Agility on the line:
Sweet insights are the icing on the cake

Presenters:

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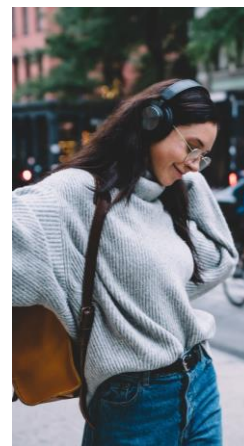
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Agenda

Who is Curion

Curion is a 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, seamlessly transferring knowledge within one team. At Curion, we apply fresh thinking, with a range of proven methodologies, to lead our clients to create and develop products that play an impactful role in consumer's lives, resulting in reliable repeat purchase.

What Makes Curion Different?

Curion is the market leader for 30+ years in consumer testing and a disruptor in product insights, delivering best-in-class, innovative research that drives real-world consumer acceptance and purchase

" Incredible understanding of our needs, great partnership with our teams during this hybrid experiencing, and excellent reporting. Personable, always able to get in contact and collaborate."

L'Oreal

Product Experience Performance (PXP™)

Our platform for your product insights journey, with a seamless transfer of knowledge at every step.

Proprietary Methodologies

Market-leading methods, with innovative thinking to get brands closer to their consumer every day.

Curion Score™

Identify a products' market performance and readiness by gauging how it measures up to the competition with one holistic score.

Nationwide to Target Every Consumer

Our robust consumer database strategically pinpoints the targeted consumers to participate at our best-in-class consumer centers.

Powerful Cross - Category Expertise

Our view of consumer purchasing behaviors and product insights covers the expanse of numerous industries.

World Class Talent

Curion's elite caliber of talent engage directly with clients to address brands' needs and drive research success.

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OUR BRANDS

From the breakfast table to lunch boxes to family barbecues, Bimbo Bakeries USA's fresh, high-quality products have delighted Americans for generations. As the largest commercial baking company in the U.S., we are proud to deliver our bread, bagels, buns, English muffins and sweet baked goods to every town, city and community in the United States.

Bimbo Bakeries USA is proud part of Grupo Bimbo, the world's largest baking company with operations in 34 countries.

"**Fail faster. Succeed sooner.**"

- David Kelley, founder IDEO

It's Always Been Done This Way..

A Traditional Quantitative Central Location Test (CLT)
& A Robust Sample Size Of ≥100 For Every Study.

