

**Client:** Major UK snack manufacturer

**Brief:** Assess 2 potential new flavour optimisation routes for one of it's lead brands

**The solution:** It was important for the client that these products were tried in their "natural" environment

Category eaters were recruited from an online panel. The following day both products were mailed, unbranded, to the respondents so they could start the study in the shortest possible time

Respondents tested one product per day (allowing them to eat it in full), and were emailed a link to a short survey on each day, letting them feedback as they tried each product

Following the second product trial, direct preference was assessed and branding was introduced to see what impact this had on preference

**The outputs:** A concise written summary of the findings focusing on differences between the two products

**Impact:** A clear winner was identified and the product has since been re-launched, with on pack claims being made based on the study results



**Client:** International beauty brand

**Brief:** Assess the suitability of replacing a current personal care product with a new formulation. The aim being to optimise the product based on areas and needs identified from previous research

**The solution:** This project was run in the US with respondents being recruited from an online panel. A local mailing house was used as a cost effective way of delivering the products. Central to this study was the need to use the product for an extended period of time, with us gathering both immediate reactions and more detailed feedback after extensive use. The project involved 4 week field time including mailing and feedback

The products were trialled one at a time in two matched cells, with the second product being mailed after 1.5 weeks. Respondents were sent an initial survey to gauge first impressions, followed by an online diary to record their thoughts on a daily basis

Drop out rate over the period was carefully minimised, with a combination of clear instructions to gain initial respondent buy-in, a well structured incentive system and regular contact

**Impact:** It was found that the new formulation made a noticeable difference to other areas of product performance, so it was perceived as too high a business risk to take forward. Potentially saving them millions of dollars in lost sales and customers!

