



**INSIGHTS  
NOW**

Inspire. Innovate. Win.



# Everyone Loves Chocolate!

*Reinventing  
Competitive Benchmarking  
to Win the Moment*



# AGENDA



1 **Reinventing  
Benchmarking**

2 **Chocolate  
Challenge**

3 **Panel  
Discussion**

4 **Q&A**

Dave Lundahl  
*CEO*  
InsightsNow



# Panelists



Cindy Dumlao

Principal Scientist Global  
Sensory Mars Wrigley



Nikki Wollak

Sn. Manager, Insights  
and Innovation, Imbibe

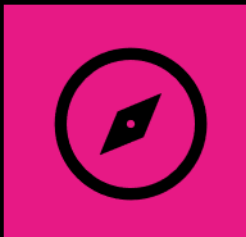


Marcia Young

Sr. Advisor, Consumer  
Intelligence, FlavorWiki



How to **understand consumers & markets** to select the best opportunities to fill my innovation pipeline



How to **create impactful concepts** for the innovation initiatives moving forward from my pipeline



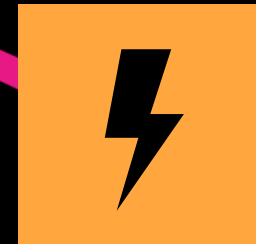
How to **translate a product concept** into a rewarding product experience



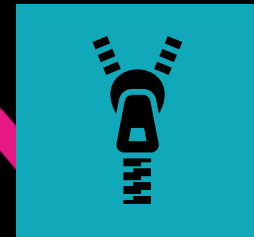
Benchmark product experiences & **How to identify the opportunities to better market and/or renovate my product line** for growth



How to create **impactful messaging & claims** on package to achieve growth objectives



How to **renovate product lines** to align with brand positioning & deliver against promised claims



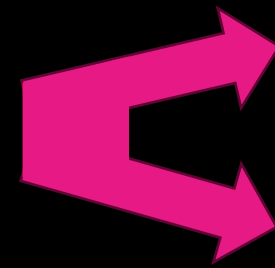
## Typical problems we solve

# Benchmarking Questions?

Benchmark  
product  
experiences &  
choices at shelf  
for SWOTs to  
identify how to  
**grow through  
marketing  
and/or product  
renovation**  
initiatives



Is there a  
Problem?



**Stay #1?**

**Improve  
Position?**

Benchmark product experiences & choices at shelf for SWOTs to identify how to **grow through marketing and/or product renovation** initiatives



## Benchmarking Questions?

What's the Problem?



Benchmark product experiences & choices at shelf for SWOTs to identify how to **grow through marketing and/or product renovation** initiatives



# Benchmarking Questions?

## How to Fix?

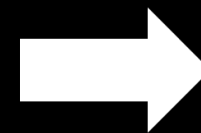
### Product SWOT through Competitive Benchmarking

**Build on Your Strengths**

**Shore Up Your Weaknesses**

**Find Your Opportunities**

**Eliminate Threats**



**Stay #1?**

**Improve Position?**



Benchmark product experiences & choices at shelf for SWOTs to identify how to **grow through marketing and/or product renovation** initiatives



# Benchmarking “Blinded”

## Traditional Competitive Benchmarking

Fielding through a CLT or HUT

Blind Product “Liking” Differences (Repacking)

Diagnostics

- JAR and Penalties
- Trained Descriptive Analysis
- Sensory Attributes Related to Liking
- Preference Clusters

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Time Consuming  
Expensive  
Focused on “Liking”



Misses some key in-moment insights needed for a product SWOT



# Traditional Competitive Benchmarking

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SWOT

Benchmark product experiences & choices at shelf for SWOTs to identify how to **grow through marketing and/or product renovation** initiatives



# Re-imagining Benchmarking

## Full Branded Benchmarking

### Context Matters!



# Full Branded Benchmarking

## Context Matters!



*In Market Products Only*

*In Market Products and/or Prototypes*

Faster,  
Lower Costs  
Less Prod Control

Slower  
Higher Costs  
More Prod Control





Benchmark product experiences & choices at shelf for SWOTs to identify how to **grow through marketing and/or product renovation** initiatives



# Reimagining Benchmarking

## Some New Question Types

- Moments of Use
- Product Performance
- Product Attribute Profiles
- Product Benefit Associations
- Attribute Benefit Associations
- Emotional Impact Scores
- Choice Metrics/Drivers of Choice