Positive

Negative

Allows For Statistical
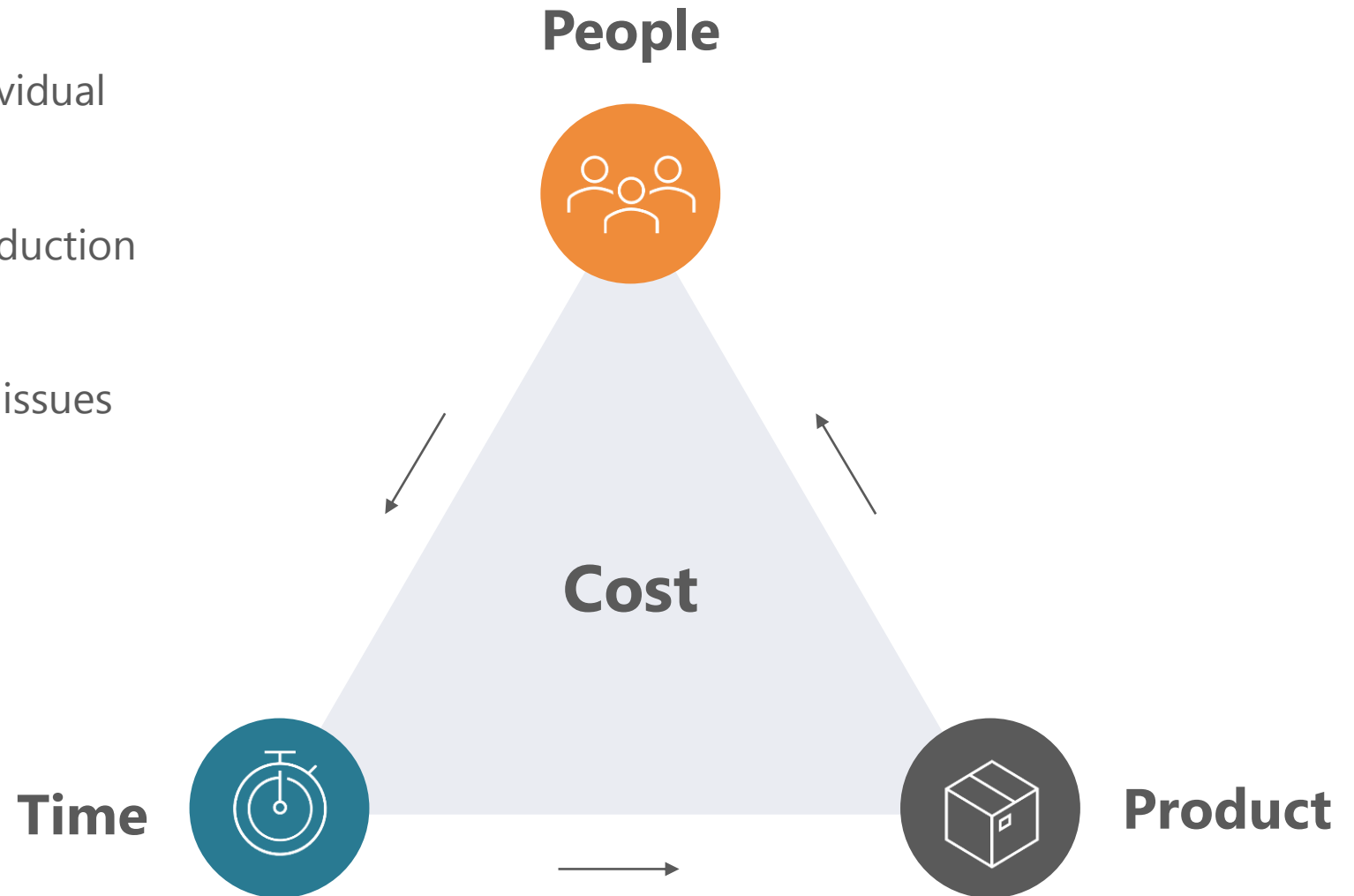Comparison

Resource Intensive:
Time + People + Product

Resources = Cost

- For N=100, 3 sample test, 350+ individual samples need to be made

- Scheduling/line time for sample production

- Ingredients for sample production, especially given recent supply chain issues

- CLT set up/execution

People

Cost

Time

Product

But Times Change...

"If you always do what you always did, you will always get what you always got." (A. Einstein).

Shortened Timelines

With innovation timelines shortening, there is a need for faster consumer feedback earlier on in the product lifecycle
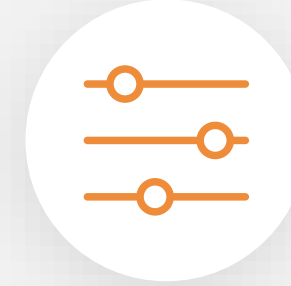
Desired "Gut Check"

Learn before additional resources are expended

- Are they even liked?
- Are they fitting the concept?
- Are there red flags that can be fixed?
- Should efforts be focused on other samples/projects?

How can Curion help Bimbo Bakeries get quicker answers with fewer initial resources?

Ensure Quality Data with Fewer Consumers

Employ Different Types Of Research Techniques To Answer All Bimbo Bakeries' Questions

Closed Ended Questions

- Hedonics – do consumers like it?
- Just About Right – do the sensory attributes appear to be balanced? Are there specific attributes should be adjusted?
- Fit to concept – is the prototype meeting consumers' expectations for this new product?

Open Ended Questions

Capture initial likes & dislikes of samples

In-Depth Interviews

Allows for a deep dive into the why's behind product opinions & provide learnings not captured in the survey

The New First Step

- Recommended to use N=25-30 consumers

- Consumers must be target demographic to ensure the most accurate conclusions & confirm stop/continue decision

- Include In-Depth Interviews – the key to obtaining rich data and answering all outstanding team questions

Next Steps.

01. First Step

Determine sample(s) to continue progressing in project explanation for step one.

02. Second Step

Optimize according to data trends from study

03. Third Step

Curion will test in a larger scale quantitative study

Should this project continue advancing in Bimbo Bakeries' innovation lifecycle?

