

Isolation Is *So* 2020!

How Dig's Concept Assess Methodology
Helped Kraft Heinz Optimize a Product
Pre-Launch



A bit about us



Mike is a Vice President in Dig's Chicago office.

He brings 10+ years of brand and market research to the team at Dig.



Marat is an Associate Director of Insights at Kraft Heinz.

He and his team are responsible for helping unlock growth and make the organization consumer centric.



Quick Activity

Kraft Heinz was launching a new product and needed to understand...

1. Does the **product** show **potential**?
2. Are the main **benefits** coming through?
3. Any **optimizations** needed?
4. Which products are its **closest competition**?

**How often do you see
something like this when you
are at the store?**

McCORMICK GRILL MATES



Master the flame, master the flavor. Make bolder, juicier burgers with just a shake of **McCormick Grill Mates Hamburger Seasoning**.

- 3.18 oz for \$5.53

Made with:

- Black pepper
- Chili pepper
- Onion
- Red bell pepper
- Garlic

Located in the spices section of your local grocery store

Concept Assess – A New Approach

Competitive Context

More closely mimics the real world

Liquid Marinades



Dry seasonings



+

Monadic Design

Elevates traditional insights

McCORMICK GRILL MATES



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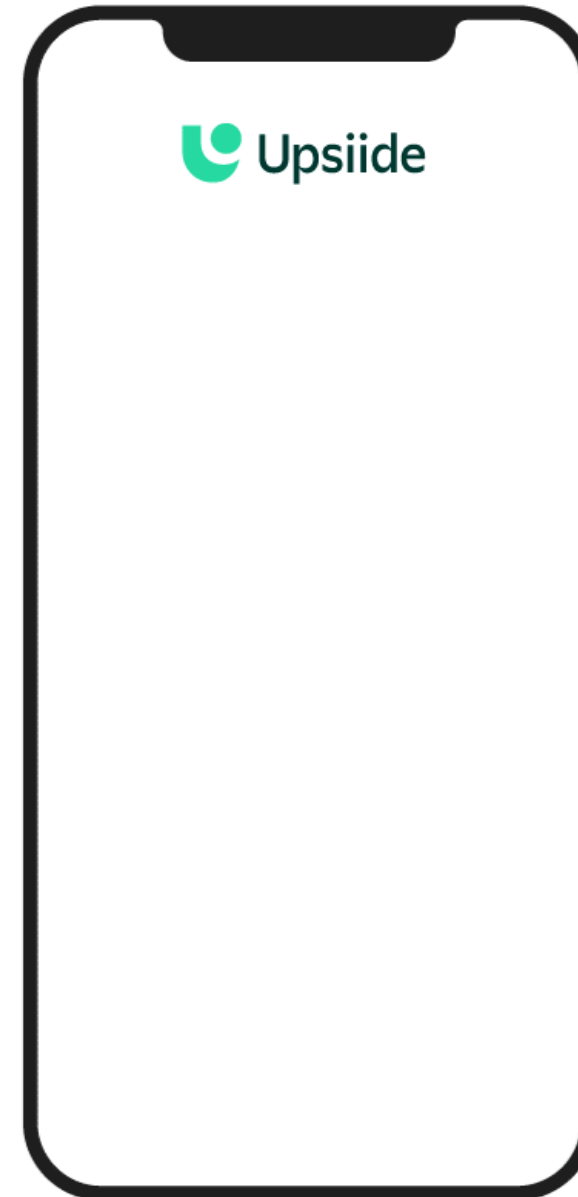
Made with:

- Black pepper
- Chili pepper
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Located in the spices section of your local grocery store

How does it work?





- Products shown one at a time
- Indicate interest by swiping right or left
- Head-to-head comparisons between two 'liked' products to determine a "winner"



What a
respondent saw...

