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Your product testing measures are flawed.

How to test in the context of your category without spending more.

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Speakers



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Who is Curion?

Curion is a full-service product and package consumer insights firm focused on driving impact for your business. We get to know your consumers by testing concepts and products from innovation to launch. As your trusted partners, we help you mitigate risk, and ensure only products of quality and differentiation are introduced to the market and provide repeatable delight.



Too Many Great Choices

Chocolate Innovations 2020-2021

STUDY DETAILS

- > Feb-Mar 2022
- > Atlanta, Chicago, Boston
- > 204 chocolate bar consumers
- > Ages 18-59



Traditional KPIs

		Twix Salted Caramel	Reese's Big Cup with Pretzels	Chocolatey Payday	Kit Kat Thins	Reese's Crunchy Peanut Bar	Whozeewhatzit	Snickers Peanut Brownie	York Peppermint Patty Thins	Hershey's White Chocolate w/ Almonds	M&M's Fudge Brownie	Reese's Ultimate PB Lovers	Kit Kat Duos Mocha
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Overall Liking	Mean	7.4 gHIJKL	7.3 IJKL	7.3 IJKL	7.2 IJKL	7.2 IJKL	7.0 iJKL	6.8 L	6.8 L	6.5	6.5	6.4	6.0
Purchase Interest	T2B	67% DefGHIJ KL	66% DeGHIJKL	65% dGHIJKL	57% IKL	58% gIjKL	59% GIJKL	50% KL	54% KL	47%	50% kL	40%	39%
Meets Expectation	T2B	31% D	53% ACDEFGHIJKL	41% ADHJKL	23%	44% ADHJKL	39% aDHJK	36% DhJK	28%	36% DhjK	28%	25%	32% D

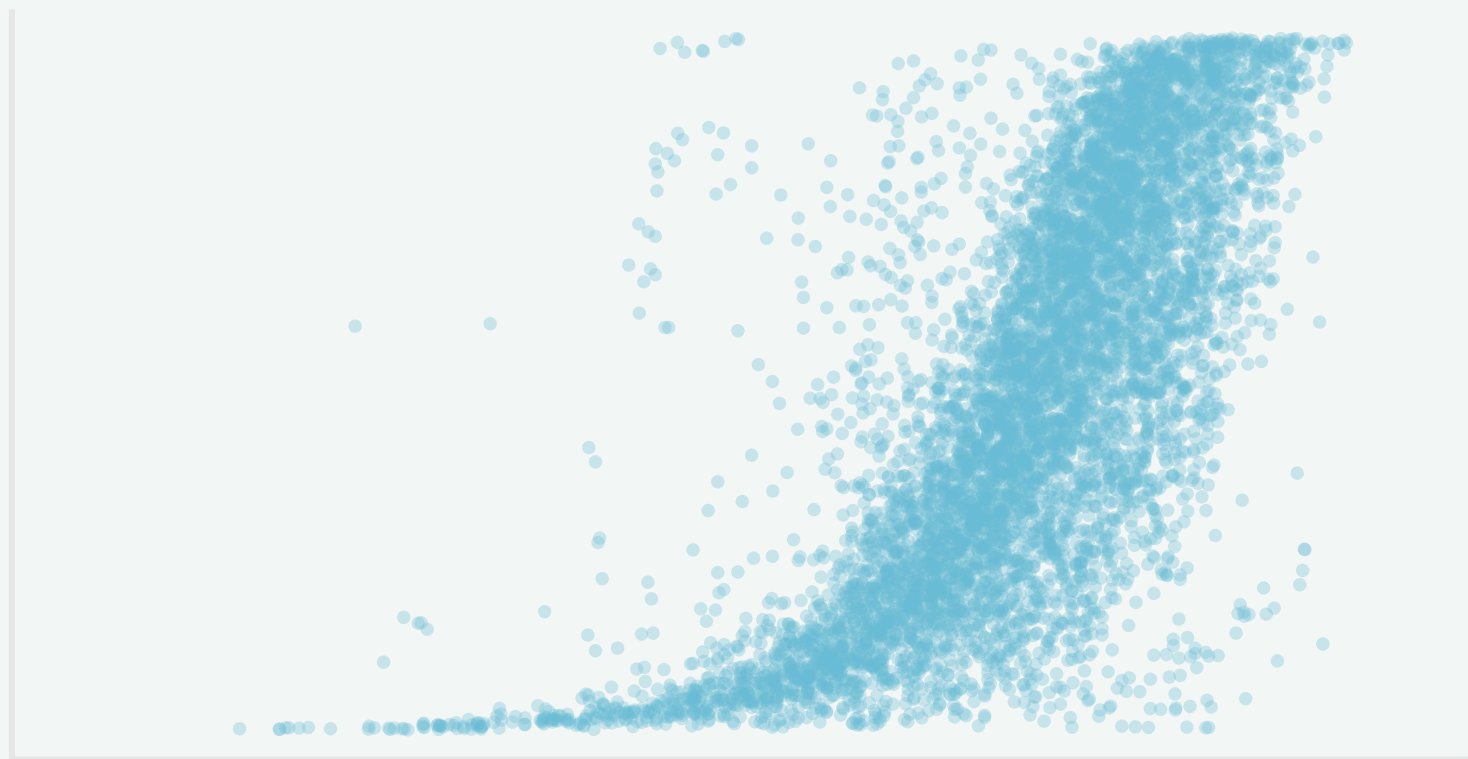
Tukey's HSD Post Hoc for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.

