

PROTOCEPTING: TURNING GREAT IDEAS INTO GREAT PRODUCTS

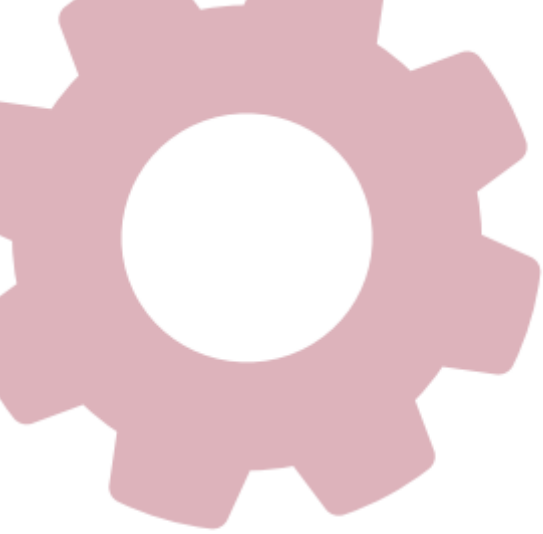
PRESENTED BY:



&



GLJ RESEARCH LLC



THE MARKETER'S CHALLENGE

HIGH INTEREST CONCEPT

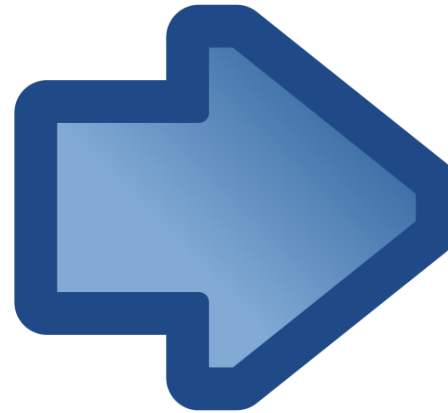
Johnsonville Beddar With Double Cheddar Smoked Sausage Links

You love smoked sausage links with cheese, but the amount of cheese doesn't quite satisfy your desires.

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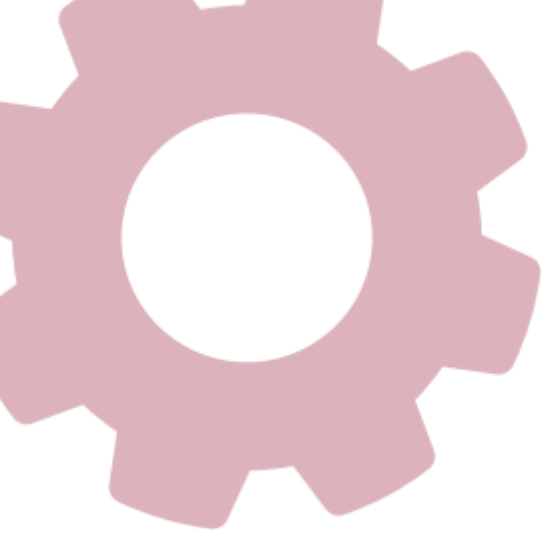
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HIGH PERFORMING PRODUCT





A BLUEPRINT FOR SUCCESS

HIGH INTEREST CONCEPT

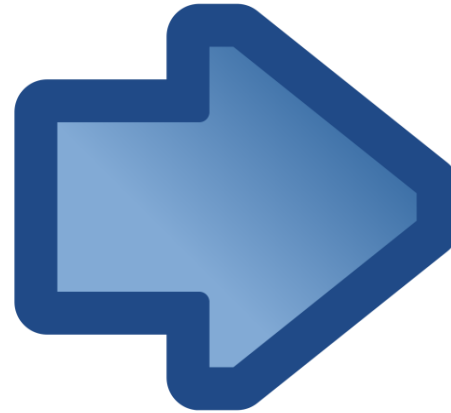
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MARKETING/INNOVATION CREATES THE BLUEPRINTS (AKA 4-BOX)

INNOVATION 4-BOX PRODUCT SCOPE - PROJECT GUPPER

Required

- Develop the product concept
- Develop the marketing strategy
- Develop the business plan
- Develop the financial model
- Develop the legal structure
- Develop the operational plan

