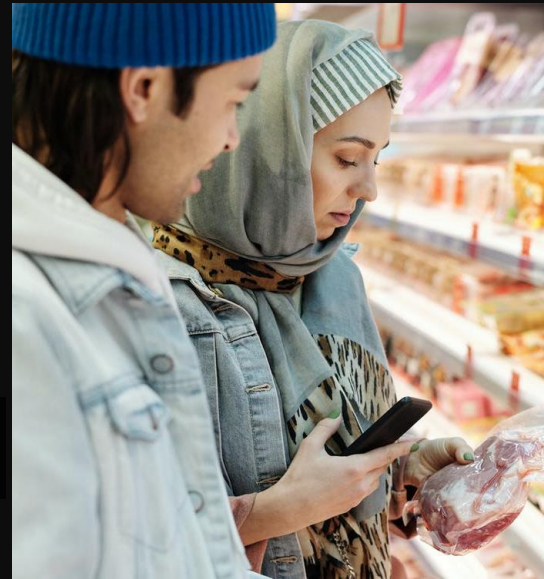
Claims Relevance

Uniqueness

Experience Emotional Impact



Disruption Lift



The Newness Effect

Brand

Trust

Claims

Relevance

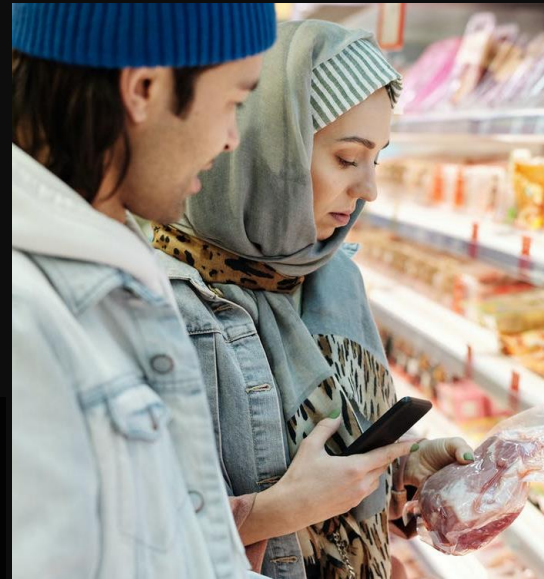
Uniqueness

Experience Emotional Impact



Disruption

Lift



Implicit / Explicit Test™ for Emotions



STEP 1: Select one image that best captures your overall thoughts and feelings about this product.



Discrete Emotions Scores Tell a Deeper Story than Liking

Attributes	Current Product	Beyond Burger
9pt Scale Mean Scores		
Overall Liking	6.7	7.0
Uncooked Appearance Liking	5.5	6.2
Cooked Appearance Liking	6.5 B	7.4 A
Aroma While Cooking Liking	6.3	6.5
Flavor Liking	6.7	7.0
Texture Liking	6.4 B	7.1 A

Emotions Score Summary N = 81	Current Product	Beyond Burger
Calm	68.2	72.8
Relaxed	66	64.8
Satisfied	59.9	66.7
Happy	57.4 B	73.8 A
Hopeful	55.2	60.8
Pleasantly Surprised	44.8 B	61.1 A
Energetic	41.7	48.5
Excited	40.1 B	58.6 A
Proud/Full of Pride	38.9	49.7
Relieved	36.4	44.4
Amused	31.8	42.6
In Love	28.4	36.7
Unsatisfied	25.0 A	13.9 B
Bored	24.4 A	10.2 B
Disappointed	23.5 A	9.6 B
Tired	20.4 A	8.0 B
Sad	17.3	10.2

Collages and Quotes Bring the Emotions to Life

Beyond Burger



“It was a surprising and unexpected just like in this photo a yellow flower among debris”