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# Some New Question Types

Moments of Use

Product Performance

Product Attribute Profiles

Product Benefit Associations

Attribute Benefit Associations

Emotional Impact Scores

Choice Metrics/Drivers of Choice



Captures the  
Insights Needed  
to Renovate & Win

# Chocolate Challenge (Branded)

- ✓ Moments of Use
  - ✓ Product Performance
  - ✓ Product Attribute Profiles
  - ✓ Product Benefit Associations
  - ✓ Attribute Benefit Associations
- Emotional Impact Scores
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Captures the  
Insights Needed  
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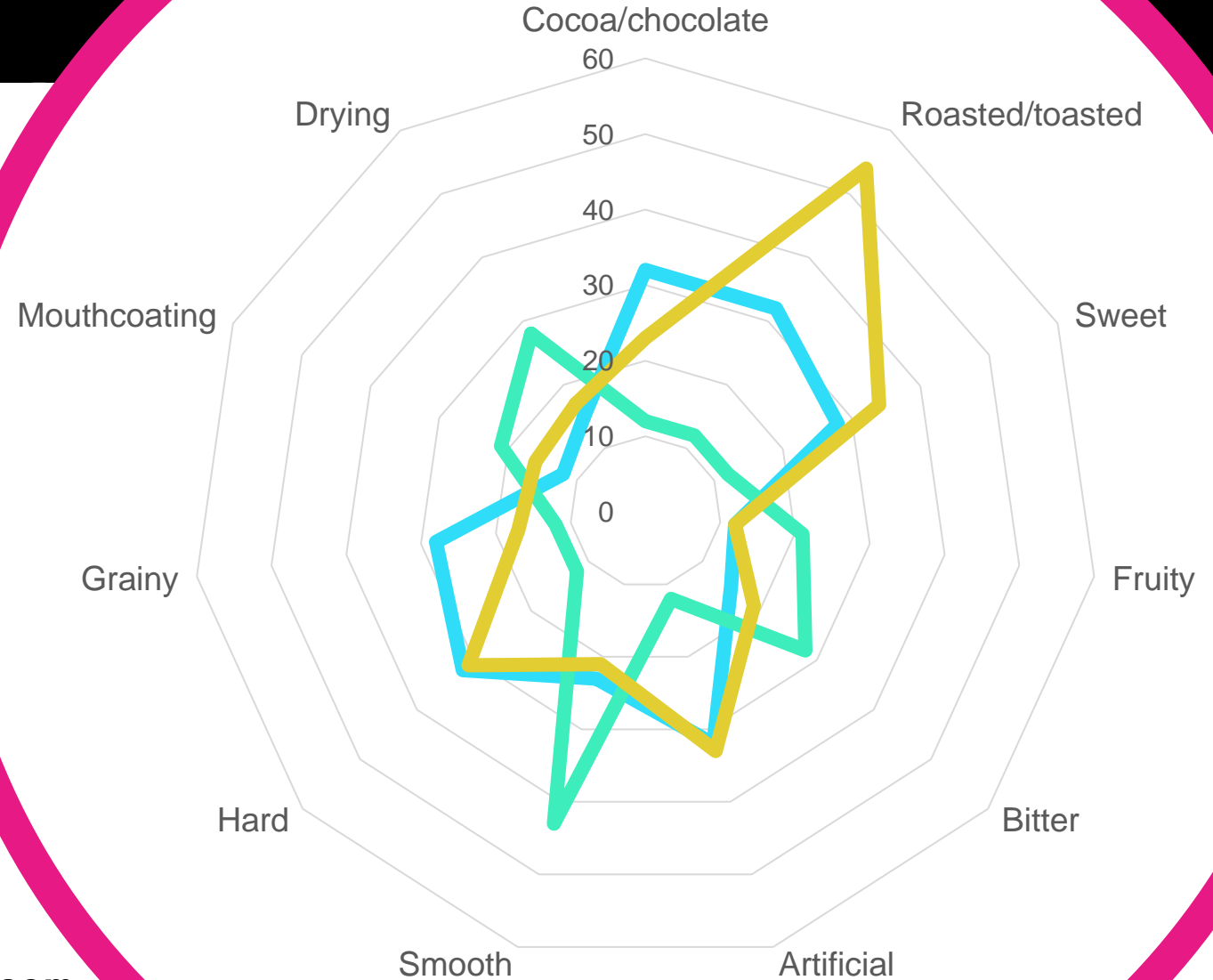