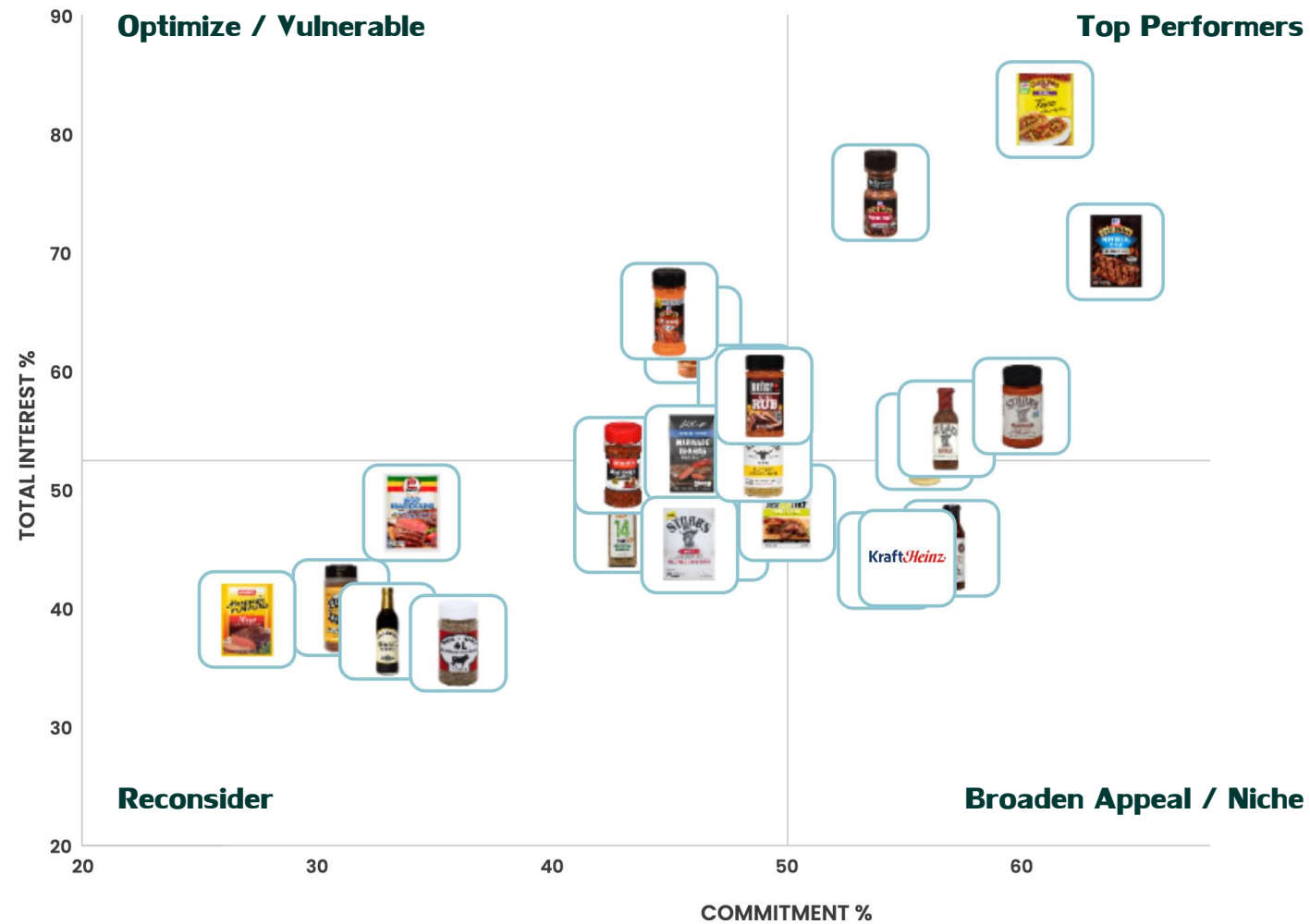


Traditional Measures Still Included

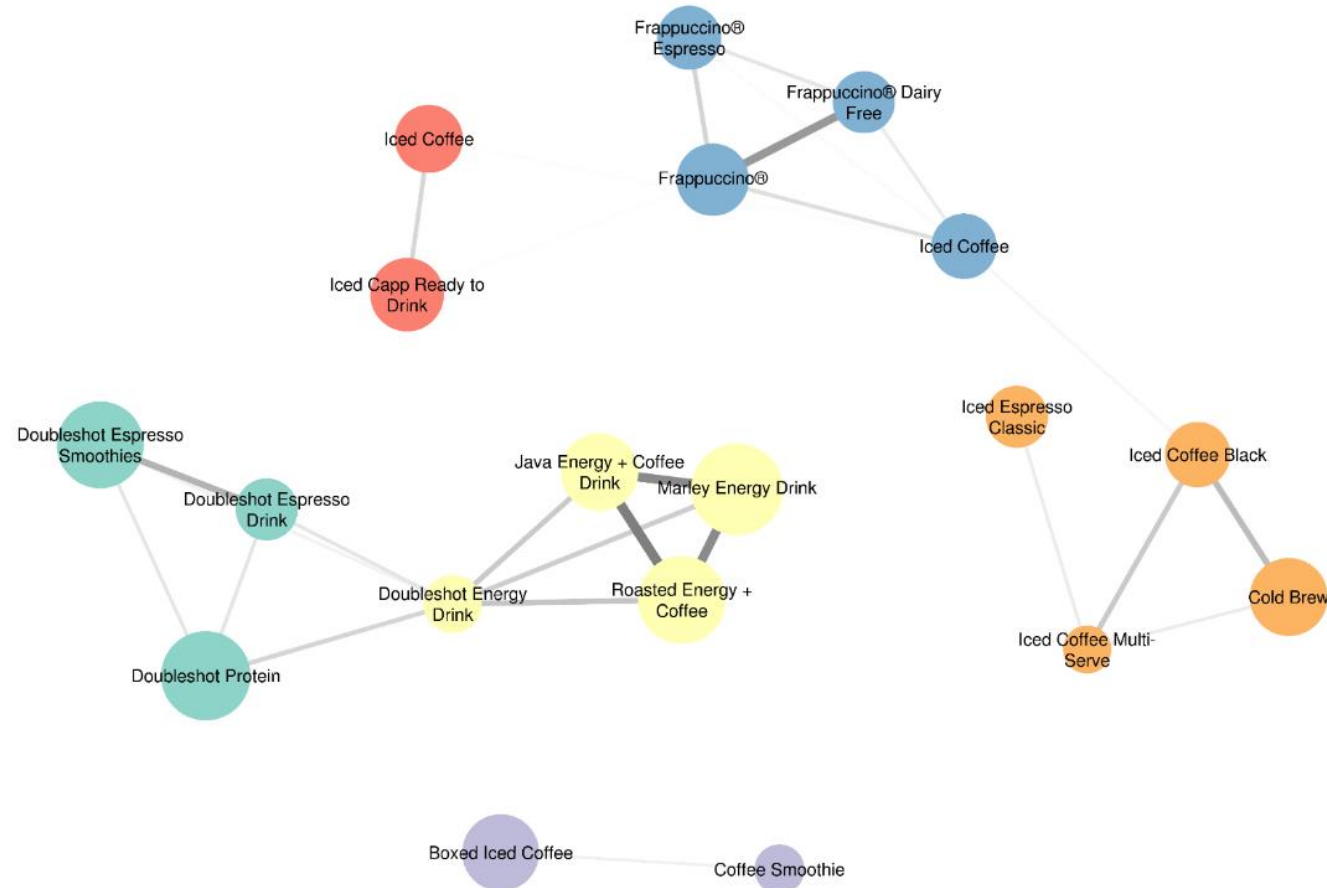
	Still Included?
Exposure to a full concept (image + description)	
Key Metrics (purchase intent, uniqueness, etc.)	
Additional Diagnostics (credibility, believability, etc.)	
Likes / Dislikes	

Why Concept Assess?

Understand overall appeal of the innovations, but also those that are the most preferred.

