FD100® – PRODUCT INSIGHT EXCELLENCE TOOLKIT

PRODUCT INSIGHT EXCELLENCE TOOLKIT – What do you get? What does it cost?

PRODUCT TESTING PACKAGE	PiE TIER 1	PiE TIER 2
Time	End of test to report 5 days	End of test to report 10 days
Sample size	Min 100 (50)	Min 100
Max no of products	Unlimited	Unlimited
Sample	Buyers of, acceptors of flavours and ingredients on test	Tailored to your specific target audience
Survey	Appearance, Aroma, Taste, Texture, Likes and dislikes, Overall Opinion, Purchase Intent Pre and Post trial, Value for Money, Recommend to a friend, Words to describe (6) 3 category questions – 5 point or JAR's- Preference Reason for Preference	Appearance, Aroma, Taste, Texture, Aftertaste (Drink only),Likes and dislikes, Overall Opinion, Purchase IntentPre and Post trial, Value for money, Recommend to a friend, Words to describe (8) Up to 5 category questions Preference Reason for Preference Drivers analysis Penalty analysis Coded opens
Location	1 location	Geographical split if required
Delivery	Product report with FoodFax category norms Summary and Recommendation Full verbatims available on request	Detailed product report with FoodFax category norms Presentation Full verbatims available on request

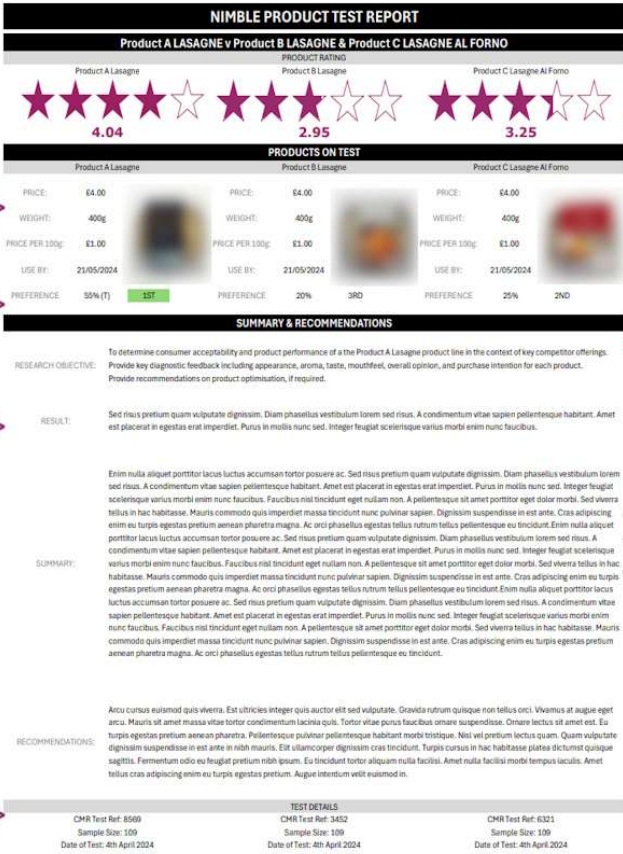**fd REVIEWS**

Case Study: FD100®

3 PRODUCT TEST

PRODUCT ON TEST:
Product Details alongside the Pack Shots. Includes Price, Weight & UB Date.

PREFERENCE:
Indication of overall preference after trial

RESULT:
Does this product achieve the research objective? Is it on par, better than or worse than the competitive set?

TEST DETAILS:
Date of Test & Sample Size are included plus an explanation of the Significance Markers.

NIMBLE PRODUCT TEST REPORT

Product A LASAGNE v Product B LASAGNE & Product C LASAGNE AL FORNO

PRODUCT RATING

Product A Lasagne	Product B Lasagne	Product C Lasagne Al Forno
4.04	2.95	3.25

PRODUCTS ON TEST

	Product A Lasagne		Product B Lasagne		Product C Lasagne Al Forno
PRICE:	£4.00	PRICE:	£4.00	PRICE:	£4.00
WEIGHT:	400g	WEIGHT:	400g	WEIGHT:	400g
PRICE PER 100g:	£1.00	PRICE PER 100g:	£1.00	PRICE PER 100g:	£1.00
USE BY:	21/05/2024	USE BY:	21/05/2024	USE BY:	21/05/2024
PREFERENCE	55% (T) 1ST	PREFERENCE	20% 3RD	PREFERENCE	25% 2ND

SUMMARY & RECOMMENDATIONS

RESEARCH OBJECTIVE: To determine consumer acceptability and product performance of a the Product A Lasagne product line in the context of key competitor offerings. Provide key diagnostic feedback including appearance, aroma, taste, mouthfeel, overall opinion, and purchase intention for each product. Provide recommendations on product optimisation, if required.

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TEST DETAILS

CMR Test Ref: 8569	CMR Test Ref: 3452	CMR Test Ref: 6321
Sample Size: 109	Sample Size: 109	Sample Size: 109
Date of Test: 4th April 2024	Date of Test: 4th April 2024	Date of Test: 4th April 2024

PRODUCT RATING:
This indicates the Overall Product Rating out of 5 for all variants on test. This acts as a further indicator of overall performance.

RESEARCH OBJECTIVE:
Highlights the reason for the test- eg to determine consumer acceptability of product performance in the context of key competitors

SUMMARY:
This summarises what the consumer data is telling us about the products tested. It highlights anyparticular strengthsand weaknesses in performance and draws conclusions on how the client product has performed relative to the competitors.

RECOMMENDATIONS
Identifying potential areas for product improvements, recommendations given.

3 PRODUCT TEST

PURCHASE INTENTION
Evolution of Purchase intention Before and After tasting as well as after Price and Brand Reveal, including Propensity to Purchase.

Propensity to Purchase = 80% of 'definite' buyers and 20% of 'probable' buyers

RECOMMEND TO A FRIEND:
Indicates the proportion who would recommend the product to a friend compared to competitors

VALUE FOR MONEY:
Perceptions of Value for Money following price reveal.

NUTRITIONALS:
Identifying each of the products' **nutritional information as highlighted on pack.**

3 PRODUCT TEST

PRODUCT PERFORMANCE:
The charts illustrate consumer ratings on the 5 key product attributes i.e. Appearance, Aroma, Taste, Texture & Quality. Ratings are shown for all three products on test. Each attribute is rated on a 5-point scale from Excellent to Very poor.

WORD ASSOCIATION:
Shows the profile of the products based on prompted descriptors

Significant differences between the products are highlighted underneath the chart

PACKAGING APPEAL:
Top 2 Box rating (Excellent/Good) as well as mean scores compared to competitors

FOODFAX CATEGORY ANALYSIS:
Here we provide external data taken from the Cambridge MR Fast Foodfax database which defines what drives consumer opinions and purchase intention in a particular product category. This insight is drawn from analysis of the Foodfax database which comprises over 30,000 products across 400+ categories. The database is regularly updated to reflect changing consumer sentiment

PRODUCT SPECIFIC QUESTIONS
Up to 3 product specific questions that are focussed on key attributes of the product on test.

JUST RIGHT QUESTIONS
The 'just right' chart indicates where a product may be lacking, or over delivering on a specific ingredient, or characteristic.

If the product fails to make 65% (an industry accepted benchmark) there is a risk that this will adversely affect purchase intent. Cambridge MR use Penalty Analysis to determine this risk and will indicate if one exists.

We also ask some product specific questions on a 5 point scale ('Excellent- Very Poor').