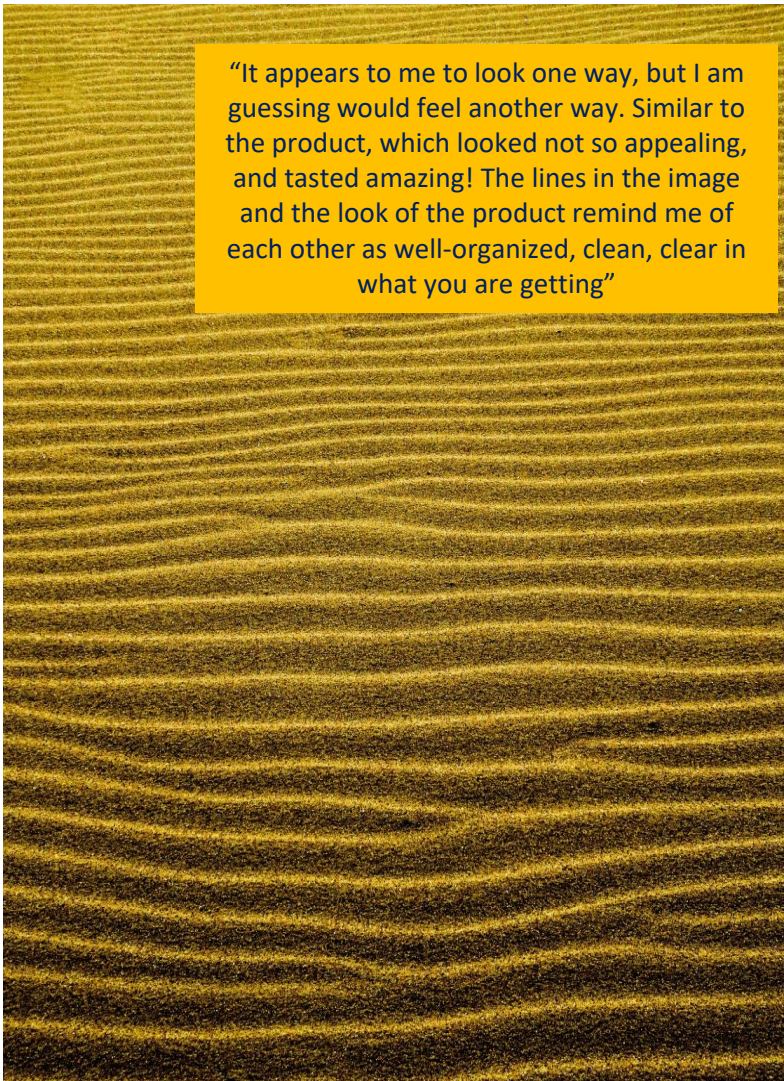
“This plant based burger REALLY STANDS OUT! Just like this picture depicts, one bottle is different than the rest yet still fits in. It makes a bold statement among the others as it is shaped, colored and positioned differently”



“The picture is pleasant to look at. This was what I thought of the burger. It made me happy.”



“I'm usually meat eating person that has thought about trying the veggie burger option, but never done it. This product opened my eyes to the possibility of adding this plant based product to our family menu. Seeing this image makes it seems like a new horizon is at hand.”



“It appears to me to look one way, but I am guessing would feel another way. Similar to the product, which looked not so appealing, and tasted amazing! The lines in the image and the look of the product remind me of each other as well-organized, clean, clear in what you are getting”