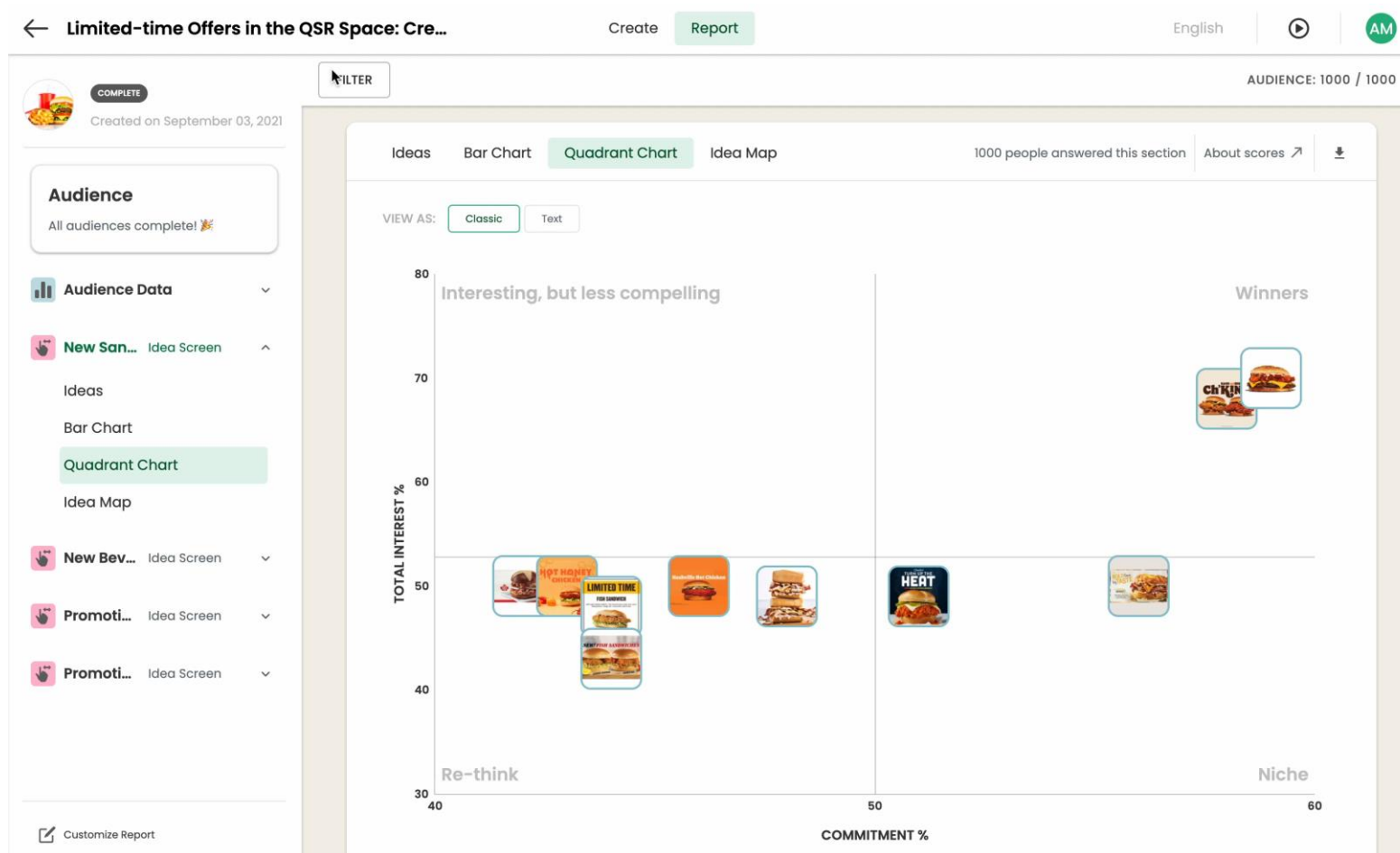


Why Concept Assess?



Better understand how the market is structured and which