Desired

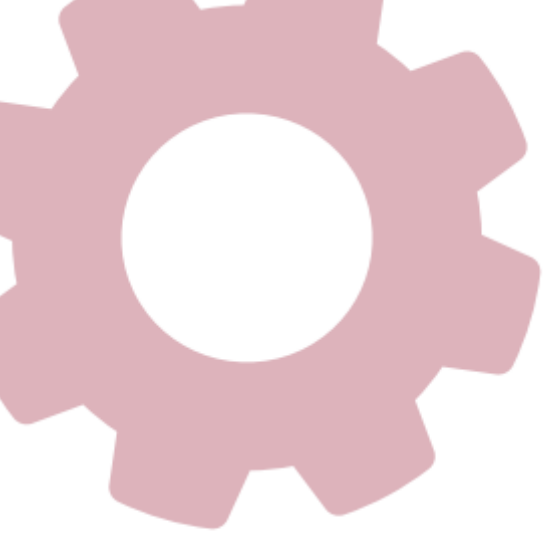
- Develop the brand identity
- Develop the distribution strategy
- Develop the sales strategy
- Develop the customer service strategy
- Develop the risk management strategy
- Develop the exit strategy

Optional

- Develop the packaging design
- Develop the pricing strategy
- Develop the promotional strategy

Prohibited

- Develop the product that is not in line with the company's mission and vision
- Develop the product that is not in line with the company's values
- Develop the product that is not in line with the company's target market



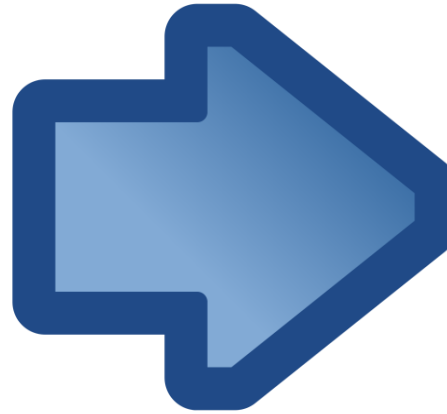
THE DEVELOPER'S DILEMMA & THE MARKETER'S OPPORTUNITY!

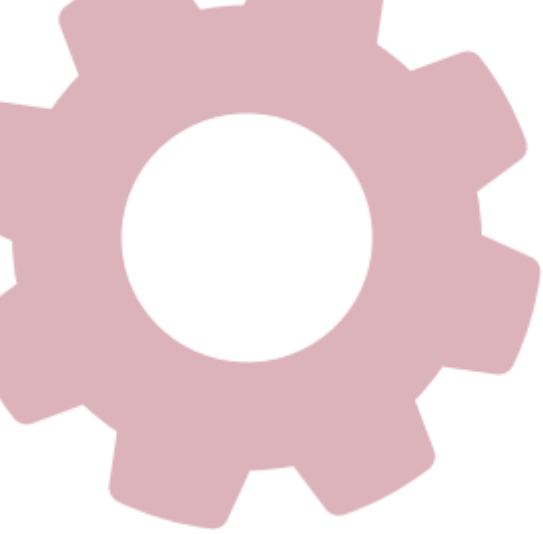
4-BOX PROVIDED BY MARKETING/INNOVATION

INNOVATION 4-BOX PRODUCT SCOPE – PROJECT GUYVER

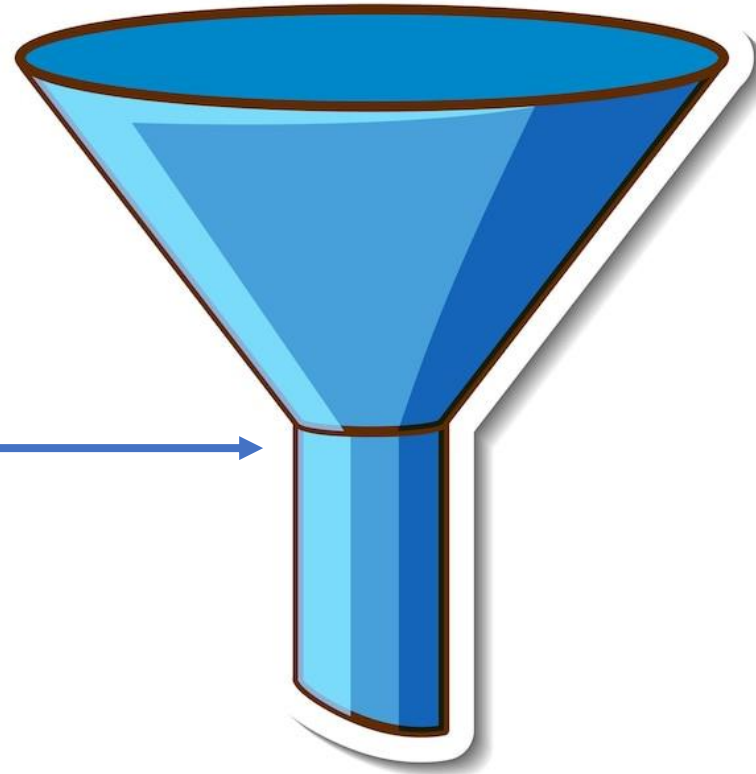
Required The product must be developed and delivered to the market within the specified time frame.	Desired The product should be developed and delivered to the market within the specified time frame.
Wishful The product would be developed and delivered to the market within the specified time frame.	Forbidden The product should not be developed and delivered to the market within the specified time frame.