Introducing the Curion Score

IMAGINE IF...

The Curion Score - Our proprietary performance score database

Applying our years of product expertise insights to propel your research forward





CHOCOLATE

CURION Score

Twix Salted Caramel

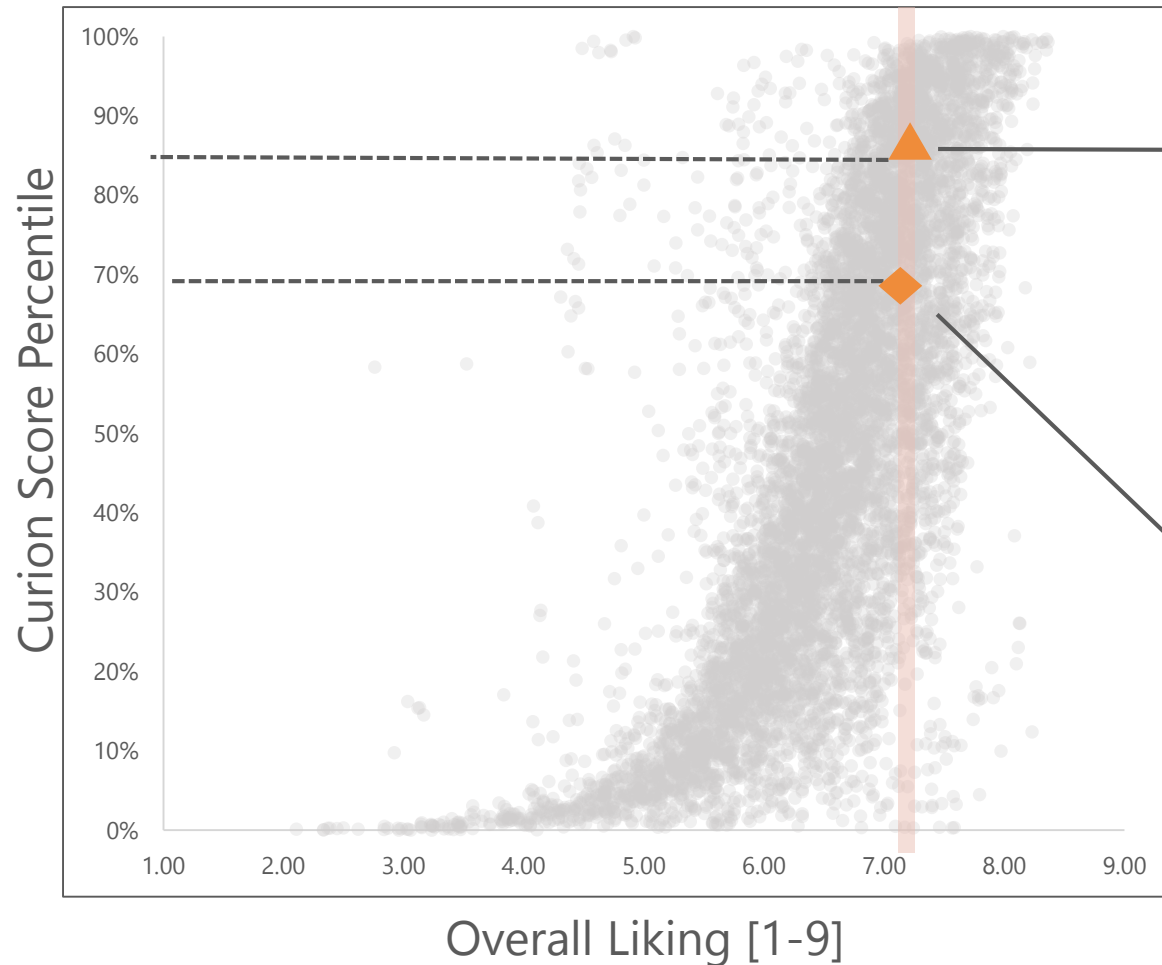
61.9



*Category Average: 55.3

The Curion Score greater differentiates consumer performance

Curion Score vs OAL



Reese's Big Cup w/ Pret

OAL: 7.3

CS: 62.2

★★★★☆ 85%

Reese's Crunchy P'nut

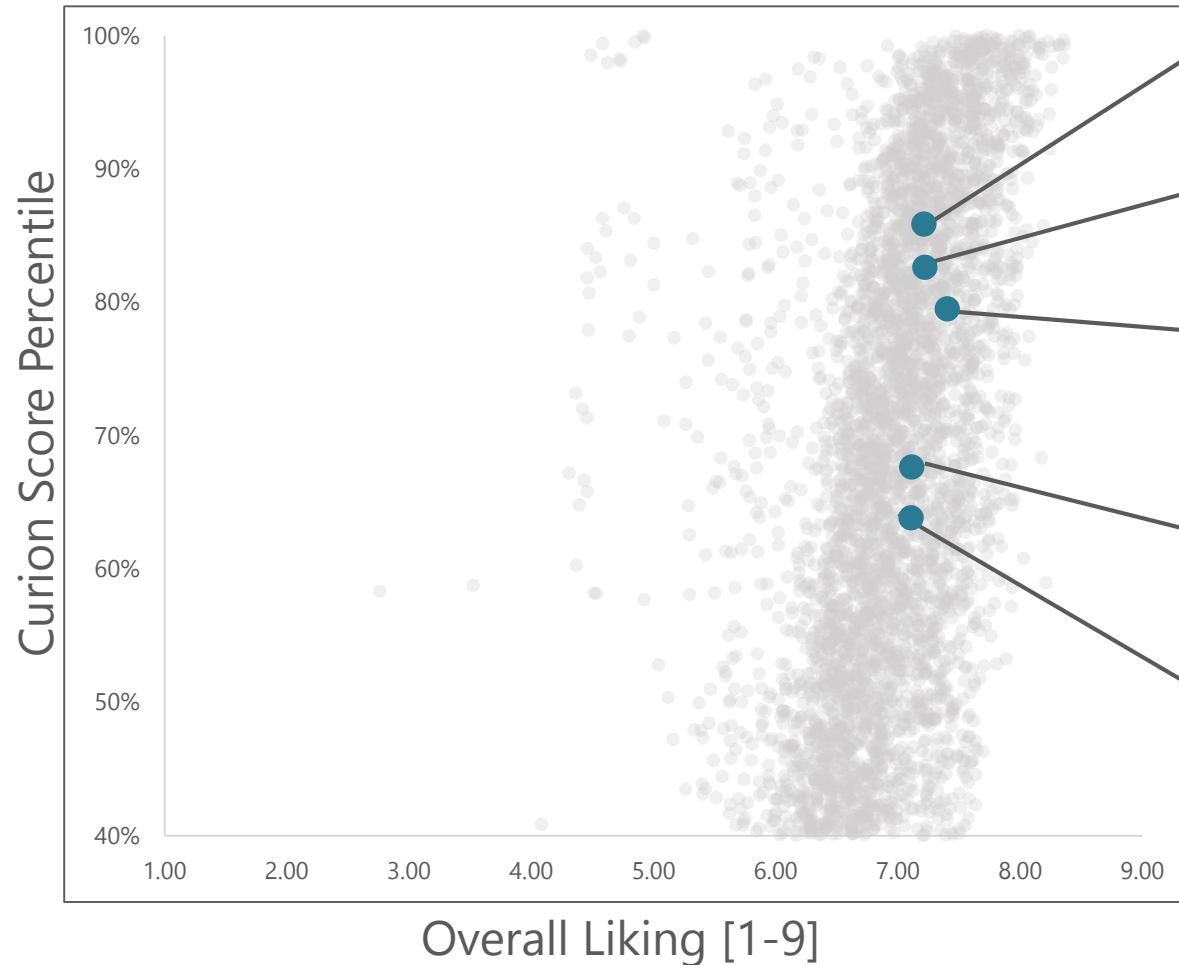