products may be most substitutable for your innovation.

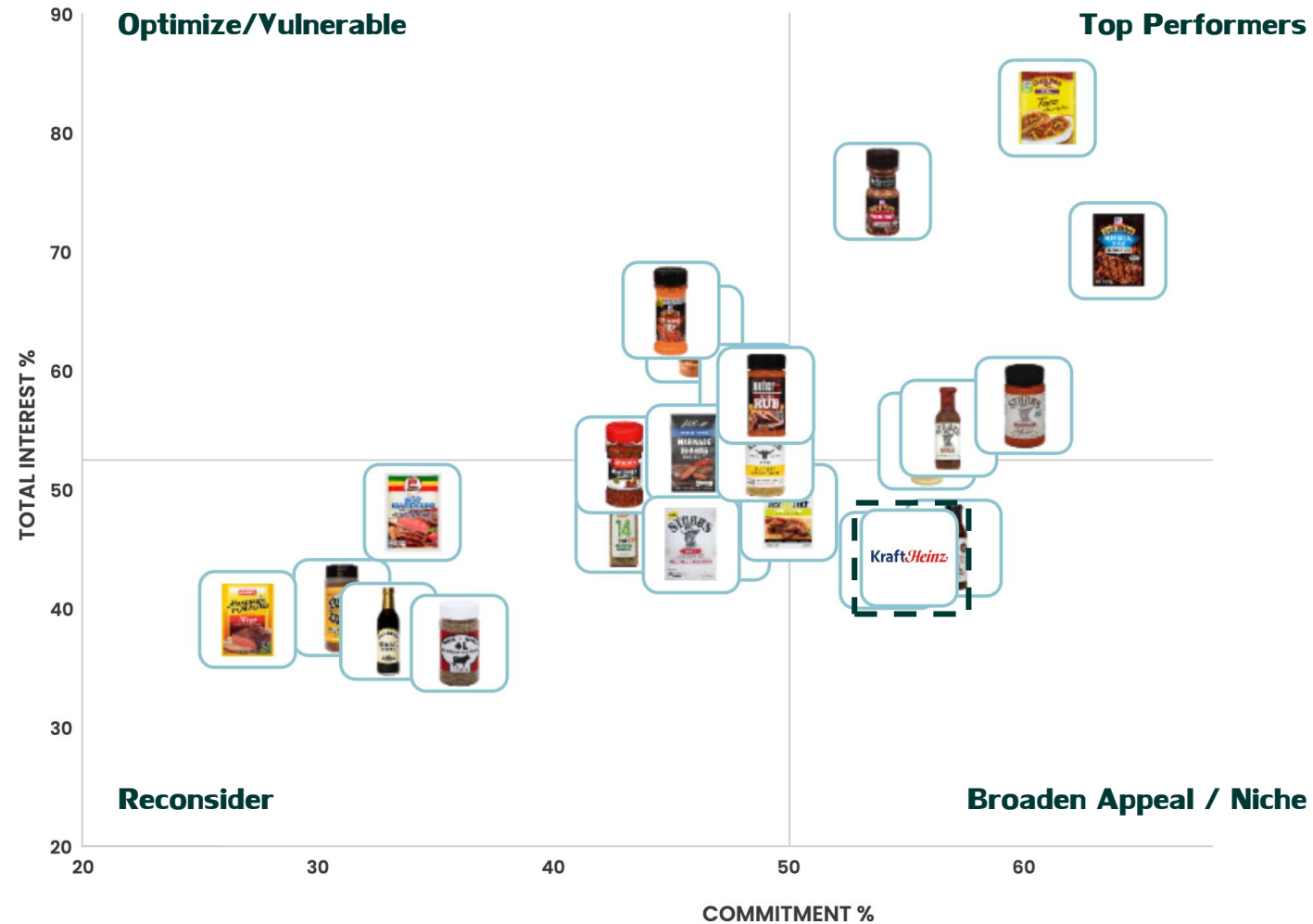
Why Concept Assess?