PRODUCT DOESN'T MEET CONSUMER EXPECTATIONS... BUT WHY?





THE PROBLEM

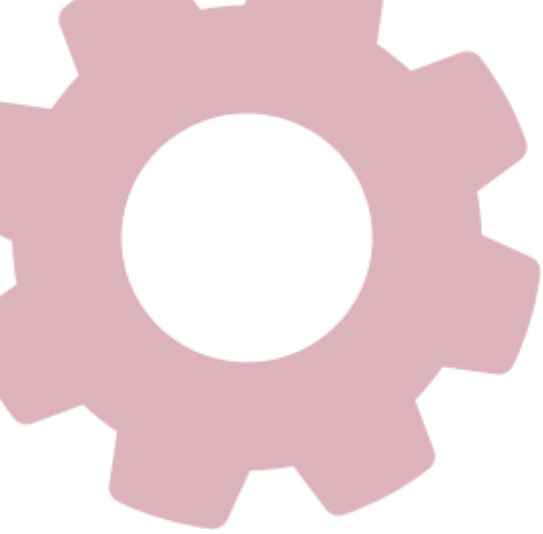


WHERE WE (R&D) OFTEN START
(NARROWLY DEFINED SPECS)



INNOVATION 4-BOX PRODUCT SCOPE - PROJECT GIPPER	
Required The minimum features, functionalities, and capabilities that the product must have to be considered a viable solution to the problem.	Desired The features, functionalities, and capabilities that the product should have to be considered a desirable solution to the problem.
Optional The features, functionalities, and capabilities that the product can have to be considered a desirable solution to the problem.	Excluded The features, functionalities, and capabilities that the product should not have to be considered a viable solution to the problem.

**INITIAL CONSUMER FEEDBACK
VIA CLT OR HUT**



SOLVED VIA THE MAGIC OF PROTOCEPTING



WHERE WE WANT TO START
(EXPLORE THE POSSIBILITIES)

INNOVATION 4-BOX PRODUCT SCOPE – PROJECT NAME

Required

Bare minimum features. Non-negotiables.

- Feature 1
- Feature 2
- Feature 3
- Feature 4
- Feature 5

Desired

What "Great" looks like. Features team wants because they likely strengthen chances of success.

