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What Does Branding Taste Like?

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Megan VerDuft



Simply Good Foods Co.

Emily Simmers



Curion





Hello!



Megan VerDuft
Consumer Insights Manager
Simply Good Foods Co.



Emily Simmers
Client Services Director
Curion

Product Experience Performance

is our platform to connect companies and their consumers. Our Curion teams collaborate every day and are dedicated to guiding you through your product insights journey, with a seamless transfer of knowledge at every step.

1 CURION EXPLORATION XP

Identify Needs & Wants

Discover undeveloped whitespace opportunities and Identify blue ocean strategies.

- FuelXP™
- Segmentation
- Ideation and Co-Creation

5 CURION RENOVATION XP

Continue Delivering Results

Reassess and enhance product performance with revised explorations and reinvention.

- Curion Score™
- Discrimination Testing
- PROP™
- Curion QDA®

2 CURION DEVELOPMENT XP

Conceptualize Breakthrough Ideas

New product prototypes and trial techniques built to break the boundaries of innovation.

- CLTs / HUTs
- QSI™
- Curion QDA®
- BluePrint™



4 CURION COMMERCIALIZATION XP

Perform and Optimize

Develop product marketing and emotion-led advertising to engage consumers for optimum performance.

- Brand Tracking
- Naming Research
- Claims Testing
- Shopper Journey

3 CURION VALIDATION XP

Build Confidence In Your Launch

Interpret the authenticity of the product idea with testing, resulting in clarity for market preparation.

- Curion Score™
- Acceptance Testing
- LifeLabs™
- Category Benchmarking

A man and a woman are shown in profile, facing each other and smiling. They are wearing hiking jackets and backpacks. The man is on the left, wearing a blue jacket, and the woman is on the right, wearing a yellow jacket. They are both holding and eating burritos. The background is a blurred outdoor setting with trees and a bicycle wheel visible on the left. The entire image has a warm, orange-toned overlay.

What Does Branding Taste Like?

What Does Branding Taste Like?

Blind Vs Brand In Real Life

Can A Label Have Taste?

- The taste of a label: do visual sensory cues on a wine label impact the sensory taste of the wine?
- Standing in the aisle, selecting a wine for a dinner party, want to impress, but not familiar with all the wine in the aisle

Branding Does Have A Taste To It

- Beauty Products
- Laundry Detergents
- Bottled Water



What Does Branding Taste Like?

Simply Good FOODS



Simply Smarter Nutrition

What Does Branding Taste Like?

Blind Product Testing

What Is Blind Product Testing? (& What It's Not!)