Survey:

What are the trends that can be drawn from the survey data?

IDIs:

- What are the why's behind the quant data?
- What additional data was uncovered?

Conclusions:

- Is the team aligned with conclusions?
- Does it make sense overall from a project/business point of view?

Does It Work?

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Testing Cookies
Qual CLT vs Quant CLT

"The first two are my favorite. Both are similar in taste, and I like the chocolate. Pleasing to look at and they stand out. I like the overall flavor."

Qual CLT

- N=30
- 4 Samples – All Prototypes
- Concept Liking Pre & Post-Taste
- Closed + Open-ended survey
- 10-minute IDIs

Quant CLT

- N=125
- 5 Samples
  - 4 Prototypes
  - 1 Competitive Product
- Concept Liking Pre & Post-Taste
- Closed + Open-ended survey

Data From Qual CLT Was Used To Optimize Samples For Quant CLT With Positive Results

Post-Taste Purchase Interest T2B% (5pt)

97% PRE-TASTE PI
Based on Concept

Qual CLT: P1 55%, P2 32%, P3 65%, P4 65%

Quant CLT: P1 73% BDE, P2 57% dE, P3 70% BDE, P4 50% E, Comp 28%
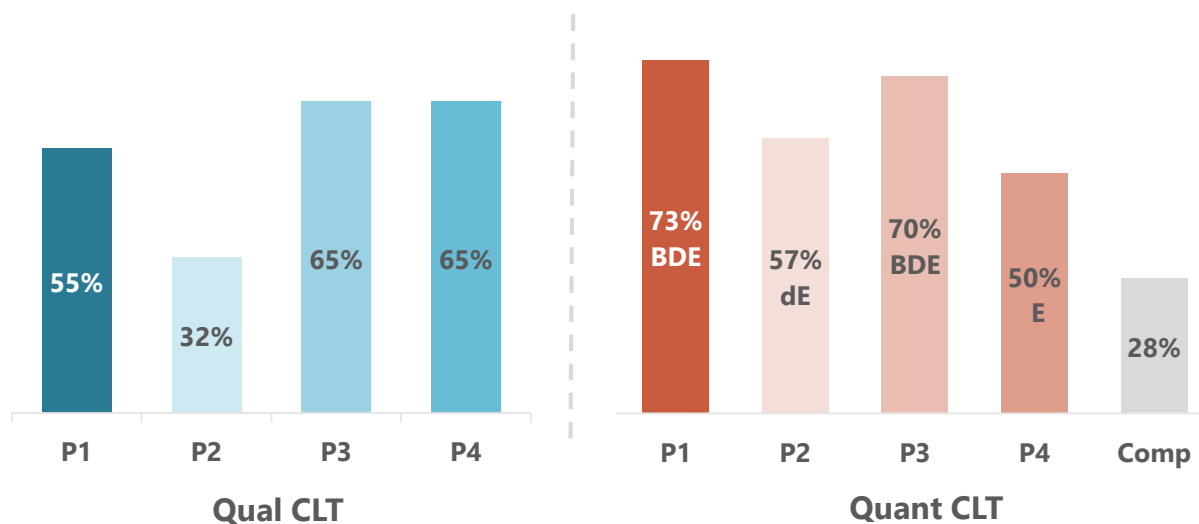
Overall Liking Post Taste (Means; 9pt)

8.4 PRE-TASTE OL
Based on Concept

Qual CLT: P1 6.6, P2 5.8, P3 6.9, P4 7.6

Quant CLT: P1 7.5, P2 7.1, P3 7.4, P4 6.9, Comp 5.5

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In Depth Interviews

"Texture of cookie was not too chewy or hard. I like a softer cookie but not too soft like cookie dough."

"It feels like a luxurious snack"

"(Competitor) I would NOT buy. I don't like the way it looks & it's dry."

"(Competitor) is the most messy because of a lot of crumbs. (Prototype 1) is best choice for on-the-go"

"I would eat it at night when the kids are in bed & I can have a sweet snack without them bothering me."

"Matches concept; they're everything they describe."

"Nothing on market like it. Unique."

"Just the right texture, soft but not messy."