Tolerated

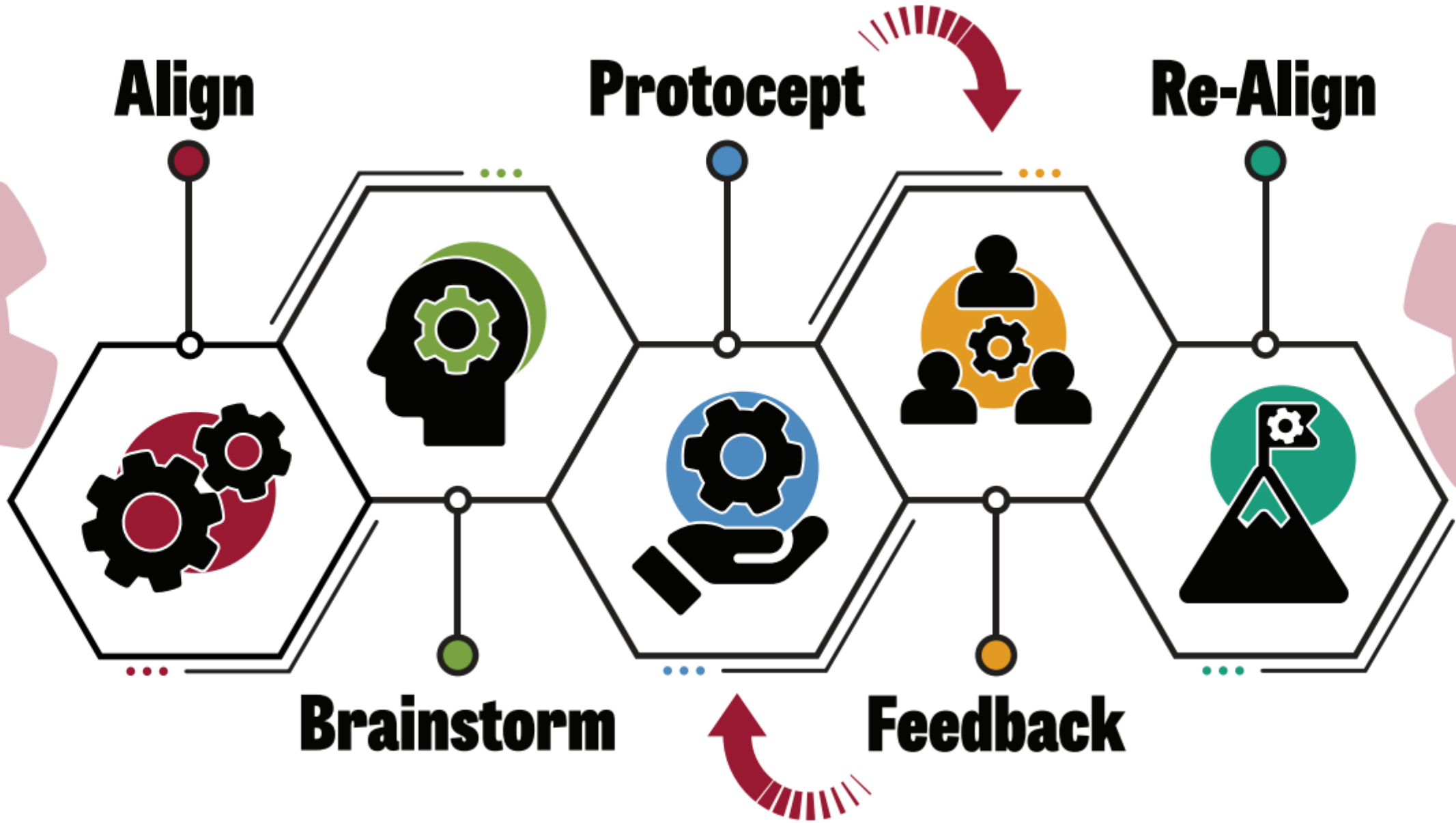
What would make it "less great." Unwanted features because they likely weaken chances of success.

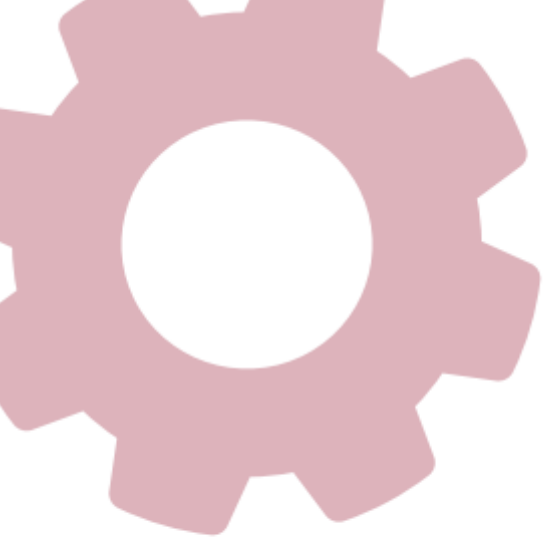
Avoided

Deal breakers. Features that cannot be part of the proposition.