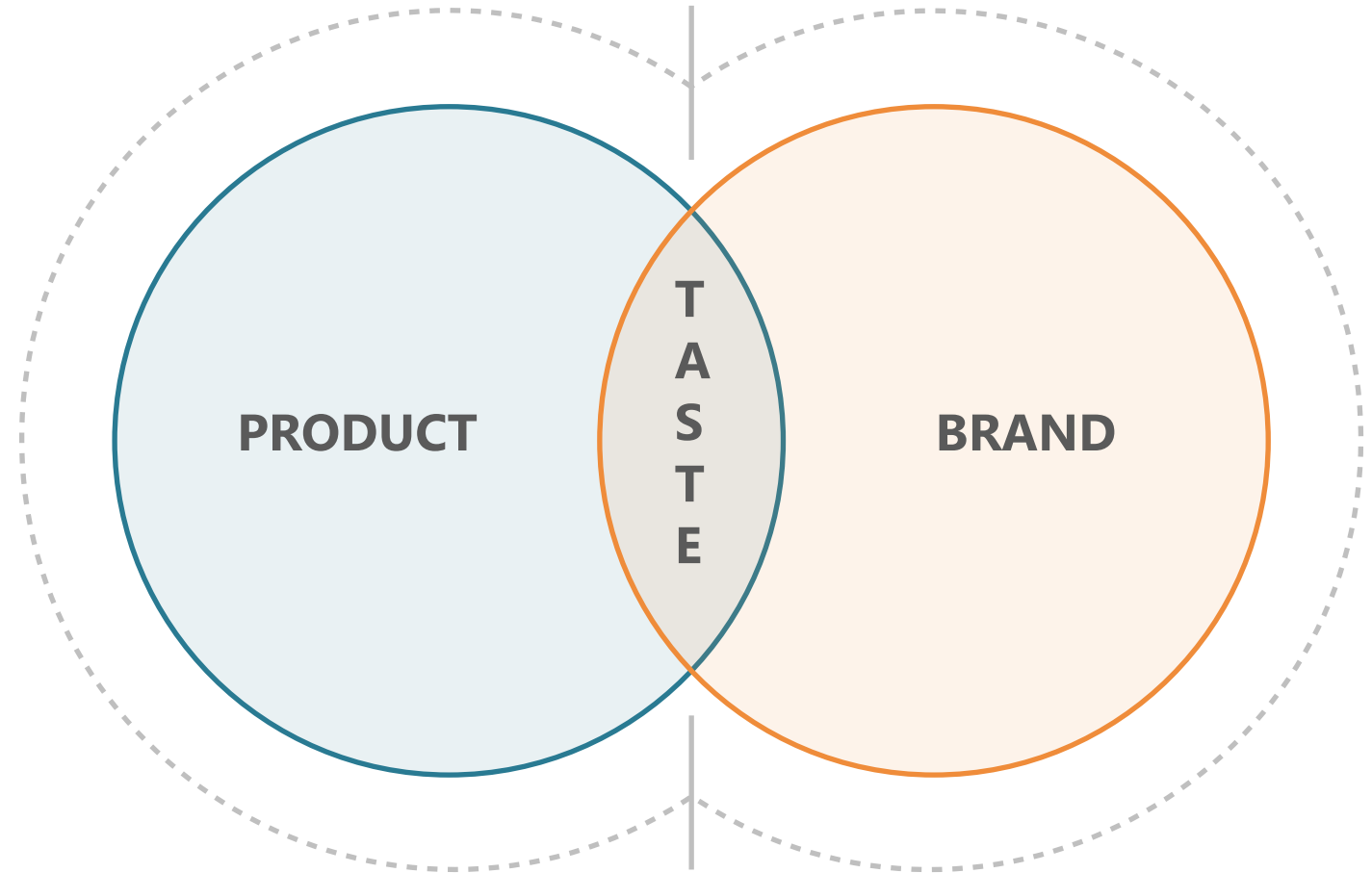


What Does Branding Taste Like?

Benefit of Blind Testing

Product, Taste & Brand

- If the consumer never sees the product blind, why does it matter?
- Role of blind tasting is to separate the brand from the taste
- Product Developer can then go work solely on the product



What Does Branding Taste Like?