# Chocolate Challenge (Branded)

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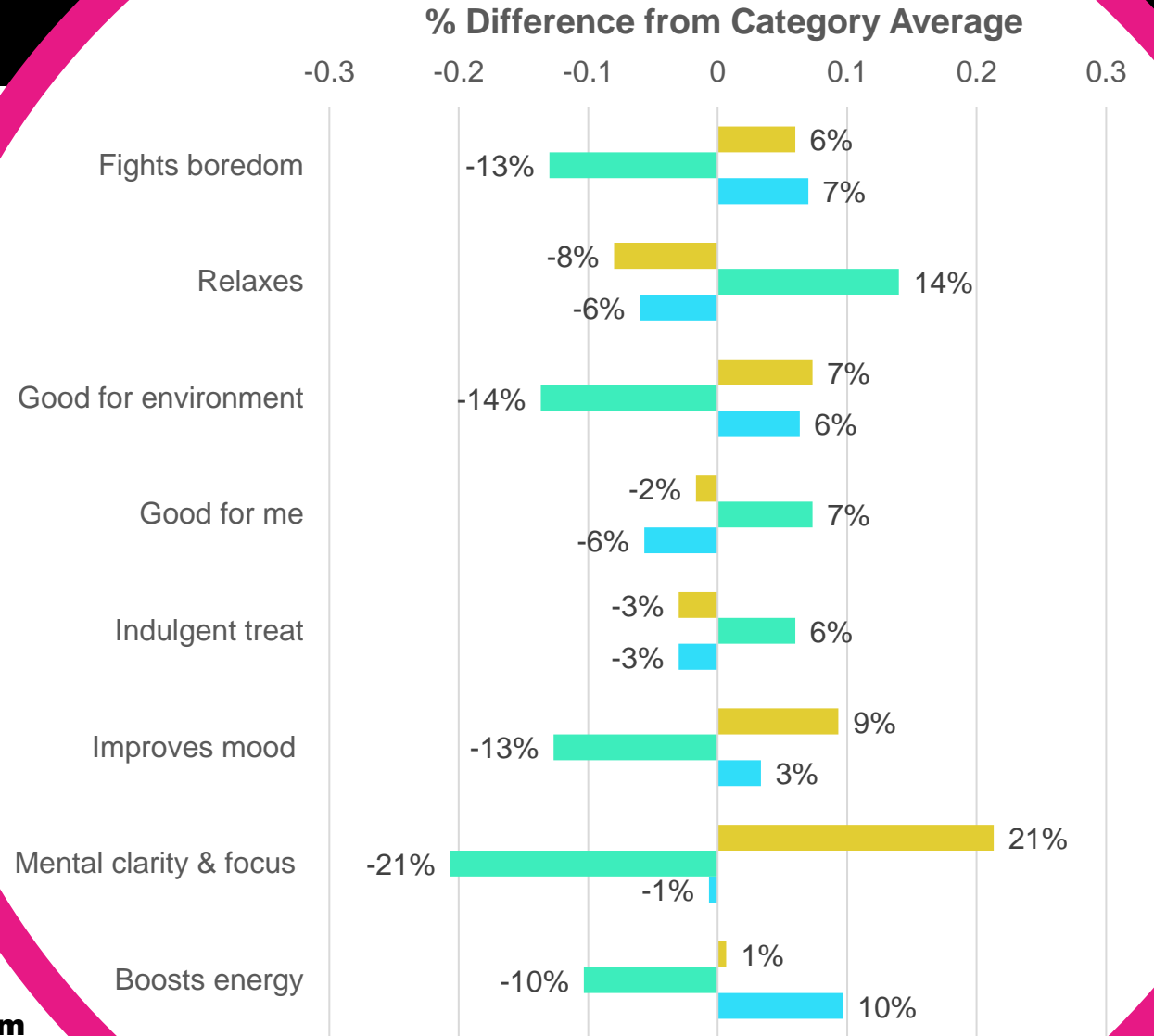
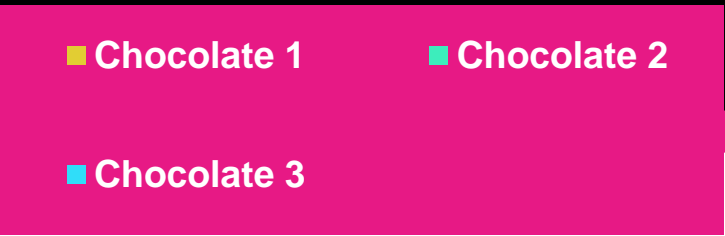
Chocolate 1  
Chocolate 2  
Chocolate 3