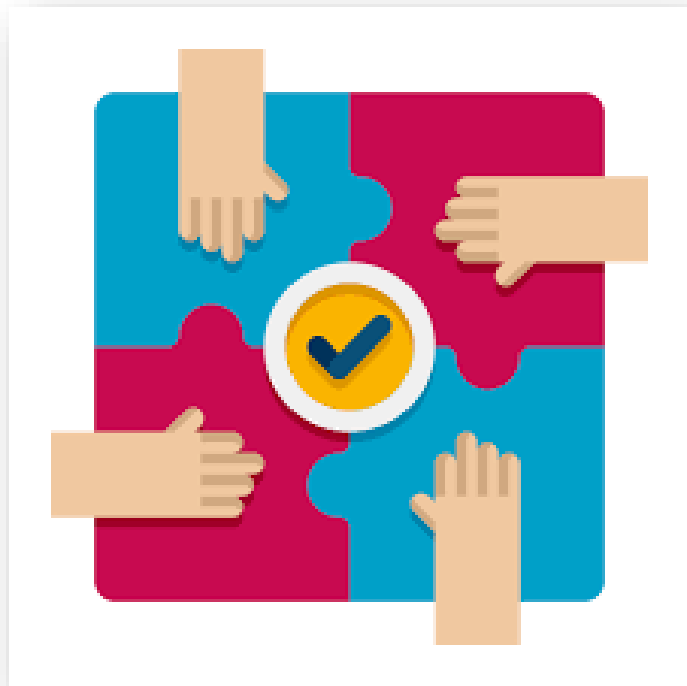
**FINAL CONSUMER PRODUCT
FEEDBACK VIA CLT OR HUT**

THE PROTOCEPTING PROCESS





THE PROTOCEPTING PROCESS STARTS WITH THE TEAM



COURAGE

TENACITY

UNIQUE

PERSPECTIVE

FLEXIBILITY

TRUST

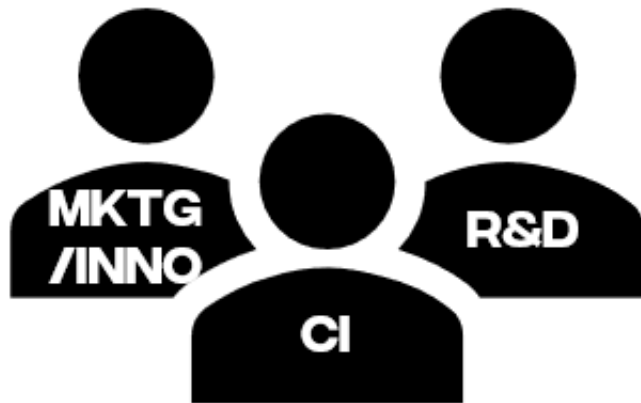
**SHARED
KNOWLEDGE**

**CHALLENGE
THE OBVIOUS**

Align



ASSEMBLING THE TEAM AND GAINING ALIGNMENT



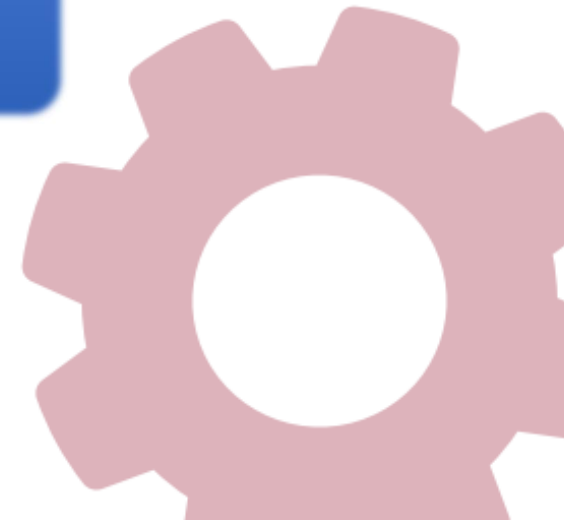
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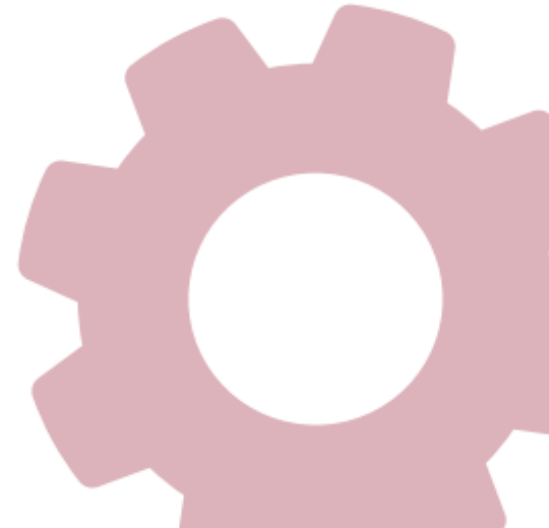
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Brainstorm