The Newness Effect

Brand

Trust

Claims

Relevance

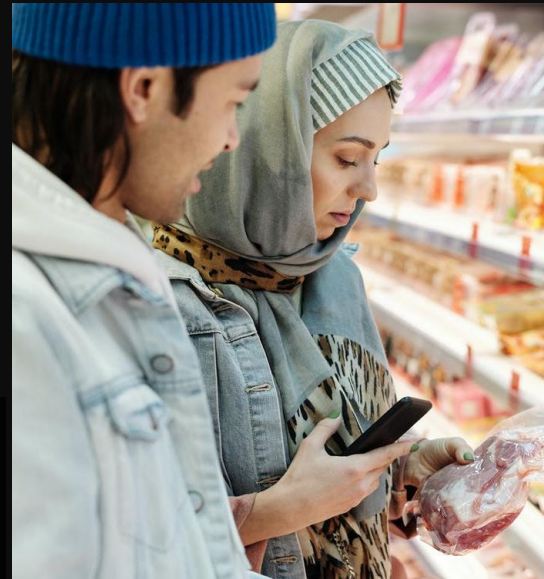
Uniqueness

Experience Emotional Impact



Disruption

Lift

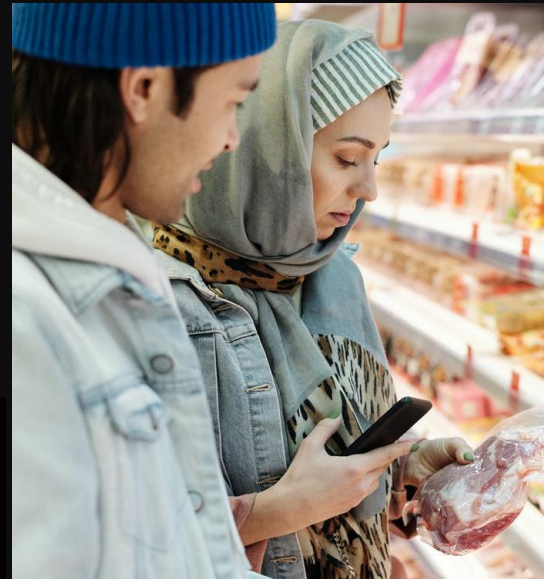


The Newness Effect

Brand Trust
Claims Relevance
Experience Uniqueness
Emotional Impact






Disruption Lift

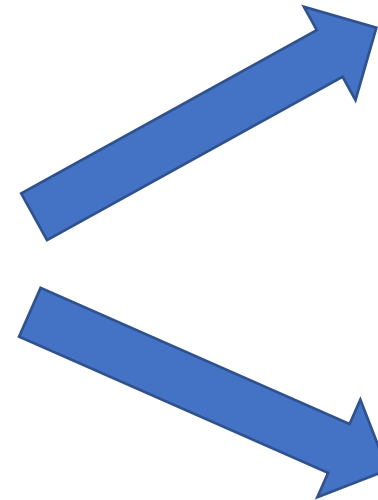


Ranked Choice from Max Diff

From these 3 plant-based burger patty products, please select the product that is the **MOST APPEALING** to you and the product that is the **LEAST APPEALING** to you.

Please select one response in each column.