OAL: 7.2

CS: 58.5

★★★☆☆ 68%

Separating the Good from Great

Curion Score vs OAL



Reese's Big Cup w/ Pret

OAL: 7.3 CS: 62.2

★★★★☆ 85%

Chocolatey Payday

OAL: 7.3 CS: 62.1

★★★★☆ 83%

Twix Salted Caramel

OAL: 7.4 CS: 61.9

★★★★☆ 81%

Reese's Crunchy P'nut

OAL: 7.2 CS: 58.5

★★★★☆ 68%

Kit Kat Thins

OAL: 7.2 CS: 58.1

★★★★☆ 65%

CHOCOLATE

CURION Score

54.6



30.9-49.0

49.1-54.2

54.3-57.2

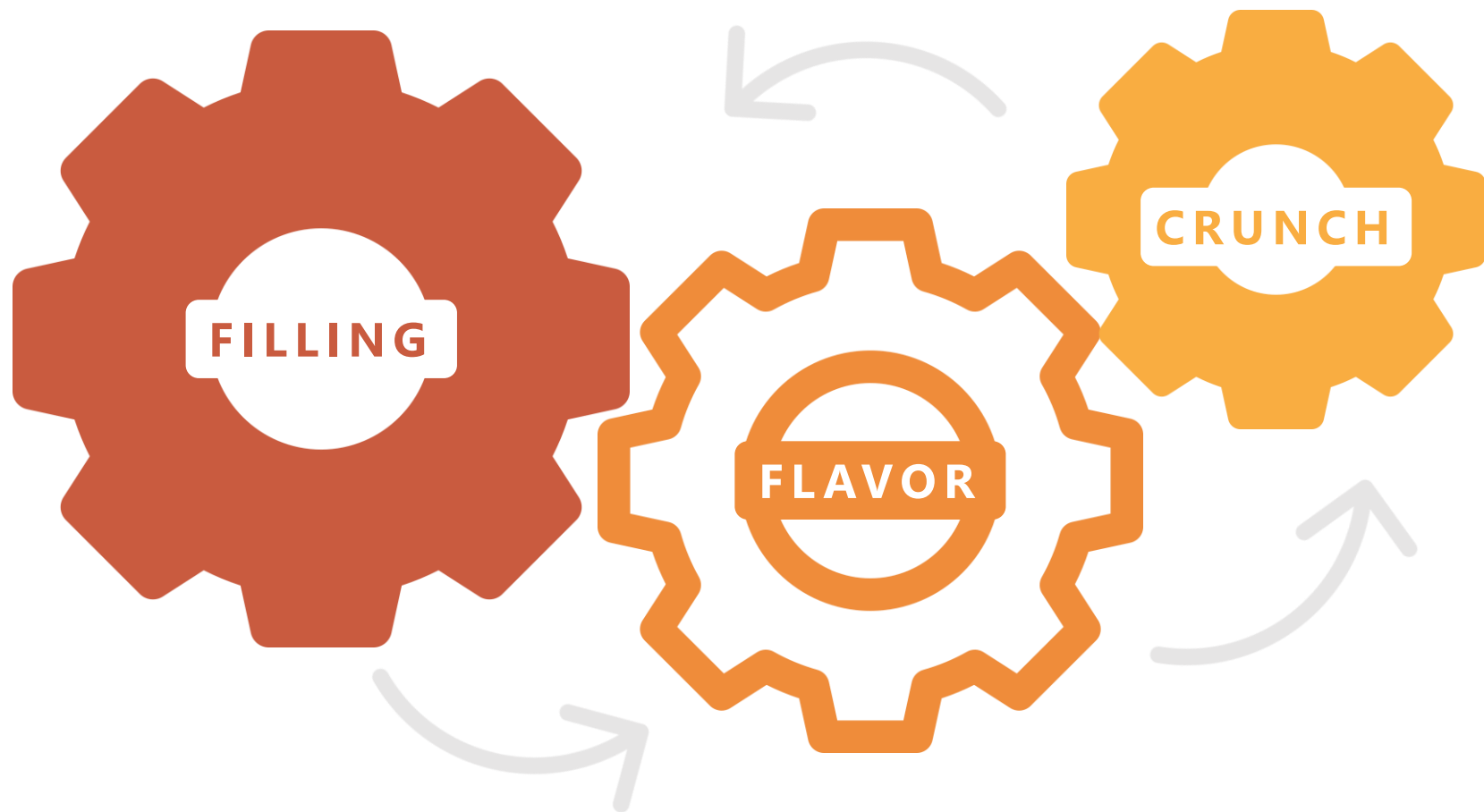
57.3-61.8

61.9-70.5

*Category Average: 55.3

Is the juice worth the squeeze?

Score Driver Analysis



Key Take Aways

Product understanding that transcends a single study

Twix Salted Caramel is a 4.5 star product, top 20% of the Chocolate category.

Your competitive advantage quantified

Among top performers, OAL failed to differentiate whereas the Curion Score separated product performance by 20%.

Repeatable delight = repeatable purchase

Score Driver Analysis suggests impactful product improvements if necessary.

Thank You



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