KICKING MARKETING & CI TO THE CURB



Protocept



DEVELOP STIMULUS TO HELP CONSUMERS ARTICULATE THEIR DESIRES

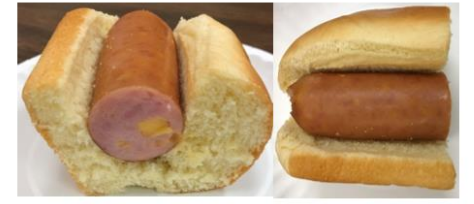
INITIAL PROTOCEPTS
(OFTEN NOT EDIBLE)



CONSUMER-READY PROTOCEPTS
(MADE BY HAND OR IN PILOT PLANT)



C



L



R

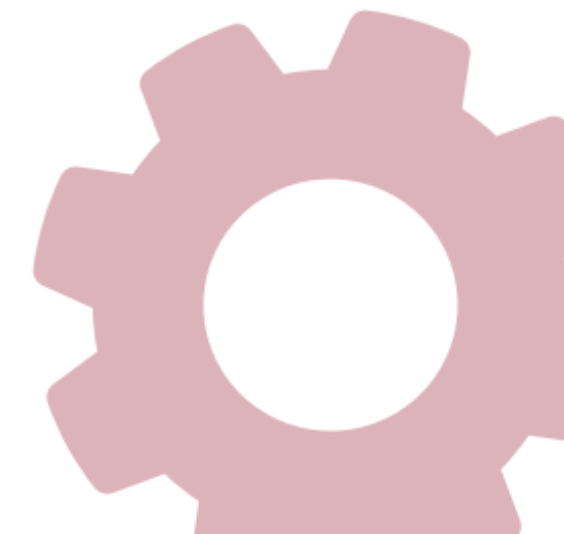
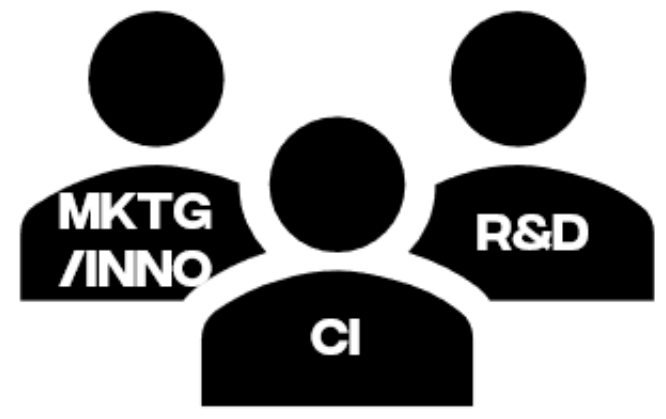
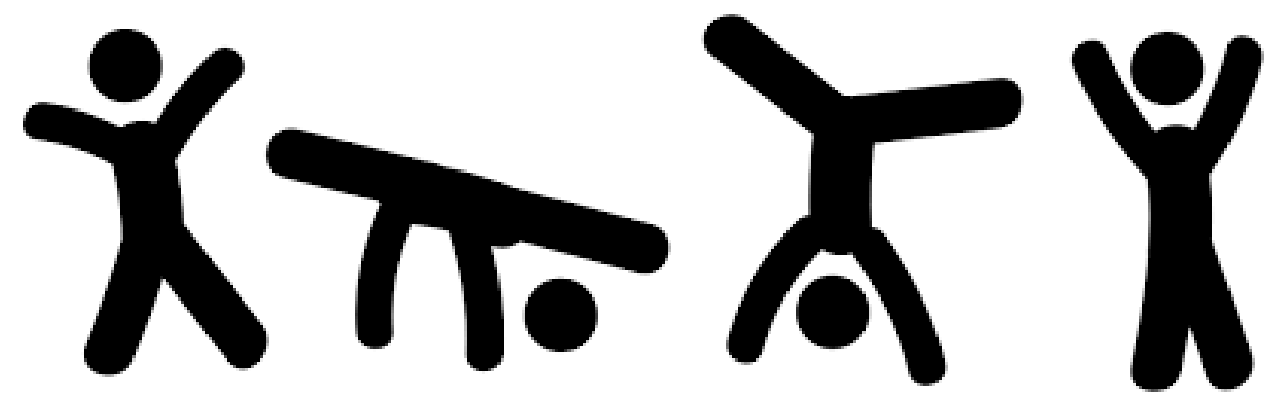