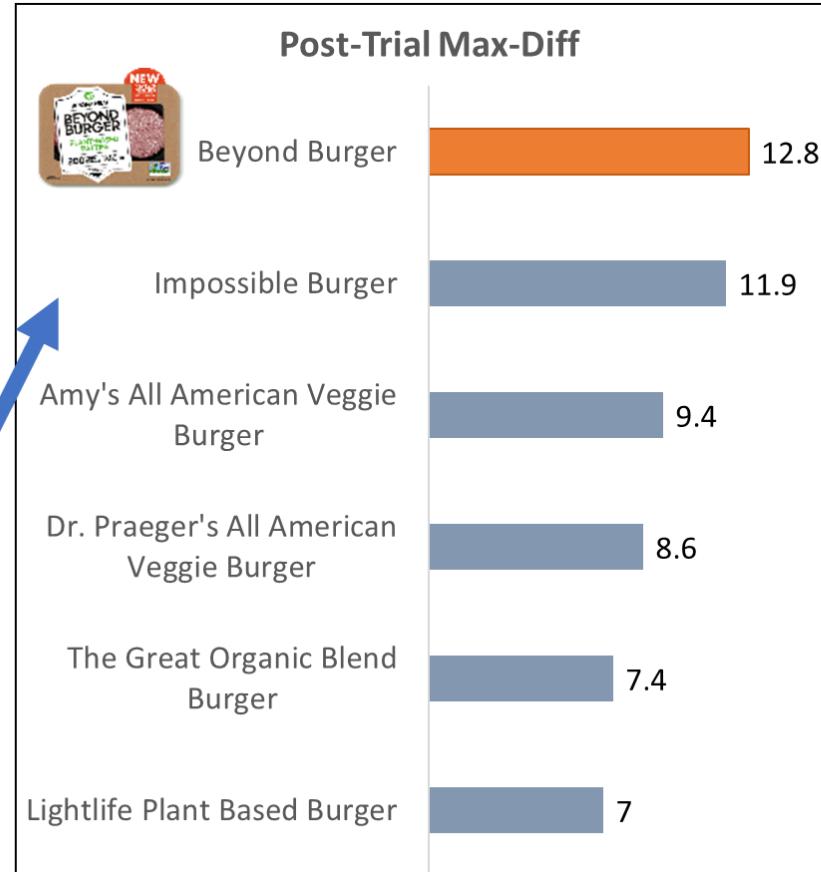
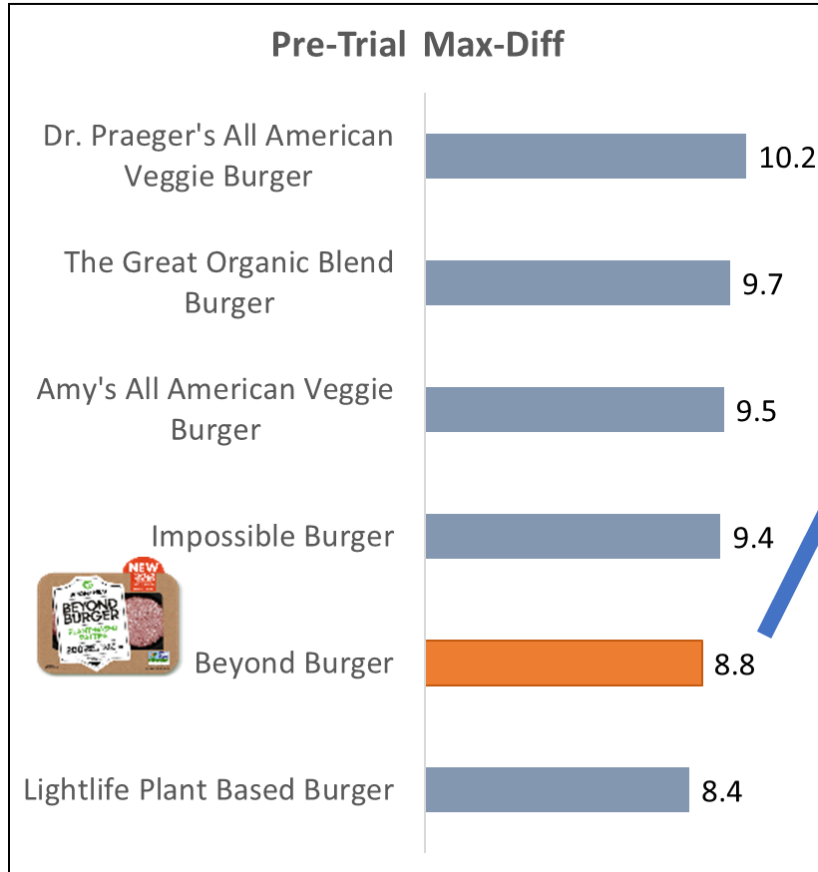
	Most Appealing	Least Appealing
 <p>Boca All American Classic Burger Non-GMO Soy, High Protein Ingredients: Water, Soy Protein Concentrate, Reduced Fat Cheddar Cheese (Pasteurized Part-Skim Milk, Cheese Culture, Salt, Enzymes, Annatto (Color), Vitamin A (Palmitate)), Wheat Gluten, Corn Oil, Yeast Extract, Caramel Color, Modified Cellulose, Salt, Natural Flavor (Non-Meat), Dried Onion, Garlic Powder, Sesame Oil.</p>	<input type="radio"/>	<input type="radio"/>
 <p>Gardenburger The Original Veggie Burger Natural Ingredients, Lots of Whole Grain, Good Source of Fiber Ingredients: Cooked Brown Rice (Long Grain Brown Rice, Water), Button Mushrooms, Rolled Oats, Mozzarella Cheese (Pasteurized Part-Skim Milk, Cultures, Salt, Enzymes), Onions, Water, Hydrated Wheat Bulgur (Water, Bulgur Wheat), Cremini Mushrooms, Spices, Portabella Mushrooms, Cheddar Cheese (Pasteurized Milk, Salt, Enzymes, Cultures, Annatto Color), Contains 2% or less of Salt, Natural Flavors, Modified Vegetable Gum, Garlic Powder, Yeast Extract, Citric Acid, Whey, Malted Barley, Annatto Color, Malted Barley Flour, Onion Powder, Mushroom Powder, Guar Gum, Annatto Extract (Color), Turmeric Extract (Color), Soy Lecithin.</p>	<input type="radio"/>	<input type="radio"/>
 <p>Beyond Burger No Soy, No Gluten, Non-GMO Project Verified, High Protein Ingredients: Water, Pea Protein Isolate, Expeller-Pressed</p>	<input type="radio"/>	<input type="radio"/>



Probability “Most Appealing”

Probability “Least Appealing”