"Melts in your mouth"

"They would give me that sweet satisfying taste"

"If having a birthday party put them out alongside the cake bc some people don't like cake. For holidays it's an extra dessert as a supplementary choice."

"I could put them out when I have people over, but more like an everyday thing."

"I would buy a package a week and eat (2) the most in a sitting."

"(Competitor) stands out to me because it crumbles a lot and I can see grease on the plate. Also, the color is too tan/yellow than what a cookie normally looks to me"

Curion Score™ *COOKIES, BISCUITS, & BISCOTTI* Category Comparison

Category Average: 54.0 / Stars 2.5

NOT FROSTED

| Prototype 1 | 64.8 | ⭐⭐⭐⭐⭐ |
| Prototype 2 | 59.3 | ⭐⭐⭐⭐☆ |

FROSTED

| Prototype 3 | 61.1 | ⭐⭐⭐⭐⯪ |
| Prototype 4 | 56.5 | ⭐⭐⭐☆☆ |

| Competitor | 37.8 | ⯪☆☆☆☆ |
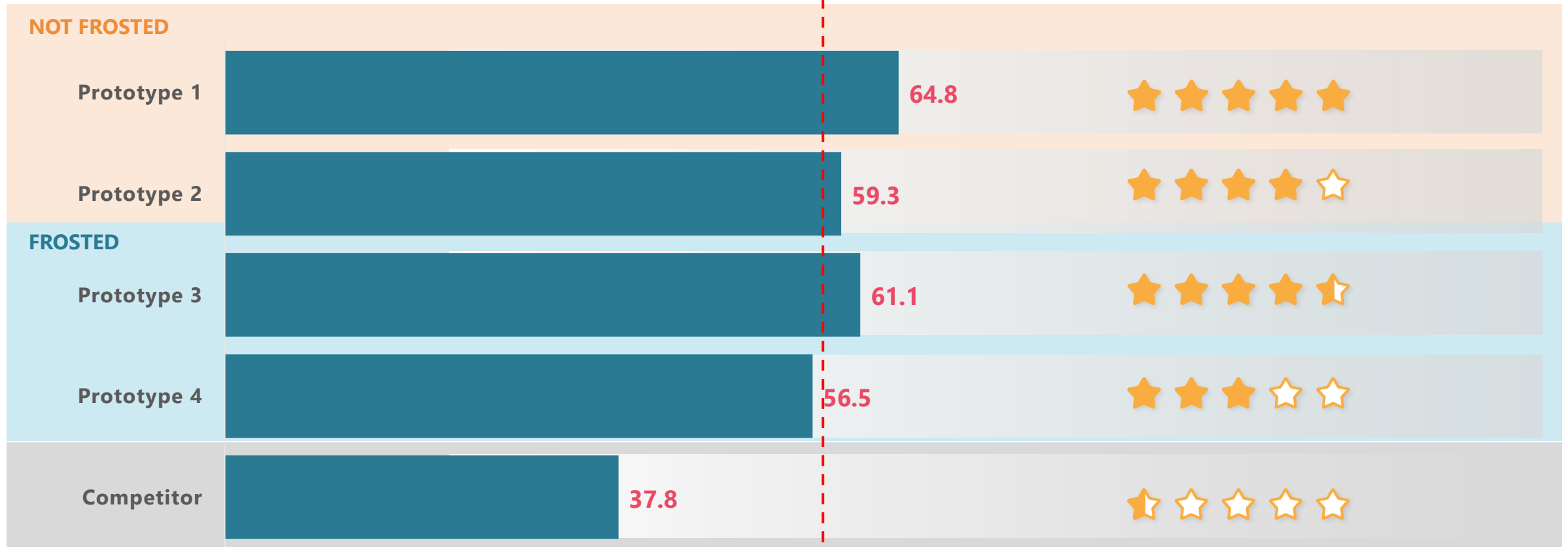
Curion Score™ shows 3 of the 4 Quant CLT samples outperform the Cookies category average

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Key Takeaways

Product testing with agility can maintain deep insight levels while firing the right feedback to R&D teams for quick and cost-effective product development.

Quality over Quantity to provide the greatest confidence and overcome limitations with low risks

Choosing the right partner for your product testing and consumer insights is crucial to avoid alienation and ensure high quality before big-batch production

Questions?

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THANK YOU!