Gain confidence when comparing concept's performance to a competitive benchmark in order to identify optimization opportunities.



Key Findings

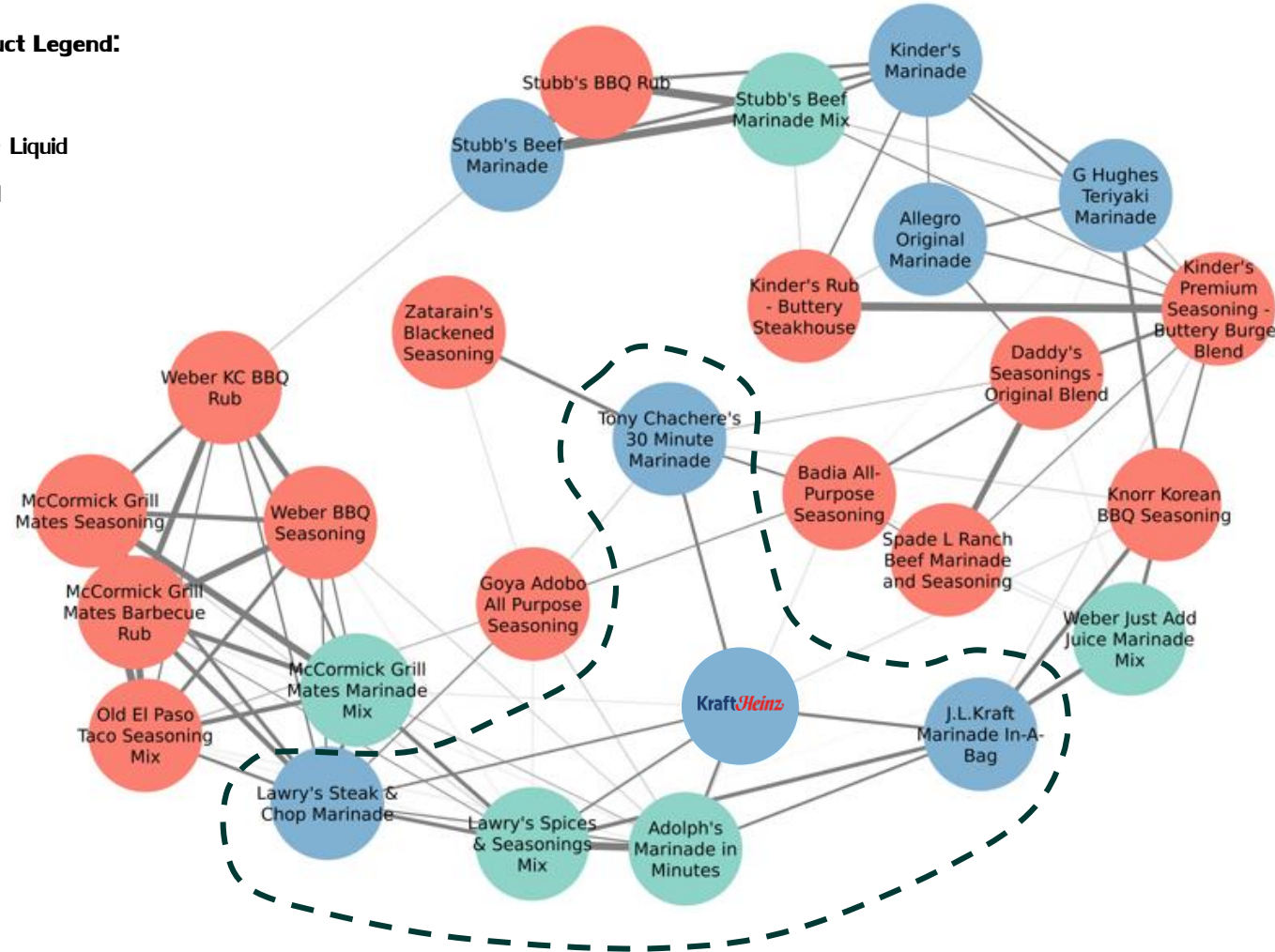


- Does the **product show potential?**
- Definitely – it achieves strong commitment even against established competitors.

Key Findings

Product Legend:

- Dry
- Dry + Liquid
- Liquid

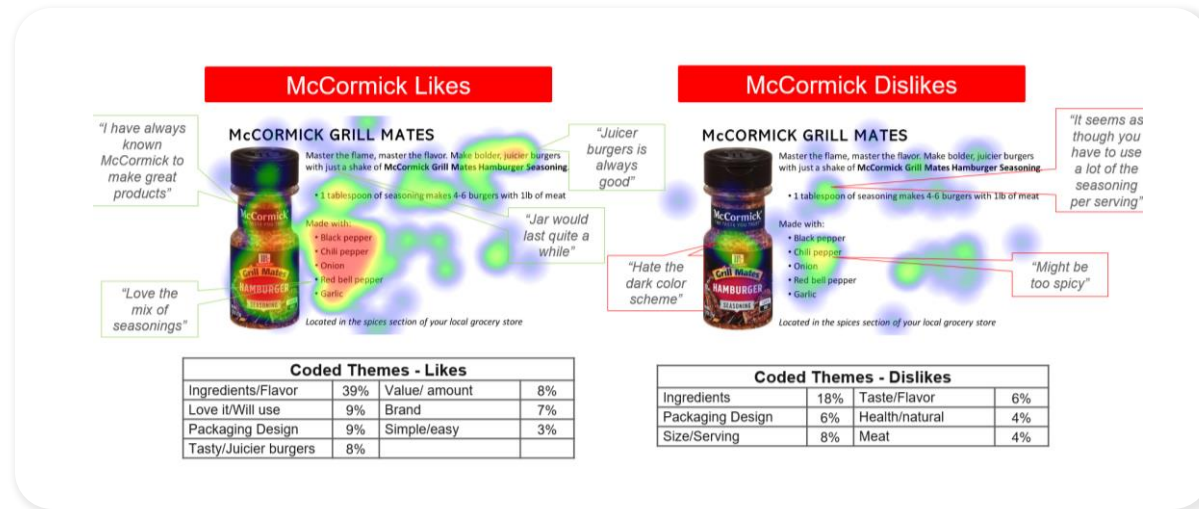


- Which products are its closest competition?
- The innovation most closely competes with liquid marinades and should be shelved alongside liquid marinades over dry competition.

Key Findings

	Liquid Competition	Dry Seasoning Competition
Makes meat juicy?	Yes	No – More of a flavor booster
Short prep time?	No	Yes

- Did the main **benefit** come through?
- Are **optimizations** needed?
- 5-min prep positioning was clear and recommended over taste-led positioning.
- State ‘5-min prep’ more boldly on the package.





- Kraft Heinz was looking for a better way to test innovations and we offered a unique solution
- Combined traditional monadic exposure with our Upside Idea Screen
- More closely mimics real-life choices and eliminates the need for a norm
- Provided Kraft Heinz with more compelling answers, clear optimization guidance, and greater confidence to act

To summarize...



Questions?

Where to find us



Dig Insights



Upsiide

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info about Dig's Chicago office



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