Blind Product Testing = Unbiased Evaluation

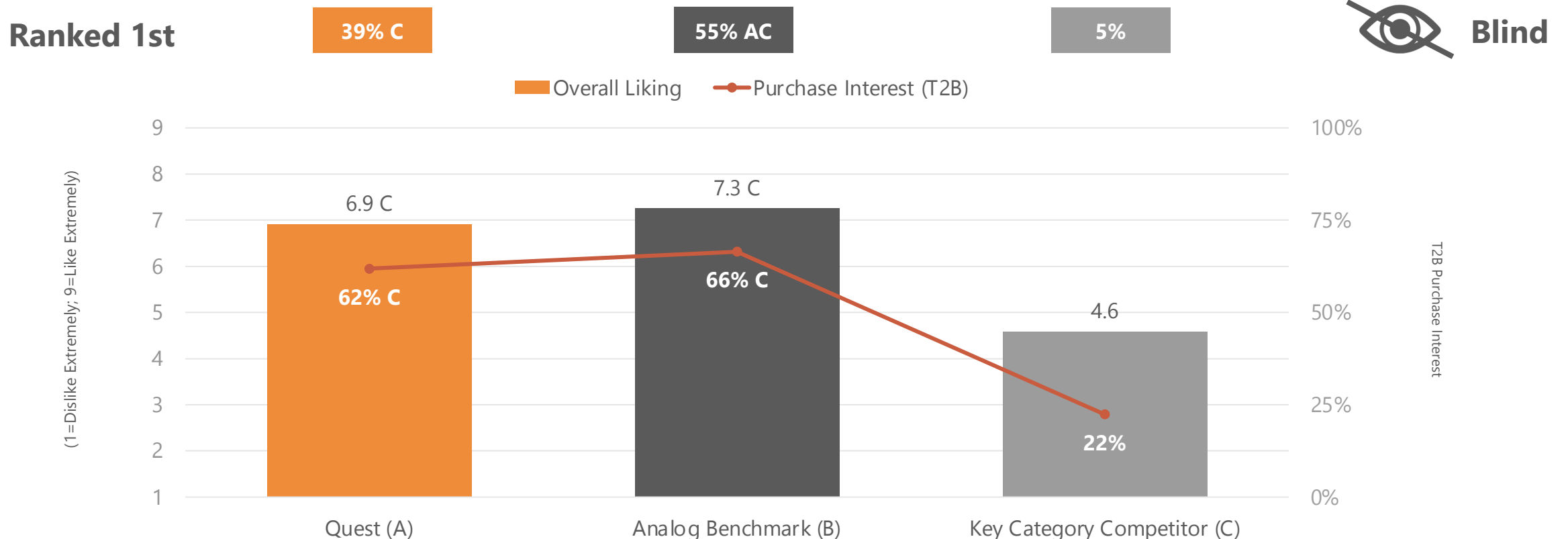


- Participants were initially exposed to products stripped of any brand identification.
- This allowed for an objective assessment of intrinsic qualities—free from the influence of logos, slogans, and packaging.

What Does Branding Taste Like?

Without Branding Or 'Better For You' Nutritional Context, The Quest Product Has A Solid 2nd Ranking.

Overall Liking, Purchase Interest & Preference



What Does Branding Taste Like?











Branding Unleashed!

Next, the same consumers reevaluated the products, this time with brand elements reintroduced. The goal? To decode the impact of branding on consumer acceptance—the elusive “taste of the brand.”



What Does Branding Taste Like?

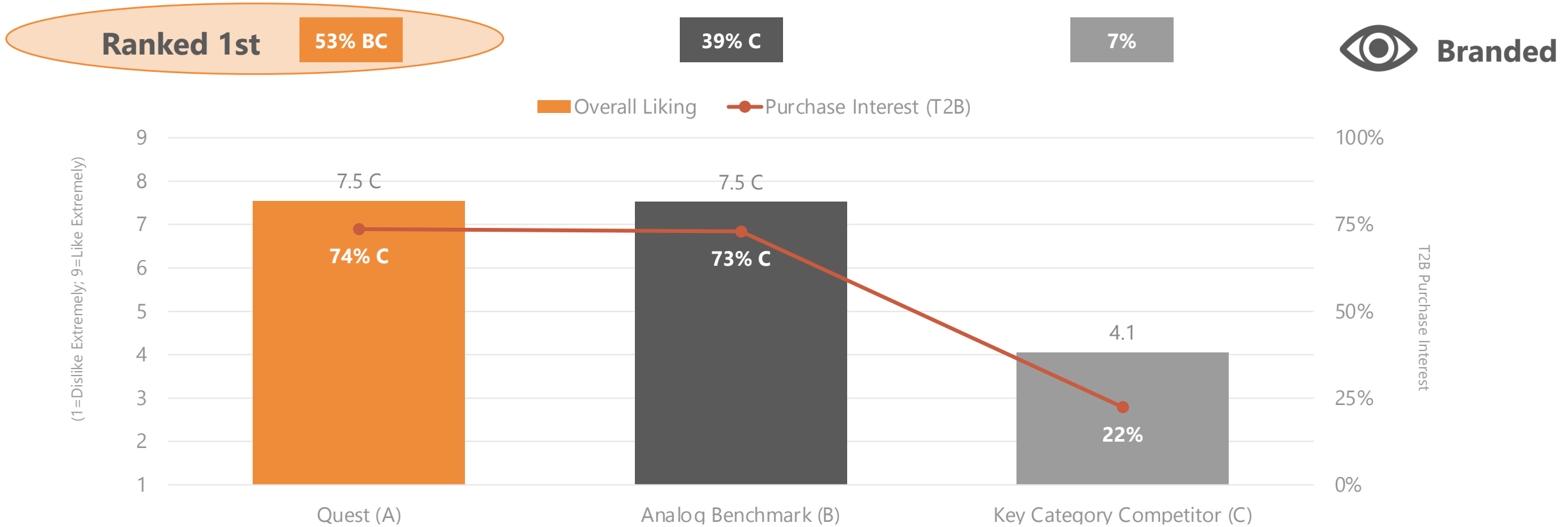
Macros: Quest vs. Key Analog Competitors