\*Example Data Only

# Chocolate Challenge (Branded)

- ✓ Moments of Use
- ✓ Product Performance
- ✓ Product Attribute Profiles
- ✓ **Product Benefit Associations**
- ✓ Attribute Benefit Associations
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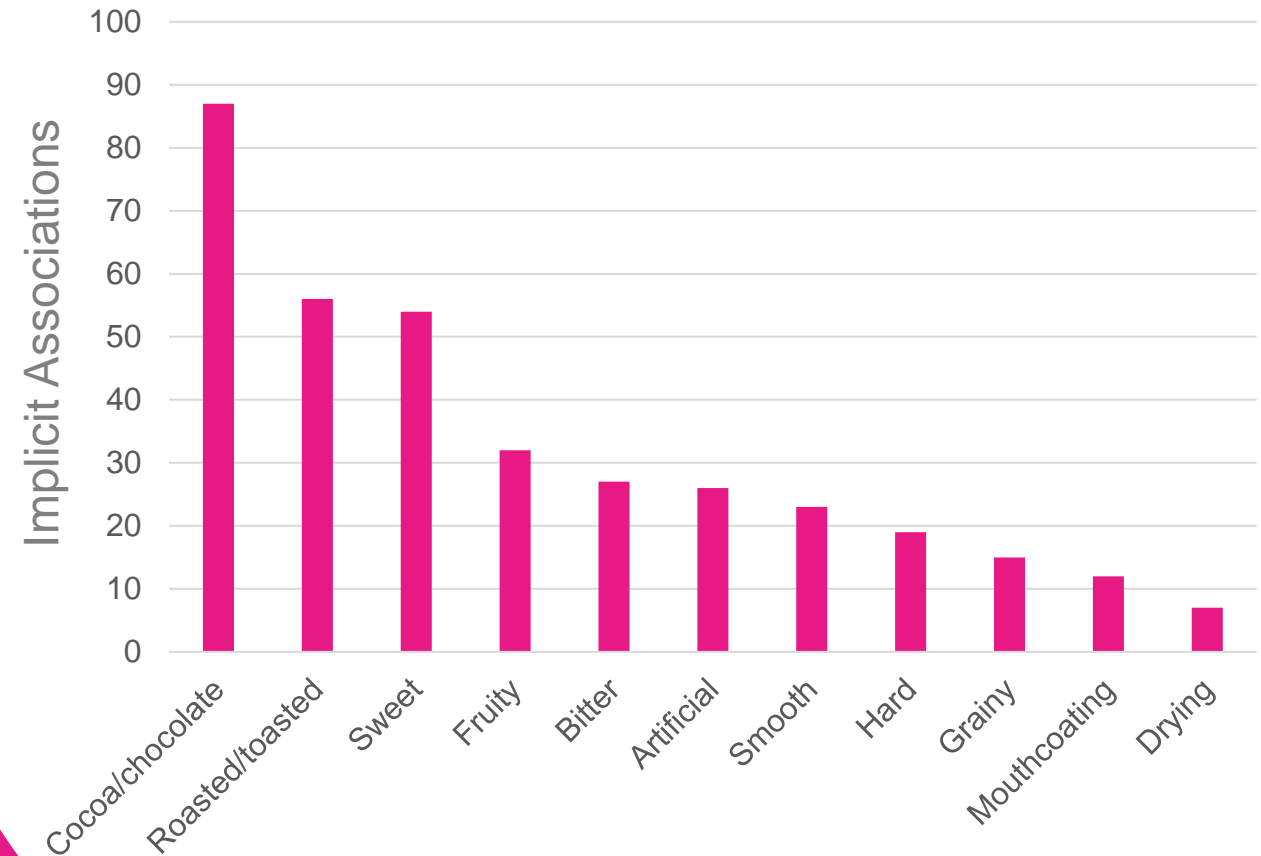
# Chocolate Challenge (Branded)

- ✓ Moments of Use
- ✓ Product Performance
- ✓ Product Attribute Profiles
- ✓ Product Benefit Associations
- ✓ Attribute Benefit Associations**

Emotional Impact Scores

Choice Metrics/Drivers of Choice

Association with “Indulgent Treat”