Q

Feedback



CHOOSING THE RIGHT MODERATOR



Feedback



METHODOLOGY



Feedback



DISCUSSION FLOW

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C



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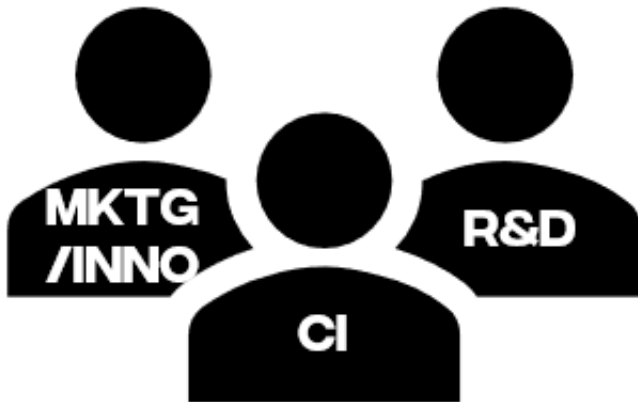
R



Q

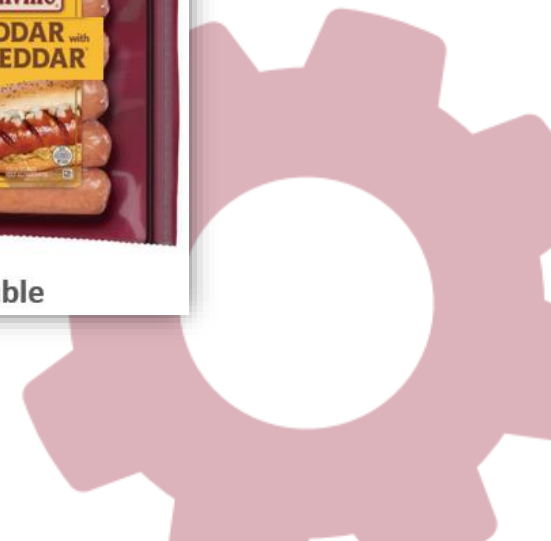


Xtra Small (17mm diameter) Current (26mm diameter) Jumbo (32mm diameter)



Current

Double



Re-Align



REPORT OF KCAS FROM CONSUMERS' PERSPECTIVE

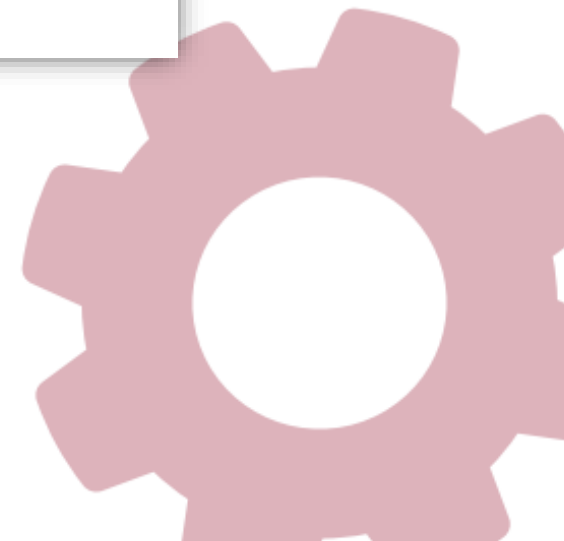
IN CONSUMER PRIORITY

1. Cheese Amount KCA
2. Cheese & Sausage in every bite (details on what that means)
3. Cheese Visual KCA
4. Sensory Experience KCA
5. Flavor KCA
6. Flavor KCA Watchout
7. Cheese Flavor KCA
8. Cheese Texture KCA
9. Temperature Watchout
10. Size KCA