Category LIFT

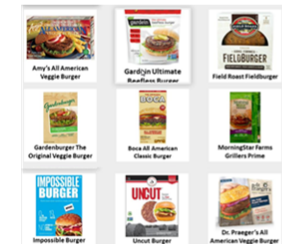


**46%
LIFT**

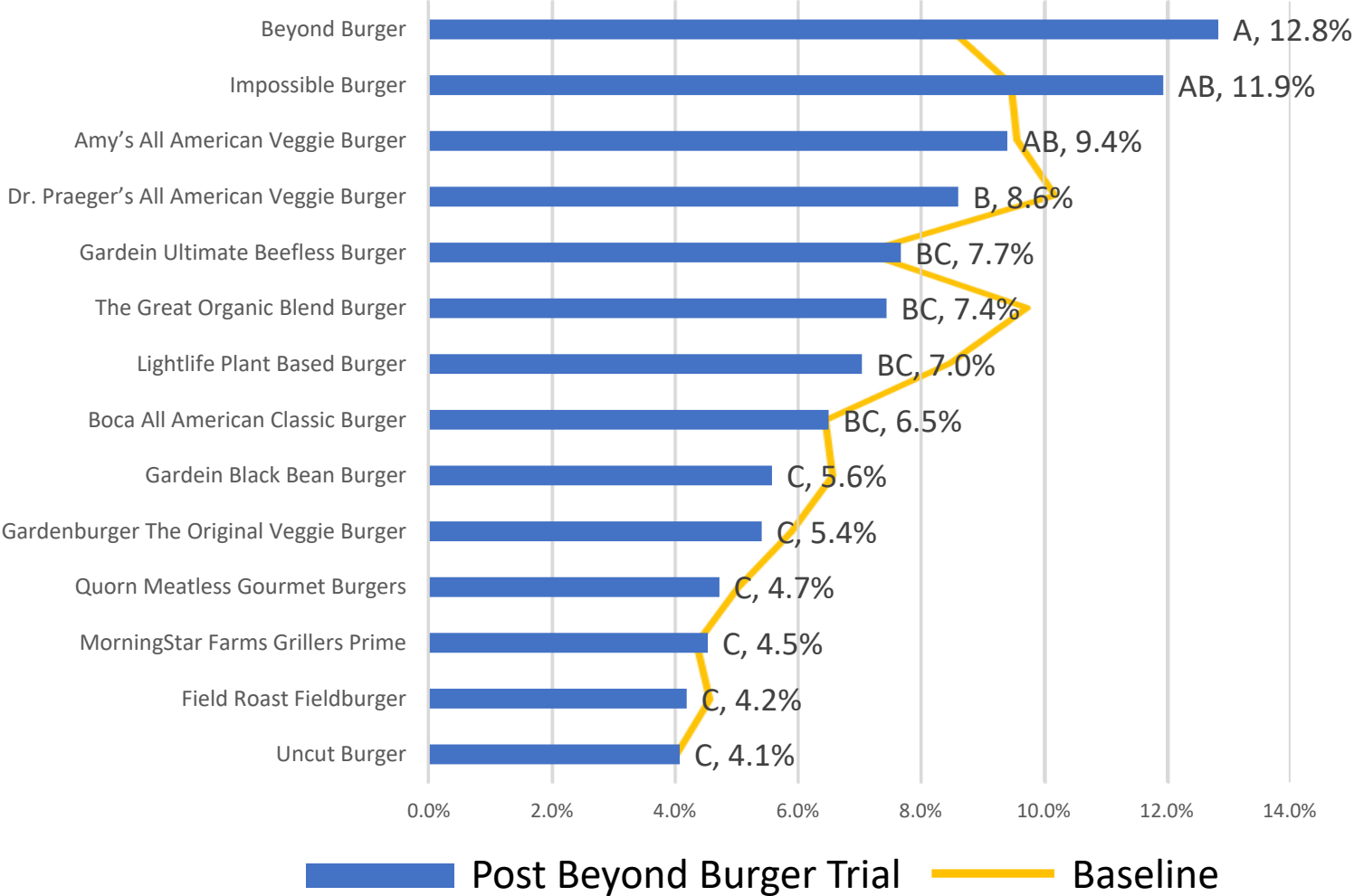
versus

8%

Average All Products



Beyond Burger Trial Results in Taking Share



Gained Share

- Beyond Burger (Trial Effect)
- Impossible Burger (Halo Effect)