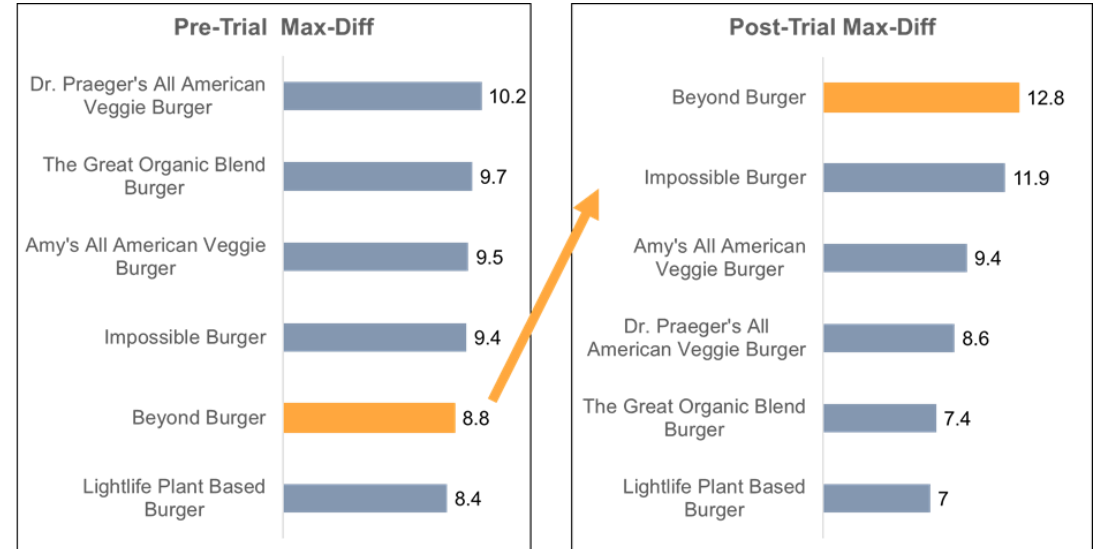


# Beyond the Chocolate Challenge

- ✓ Moments of Use
- ✓ Product Performance
- ✓ Product Attribute Profiles
- ✓ Product Benefit Associations
- ✓ Attribute Benefit Associations

Emotional Impact Scores

**Choice Metrics/Drivers of Choice**



**BEYOND BURGER®**

**Beyond Burger strong LIFT indicates a trial challenge more than a product issue**

**46% LIFT**

# Panel Discussion



Cindy Dumlao

Principal Scientist Global  
Sensory Mars Snacking



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and Innovation, Imbibe



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# Your Questions?

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# Take the Chocolate Challenge

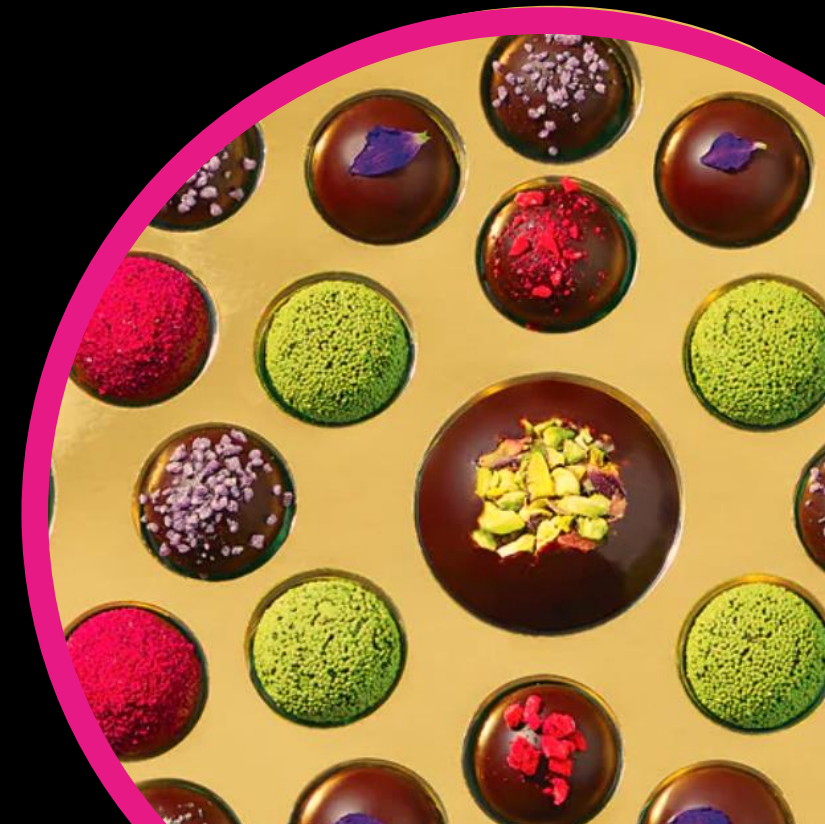


## Sign Up for Raffle

Winner informed today (Wednesday) at 1pm.

Raffle prize –  
stop by our booth

**#211**



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