ALIGNED TO 4-BOX

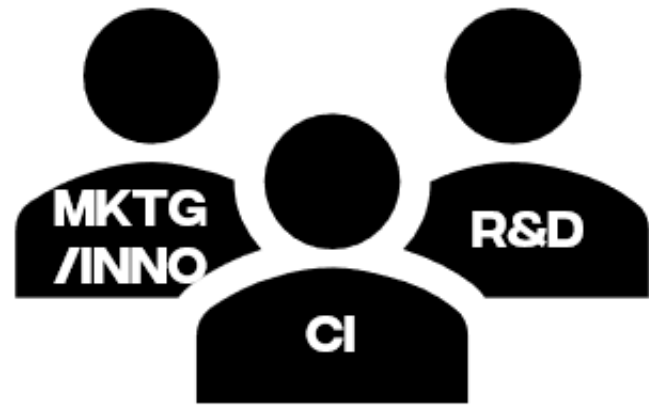
Require	Desire	Tolerate	Avoid
<ul style="list-style-type: none"> • Cheese Amount KCA • Cheese and sausage in most bites • Visual KCA • Meat Flavor KCA • Texture KCA • Cheese Flavor KCA 	<ul style="list-style-type: none"> • Cheese Amount KCA • Cheese and sausage in all bites • Visual KCA • Sensory KCA 	<ul style="list-style-type: none"> • Cheese and sausage in more bites than current • Texture KCA • Cheese Flavor KCA • Size KCA 	<ul style="list-style-type: none"> • Current cheddar experience • Visual KCA • Sensory KCA • Texture KCA



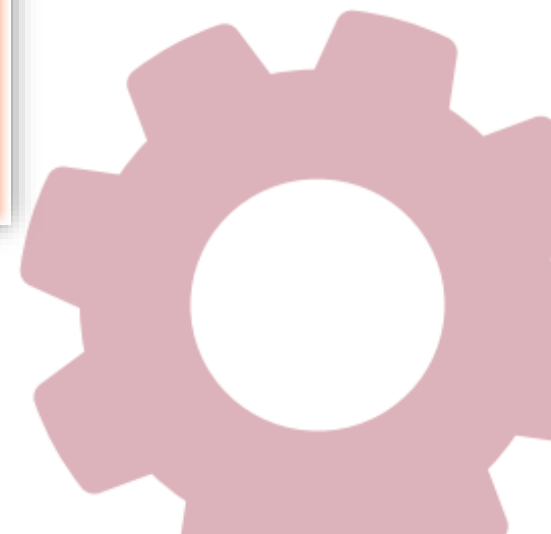
Re-Align

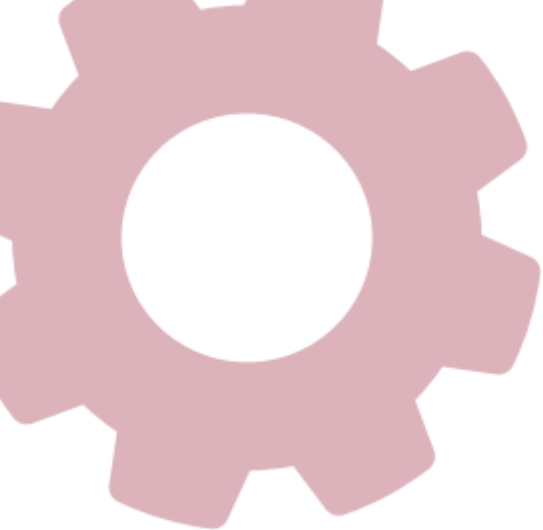


FINALIZING THE FOUR-BOX



Required The product scope is defined by the product manager and the project sponsor. It is the basis for the project charter and the project management plan.	Excluded The product scope is defined by the product manager and the project sponsor. It is the basis for the project charter and the project management plan.
Deliverables The product scope is defined by the product manager and the project sponsor. It is the basis for the project charter and the project management plan.	Assess The product scope is defined by the product manager and the project sponsor. It is the basis for the project charter and the project management plan.





THE RESULTS

AVAILABLE AT SELECT
RETAILERS BEGINNING
APRIL/MAY 2023

**FINAL HIGH PERFORMING FORMULATION
READY FOR SELL-IN WITHIN 8 MONTHS**

Key Measures	
Total (N=xxx)	Beddar with Double Cheddar
Overall Liking	✓
Purchase Intent (T2B)	XX% ✓
Better Than Expected (T2B)	XX% ✓
Better than Current Cheddar Link (3pt TB)	XX% ✓
Critical Penalties	None
Moderate Penalties	None





Questions

KAREN KRAFT

**ASSOC. DIRECTOR, CONSUMER INSIGHTS & ANALYTICS
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GAIL JOSEPH

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