	Quest Nacho Cheese Protein Chips	Doritos Nacho Cheese Chips	Quest Cheese Crackers	Cheez-it Crackers	Quest Birthday Cake Frosted Cookies	Store Brand Frosted Sugar Cookies	Quest Chocolatey Coated Peanut Candies	Peanut M&Ms	Quest Peanut Butter Cups	Reese's Peanut Butter Cups
Protein	18g	2g	10g	5g	10g	2g	10g	5g	11g	4g
Net Carbs	4g	17g	5g	24g	2g	48g	4g	27g	1g	22g
Sugar	1g	1g	2g	1g	1g	28g	1g	24g	<1g	22g
Fiber	1g	1g	5g	<1g	5g	0g	3g	2g	4g	2g
Calories	150	150	130	210	190	300	180	250	200	210
										

What Does Branding Taste Like?

Quest Is Now Ranked 1st Over Its Two In Market Competitors

Overall Liking, Purchase Interest & Preference



What Does Branding Taste Like?

Quest Product + Brand = Consumer's Top Choice

Overall Liking, Purchase Interest & Preference

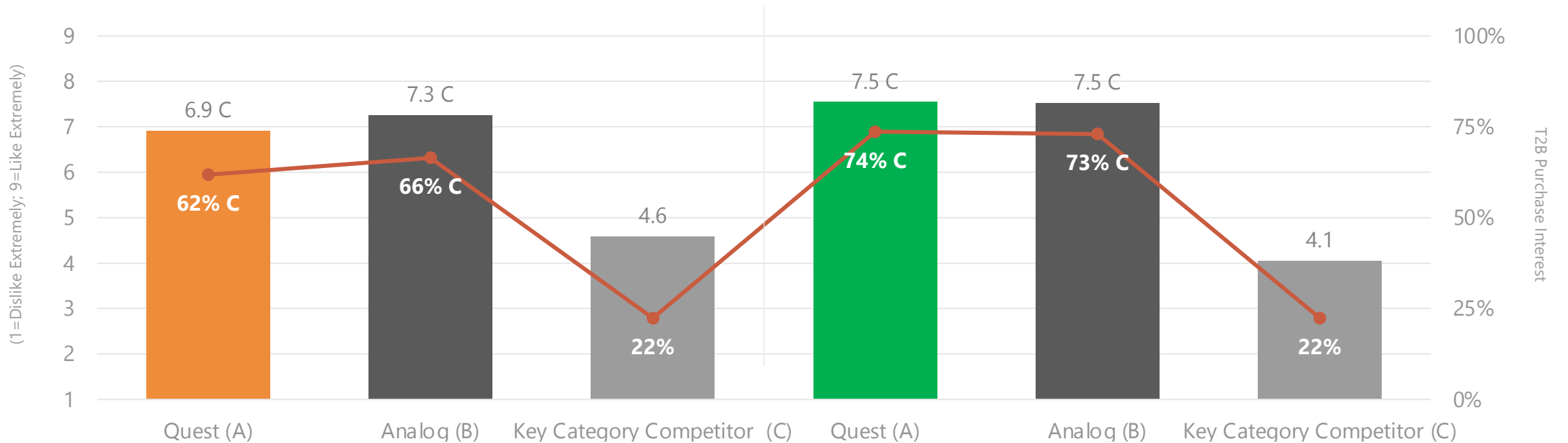
Ranked 1st



Blind

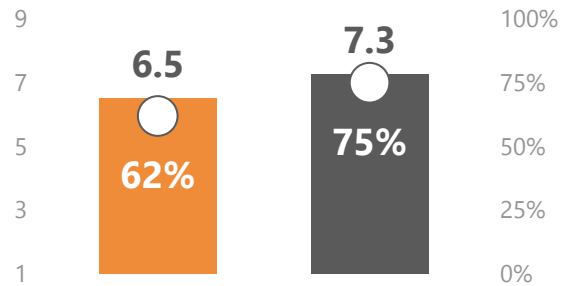
Overall Liking Purchase Interest (T2B)

Branded



What Does Branding Taste Like?

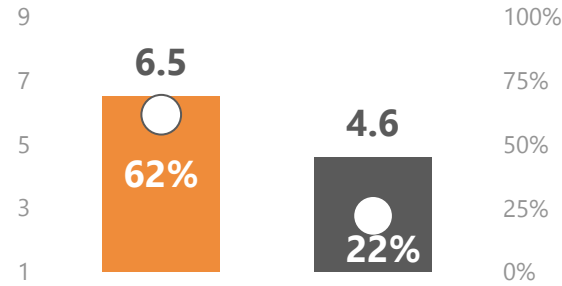
Blind to Branded Testing: Example Scenario Outcomes



Branded performance **increases** when moving from blind to branded



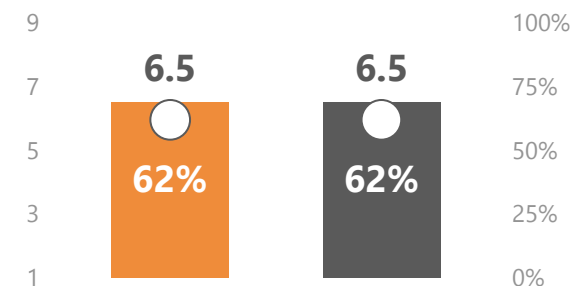
Positive consumer perception of the brand
Ensure that product is delivering on key brand attributes/
proposition



Branded performance **decreases** when moving from blind to branded



Focus efforts on brand communications, perceptions, value, etc.



No change in branded performance from blind to branded



Focus efforts on both brand comms, perceptions and product delivery



What Does Branding Taste Like?

So, How Does Your Brand Taste?

- 1. Disentangling Brand Impact:** By leveraging tools from psychology and sensory science, we can tease apart the brand's effect from other product aspects.
- 2. Blind vs. Branded:** Both blind (logo-free) and branded product evaluations yield valuable insights. Brand owners and researchers can optimize product characteristics armed with this knowledge.

In the ever-evolving landscape of consumer preferences, understanding the taste of your brand is more critical than ever. Let's savor the journey together!

A photograph of a young woman and a young man hiking together in a forest. They are both wearing backpacks and bright-colored jackets. The woman is on the left, smiling broadly and holding a snack. The man is on the right, also smiling and looking towards her. The background is filled with trees and foliage, creating a warm, natural atmosphere. The entire image has a soft orange tint.

Thank You! / Q&A