Lost Share

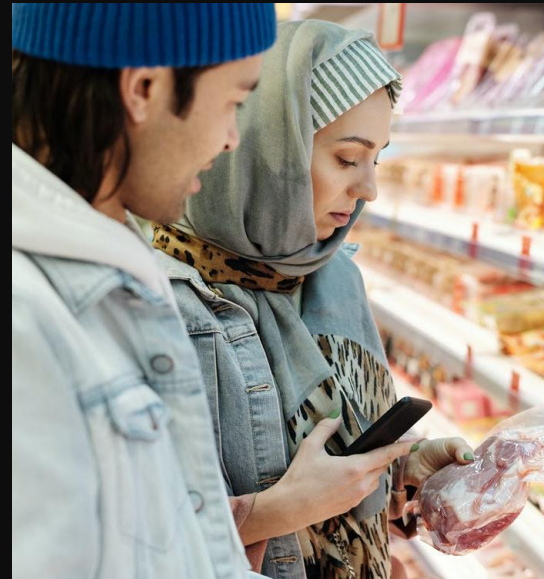
- Dr. Praeger's
- The Great Organic Blend
- LightLife

The Newness Effect

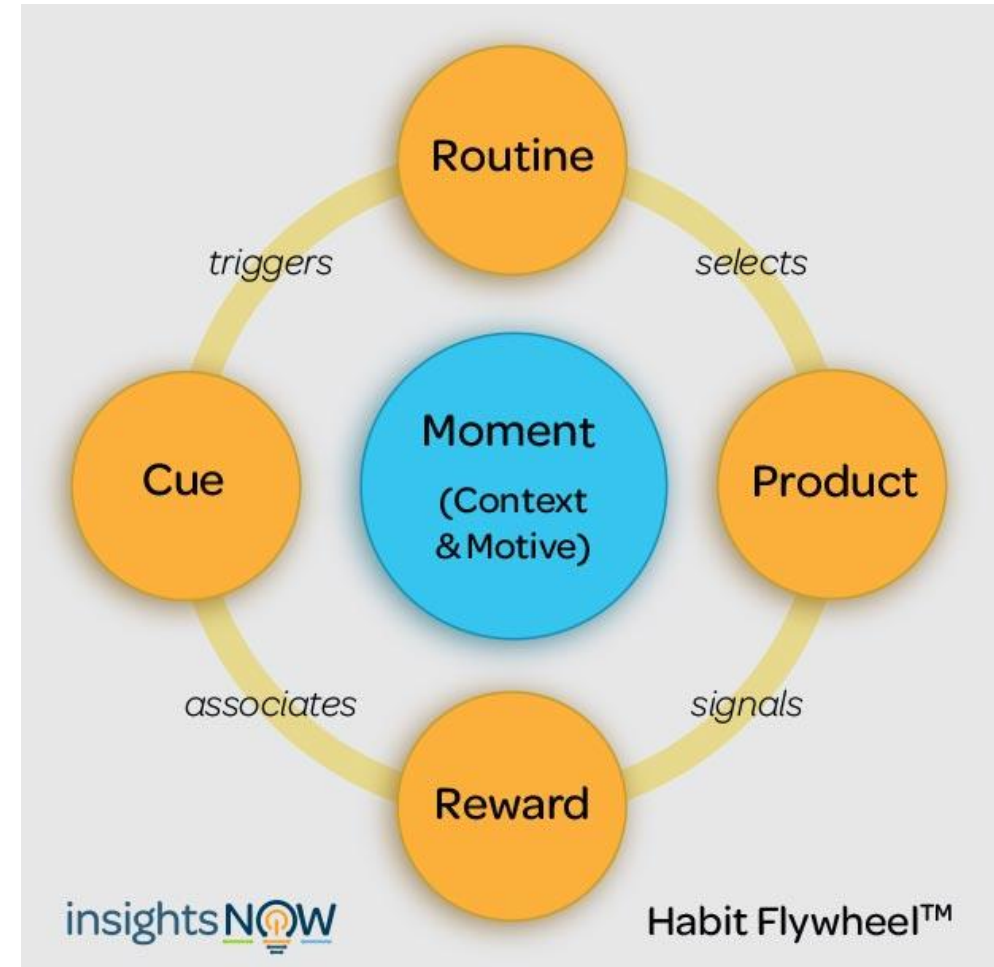
Brand Trust
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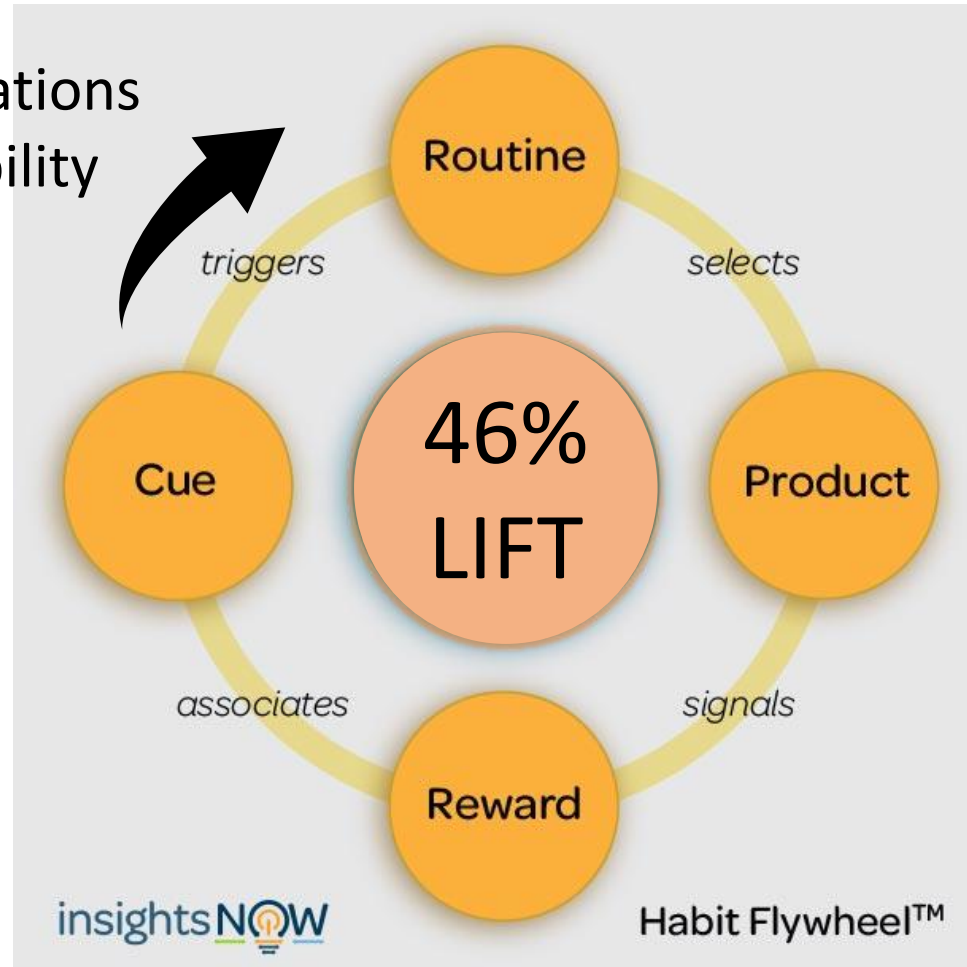


Newness Effect → Habit Flywheel



Newness Effect → Habit Flywheel → TRUE Metrics

Marketing Communications and Availability



Trusted Brand

Innovative
Trendsetting
Desirable
Good Value
Quality
Fair
Reliable

Relevant & Unique Claims

Non-GMO Project Verified
Organic

Product Impressions

Tastes Like Meat
Appetizing Appearance
Trendy/Popular
Looks Like Real Meat

Emotional Impact

Less Disappointment
Less Dissatisfaction
Less Bored and Tired
More Happy
More Excited

Newness Effect

- **LIFT as an action standard**
- **Behavioral Approach and Metrics for Successful Product Innovation**

4 Ds of Success

Discover Opportunities via a Category Review (brand perceptions, claims, ingredients and product experiences)

Design Test new claims (relevant, unique), new ingredient perceptions to build clean label products

Deliver Test behavioral impact of product experience on the perception of the brand

Drive Test behavioral impact of marketing messaging and advertisement to impact awareness and to drive trial



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